



press release

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Franke Coffee Systems to showcase brand-new coffee solution for outstanding experiences at World of Coffee 2023 in Athens

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Franke Coffee Systems, a leading international coffee machine manufacturer, is excited to announce its participation in the upcoming World of Coffee trade show, set to take place in Athens from June 22 to 24, 2023. This marks its first-time attendance with a dedicated own booth where the company will showcase its latest breakthrough product line, Mytico.

Mytico represents a significant advancement in coffee machine technology, tailored to meet the demands of today's baristas. With this revolutionary offering, baristas can unleash their creativity and effortlessly attend to customers simultaneously. The Mytico coffee machine line spearheads the introduction of Franke's new product category, BeyondTraditional, blending cutting-edge technology, Swiss quality, Italian design, and the timeless aesthetic of a traditional portafilter machine.

The coffee industry is known for its captivating barista performances, and Mytico strikes a perfect balance between tradition and automation. Designed to delight coffee enthusiasts, the machine's features can be programmed to cater to various individual preferences. Barista theater, cherished by many customers and coffee enthusiasts alike, is now within reach while streamlining operations and enhancing customer experiences.

"We are thrilled to participate in the World of Coffee show and introduce Mytico to the coffee community," says Roman Probst, Vice President EMEA at Franke Coffee Systems. "We at Franke constantly strive to push boundaries and exceed expectations. Mytico represents the perfect fusion of innovative technology and traditional charm, enabling baristas to unlock their full potential while delivering exceptional coffee experiences."

Franke Coffee Systems is further excited to announce that their Brand Ambassador, Wojciech Tysler, will be participating in the highly anticipated SCA World Barista Championship, coinciding with the World of Coffee show in Athens.

Having recently emerged victorious in the national competition held in Ireland, his resident country, the Franke Brand Ambassador is now qualified to showcase his exceptional skills on the global stage. The SCA World



Barista Championship is a prestigious event that attracts the most talented baristas from around the world, highlighting their expertise, creativity, and dedication to the craft.

"We are immensely proud that our Brand Ambassador will compete in the World Barista Championship," expresses Jessica Zoehner, Vice President Global Marketing at Franke Coffee Systems. "His wealth of experience, remarkable achievements, and unwavering passion for the art of coffee preparation make him the perfect representative for our brand. We are confident that he will leave a lasting impression and inspire coffee enthusiasts worldwide."

The collaboration with Tysler further underscores Franke Coffee Systems' brand commitment to promoting excellence and innovation within the industry. By supporting and collaborating with renowned professionals, the company continuously pushes boundaries and stays at the forefront of industry advancements.

Franke Coffee Systems will not only have its own booth at World of Coffee, but also announces that its Coffee Competence Manager, Inga Schaeper, will co-host the captivating workshop 'Espresso extraction and beverage creation on fully automatics' which takes place at the exhibition's premises. Notably, this is the first time World of Coffee will feature a workshop with fully automatic coffee machines. The session will focus on the details of espresso extraction and beverage preparation, providing attendees with valuable insights and knowledge, all aimed at achieving perfect taste profiles.

Visitors to the World of Coffee 2023 are invited to explore Franke Coffee Systems' booth, number 2-D47 in hall 2, where Mytico coffee machines will be on full display. Attendees will have the opportunity to witness firsthand the seamless integration of modern automation and the artistry of traditional barista techniques. The company's expert team will be present to provide insights, demonstrations, and answer any queries from visitors.

To learn more about Franke Coffee Systems and their innovative coffee machines, including the groundbreaking Mytico, visit their official website at coffee.franke.com.

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



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



Caption: With Mytico you can easily switch from single to double spouts to create up to four espressi at once.



Caption: The reduced height of the Mytico enhances the impactful interaction between barista and customer.