



# press release

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## Franke Coffee Systems announces partnership in China with 2023 SCA World Latte Art Champion, Liang Fan

Aarburg, Switzerland, March 19, 2024

**Franke Coffee Systems, a leading manufacturer in the global coffee machine industry, is delighted to announce its strategic partnership with Liang Fan, winner of the prestigious 2023 SCA World Latte Art Championship. This unique collaboration, combining Liang's exceptional skills and know-how with Franke's industry-leading innovation, will bring new innovative solutions to our customers and Chinese consumers alike.**

Liang Fan will assume the role of brand partner for Franke Coffee Systems in China. With more than 13 years of experience in the coffee business, he is all about perfecting coffee craftsmanship and latte art. As a celebrated barista and lead trainer at the Barista Academy in Chongqing, China, Liang Fan is well-equipped to enhance Franke's presence in this dynamic and rapidly evolving coffee landscape.

Liang Fan's passion for perfecting coffee seamlessly aligns with Franke Coffee Systems' commitment to delivering unparalleled quality and continuous technological innovation. "Latte art demands precision and relentless practice for ideal and consistent results," notes Liang Fan. "Through my engagement with Franke Coffee Systems, I've gained profound insights into their tireless pursuit of coffee excellence and technological advancements, reflecting my own philosophy."

In his role as brand partner, Liang Fan will contribute to Franke Coffee Systems' initiatives in China, participating in events and trade shows tailored to the region's unique tastes and preferences. His expertise and insights into the Chinese coffee market, coupled with Franke's cutting-edge technology, promise an unparalleled coffee experience for today's Chinese consumers.

Liang Fan emphasizes the importance of advanced technology in the coffee industry: "High-quality coffee machines with robust technological features help to significantly reduce manual training costs and optimize barista workflows. This allows baristas to focus on developing their favorite coffee products, enhancing flavors, and interacting with the consumers without worrying about quality and consistency."

"I appreciate Franke's coffee experts and their leading innovative technologies, which allow me to serve the perfect cup of coffee and create unforgettable coffee moments," Liang further elaborates.

This exclusive partnership marks a significant milestone for Franke Coffee Systems, reinforcing its commitment to delivering exceptional coffee experiences tailored to all markets. While Liang Fan's expertise will be focused on China, Franke continues to lead on the global stage, anticipating an exciting future for the international coffee community with innovative solutions and unparalleled experiences for coffee enthusiasts worldwide.

Stefan Niederberger, Vice President Asia Pacific at Franke Coffee Systems, expresses excitement about the partnership, stating: "We are thrilled to be working with Liang Fan as our brand partner. This new collaboration alongside the opening of our new showrooms and offices, demonstrates our unwavering and long-term commitment to the Chinese market, where we will continue to invest to bring unique and outstanding solutions to our partners and Chinese consumers. China is a key market with a unique and fast-evolving coffee culture, and we want to combine the best of technology and craftsmanship to bring value and innovation to the coffee community in China."

Liang Fang will show his skills live at the HOTELEX tradeshow in Shanghai from March 27-30. He will be present at Franke's booth and inspire visitors with his mastery of coffee making and latte art. This event flags the kick-off of the partnership between Franke and Liang Fan for China.

Visitors of the HOTELEX tradeshow are invited to booth 1.2D12 to explore Franke's wide product portfolio and discuss with their experts in coffee competence, technical machine know-how, and sales. They will be available at the booth daily to answer questions and share insights.



*Caption: Liang Fan, Franke Coffee Systems China brand partner, in Franke's new Shanghai showroom, opening at the end of March.*



*Caption: Liang Fan in his element: the creation of extraordinary latte art.*

### **About Franke Coffee Systems**

Franke Coffee Systems, a division of the Franke Group, is a technology and solution provider of professional automatic coffee machines. Our passion for the best coffee quality motivates us to elevate the customer experience through sharing state-of-the-art innovations and profound industry expertise. Learn more at [coffee.franke.com](https://coffee.franke.com).

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