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PRESS RELEASE

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Small footprint is big on design – Franke A300 wins Red Dot Design Award: Product Design 2021

Franke Coffee Systems' most compact and adaptable professional coffee machine, the A300, has been awarded the Red Dot Award: Product Design 2021. The award confirms the A300's unique achievements in ensuring reliably great coffee moments while also contributing visual appeal to every location. The internationally recognized Red Dot Award also serves to validate the A300 as an ideal, premium segment coffee machine especially in terms of quality, performance, and design.

Receiving a warm welcome within the industry since its introduction in early 2020, Franke's A300 continues to deliver on its promise to create great coffee experiences in any location. The product of Franke's dedication to technology and innovation, the A300 is a unique combination of small, adaptable footprint and premium performance features. Supporting excellent in-cup beverage quality, cup after cup, as well as the ability to prepare over 100 specialties with/without milk and milk foam, the A300 eases entry to the professional coffee service segment, for every-sized hotel, restaurant, and café location, and can also provide the ideal ambience for creating team-centric moments in office and workplace environments.

Compact powerhouse, award-winning image

"Our A300 is a continuing success story and we are very proud to win the Red Dot Award. The award confirms our drive for innovation and proves we understand our customers' needs. It is also a reward for our R&D teams as well as a motivation for them to reach even further," confirms Marco Zancolò, CEO of Franke Coffee Systems.

Winning the Red Dot Award: Product Design confirms Franke's A300 as a compact powerhouse for quality performance and top design. Small and large settings and locations are set to benefit from its sleek, aesthetic, premium image and efficiency features that are unique for its size: intuitive 8" touch screen, FoamMaster™ milk system, automatic EasyClean system and Franke Digital Services for enhancing communication and productivity. Meeting trending coffee tastes for both served or self-service concepts is easy as the vivid, largest-in-class display invites with rich visual prompts and engages with Franke Digital Signage by sharing news and custom messaging.

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About Franke Coffee Systems

Franke Coffee Systems, a division of the Franke Group, is a world-leading solution provider of fully automatic coffee machines for professional coffee making. Our passion for the best coffee quality motivates us to elevate the customer experience through state-of-the-art innovations. Learn more at

coffee.franke.com

[Franke Moments Creator](#)

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Red Dot Award: Product Design winner Franke A300 creates great coffee moments for professional coffee service in every-sized hotel, restaurant, and café location.

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Red Dot Award: Product Design winner Franke A300 presents a sleek and aesthetic design, ensuring the ideal ambience for team-centric moments in office and workplace environments.

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Red Dot Award: Product Design winner Franke A300 is packed with performance features that are unique for its size, including the intuitive 8" touch screen and FoamMaster™ milk system, for meaningful coffee moments.

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