



# press release

Franke Kaffeemaschinen AG  
Franke-Strasse 9  
4663 Aarburg  
Switzerland

+41 62 787 3131  
coffee.franke.com

## Franke Coffee Systems to debut at GulfHost 2024 with exciting innovations for the Middle East market

Aarburg, October 25, 2024

**Franke Coffee Systems, a global leader in premium coffee solutions, is pleased to announce its first- ever participation at GulfHost 2024, to be held at the Dubai World Trade Centre from November 5-7, 2024. GulfHost is one of the most important events for the hospitality industry in the MENA area, attracting more than 25,000 professionals to learn about the latest advancements in foodservice and hospitality technology. By showcasing its innovative, cutting-edge coffee solutions at this event, Franke Coffee Systems aims to strengthen its brand presence in the region.**

At GulfHost 2024, the multi-award winning Mytico line from their new product category BeyondTraditional will be introduced to the Middle East, following successful launches in other regions. Mytico is the first product line in this innovative category which integrates existing technologies with new trends and customer demands to create solutions that go beyond industry standards. These game-changing coffee machines combine impeccable Italian design with Franke's renowned Swiss quality, delivering an extraordinary customer experience.

Franke Coffee Systems will introduce the Mytico Due and Mytico Vario PF to the Middle East. The Mytico Due's automated operation and intuitive design, coupled with its low machine height, allow baristas to easily engage with customers, creating memorable moments and fostering loyalty. Mytico Vario's integrated milk system helps reduce milk waste, while its PrecisionFoam technology ensures unparalleled milk foam quality in the exact desired quantity and density at the touch of a button.

As global coffee consumption increases, so do customer expectations. Today's consumers seek barista-grade quality coffee and memorable experiences every time, but the global shortage of skilled staff makes it difficult to meet this demand. Mytico addresses these challenges with advanced Franke Coffee Technologies that ensure superior performance, ease of use, and consistently high in-cup quality.

Notably, the Franke Mytico professional coffee machine has been shortlisted for the GulfHost Innovation Awards 2024 and has made it to the final round. Visitors can look forward to the announcement of the winning products on the first day of the trade show.



At GulfHost, visitors can also explore popular machines from the modular A line range. The A300, ideal for office environments; the versatile semi-automatic S700 for quick-service restaurants and coffee shop chains; and the A600 and A800, perfect for self-serve areas such as hotel breakfast rooms, c-stores, gyms, and kiosks will all be showcased at Franke's booth no. A64 in Hall Za'abeel Z5.

"At Franke Coffee Systems, the customer is at the heart of everything we do. With innovation and advanced technology, we strive to fulfill their requirements," says Marco Zancolò, CEO of Franke Coffee Systems. "Our participation in GulfHost 2024 is an important step in expanding our presence in the Middle East, a region with great potential. We are proud to showcase the Mytico range and our latest technologies that enable businesses to deliver perfect in-cup quality and exceptional coffee experiences to their customers. GulfHost is the perfect platform for us to connect with new partners and customers and demonstrate our commitment to this region."

To underline the company's intent to strengthen its position in the region, Ann-Marie Kutter has been appointed as Business Development Manager Middle East. Based in Dubai, she will act as the primary business contact for Franke's 17 partners in 8 countries across the region. Ms. Kutter will be available for inquiries from interested visitors throughout the duration of the exhibition.

"Our debut at GulfHost 2024 is an exciting opportunity to showcase the versatility and performance of our coffee machines, tailored to meet the diverse needs of our customers in the Middle East," says Roman Probst, Vice President EMEA of Franke Coffee Systems. "We look forward to engaging with industry professionals, providing insights into our innovative solutions such as the Mytico range and discussing how Franke Coffee Systems can support the growth and success of their businesses."

Franke's Brand Ambassador Wojciech Tysler will demonstrate the Mytico machines live at the booth. Tysler, a recognized SCA Barista Champion, will show his skills and serve a selection of signature drinks that are sure to delight visitors. In addition to traditional coffee drinks, Franke Coffee Systems will offer unique beverages such as Pistachio Latte or Orange Mocha, and vegan and protein-enriched drinks designed to appeal to the next generation of coffee drinkers.

Franke Coffee Systems invites GulfHost visitors to visit booth no. A 64 in Za'abeel Z5 in order to experience the coffee machines in action, discuss business opportunities with the company's professionals and discover solutions that will take their coffee business to the next level.

### **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)

### **Contact**

Sabina Nelson  
PR & Communications Manager  
Mobile +41 79 222 9360  
[sabina.nelson@franke.com](mailto:sabina.nelson@franke.com)

Copyright of all images: Franke



Caption picture 1: Mytico Due with side panel in Basil. A choice of six Franke colors to suit any location.



Caption picture 2: MyticoVario with PrecisionFoam, ensuring the perfect milk froth with right consistency, temperature and milk volume.



Caption picture 3: Franke's modular A line fully automatic coffee machines are configured individually to meet all requirements and segments.



Caption picture 4: Thanks to its user-friendly operation and advanced technologies, the Franke Mytico enables you to serve the perfect coffee every time.