



press release

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SCA World Barista Championship finalist new Brand Ambassador

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Franke Coffee Systems partners with Wojciech Tysler to strengthen its position as an innovative and pioneering manufacturer of fully automatic coffee machines that meet the highest standards in terms of coffee quality. Tysler, who is based in Ireland, is now Brand Ambassador for the internationally operating company, headquartered in Aarburg, Switzerland.

Passionate about his work, Wojciech Tysler has been involved in the hospitality industry for over 16 years and spent almost a decade working as a barista in a restaurant in the heart of Dublin. Today, his main occupation is barista trainer for a well-known Irish coffee roaster, which also runs its own cafés.

Coffee is Wojciech Tysler's passion: His love for perfect coffee and his ambition to always bring new ideas to his coffee creations make him an ideal match for Franke Coffee Systems. The long-established company has set itself the task of creating unique coffee moments thanks to top-quality beverages.

As a consultant and Ambassador, Tysler will participate in trade shows and events on behalf of Franke, will provide in-depth insights into the world of Franke's fully automatic coffee machines in videos. He will further point out topics and trends relevant to baristas and create his own recipes for exceptional coffee beverages.

Wojciech Tysler explains, "My passion for the perfect cup of coffee and outstanding hospitality connects me with Franke Coffee Systems. Thanks to Franke's technologies, I can put all my knowledge and creativity as a barista into the fully automatic machines. The coffee beverages and recipes I create can then be served at a consistently high quality every day, at every location."

Tysler's experience and know-how as a barista are also a key input for Franke Coffee Systems. His insights and ideas will also contribute to the company's development of new technologies and products.

"Franke's coffee experts and their innovative technologies together with my barista expertise make the perfect recipe for satisfied customers and unforgettable moments," Tysler further elaborates.



Wojciech Tysler as new brand ambassador for Franke Coffee Systems in the showroom at Franke's headquarters.

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About Franke Coffee Systems

Franke Coffee Systems, a division of the Franke Group, is a technology and solution provider of fully automatic coffee machines for professional coffee making needs. 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.

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