



press release

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Franke Mytico wins MICE Product Innovation Award 2023

Aarburg, Switzerland, September 11, 2023

Franke Coffee Systems, a global leader in coffee solutions, announces that its pioneering Mytico line* has been honored with the MICE Product Innovation Award in 2023. Mytico's innovative design and advanced technology have earned recognition as one of the most outstanding coffee preparation equipment solutions in the industry.

Global coffee consumption continues to rise, with consumers seeking memorable and exceptional coffee experiences. However, the shortage of skilled baristas worldwide has presented challenges for coffee business owners striving to consistently meet these demands.

In response to these industry challenges, Franke Coffee Systems introduced the BeyondTraditional product category, redefining the standards for coffee preparation equipment. The result is the revolutionary Mytico product line, which brings together cutting-edge Swiss technology and Italian design to deliver unparalleled coffee solutions.

Franke's Mytico impressed the judges at the Melbourne International Coffee Expo (MICE), the largest and most influential coffee-related trade fair in Oceania. Mytico was awarded one of the three prestigious MICE Product Innovation Awards for 2023 in the category of Coffee Preparation Equipment.

Marco Zancolò, CEO of Franke Coffee Systems, Marco Zancolò, CEO of Franke Coffee Systems, is excited about the recognition: "Mytico is the result of Franke's commitment to elevate industry standards through continuous innovation, empowering baristas with advanced technology and delighting customers with exceptional experiences. We are thrilled to receive the MICE Product Innovation Award, which reaffirms our dedication to pushing the boundaries of coffee technology and design."

Since 2012, MICE (Melbourne International Coffee Exhibition) has grown to become the premier event for coffee enthusiasts and industry professionals in the region. The Product Innovation Awards recognize exhibitors that showcase exceptional products at the trade fair. In August, Mytico stood out from the competition, securing the award for its outstanding contribution to coffee solutions.

The jury was particularly impressed by the impeccable design of Mytico, a seamless blend of Italian aesthetics and Swiss technology. This fusion creates a unique coffee experience that not only satisfies the demands of today's coffee consumers but also elevates the coffee preparation process to an outstanding experience.

* Mytico is currently not available in all countries and will be launched in various markets gradually.

About Franke Coffee Systems

Franke Coffee Systems, a division of the Franke Group, is a technology and solution provider of 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.





Caption for picture 1:
Mytico Vario featuring side panels in the color Basil. Choose your favorite color from six Franke colors.



Caption for picture 2:
The Barista Module on the Mytico Due provides the opportunity of creating signature drinks with up to two different steam wands.



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