

MAKE IT WONDERFUL



PRESS RELEASE

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Fispal 2022: Franke shows solutions for the coffee business in Latin America

Swiss manufacturer Franke Coffee Systems will showcase its professional fully automatic coffee machines for the first time at an own booth at the Fispal Food Service 2022 trade fair in São Paulo, Brazil. In doing so, Franke aims to strengthen its presence in the growing Latin American market.

How to further develop their coffee business to delight their customers with unforgettable coffee moments, day after day, cup after cup - that's what Franke Coffee Systems will be showing trade visitors at Fispal Food Service. The leading trade fair for the Latin American foodservice industry will take place in São Paulo, Brazil from June 7 to 10. The focus of the company's presence at booth J173 in the White Pavilion will be Franke's fully automatic coffee machines: the compact, multi-award-winning A300 and the A600, with its huge selection of delicious coffee specialties and milk drinks. From the perfect latte macchiato and classic espresso to Café Carioca or a refreshing strawberry milk - there are practically no limits to the variety of beverages.

From stimulant to coffee enjoyment: Brazil is undergoing a cultural change when it comes to coffee. Consumption of instant coffee has been stagnating for years, but demand for high-quality roasted espresso-based products is rising steadily. And coffee is increasingly being drunk outside the home. The market experts at statista* estimate that by 2025, 20 percent of all coffee will no longer be drunk at home, but in bars or restaurants, for example. This makes Brazil a growth market for hoteliers, gastronomes, and c-store operators who want to offer their customers perfect coffee enjoyment.

Franke Coffee Systems' trade show presence will focus on the specific demands of customers in the Latin American market. Their preferences determine the recipe menus of the Franke fully automatic coffee machines. Not only can standard recipes for internationally popular coffee drinks be defined in these menus, but regional specialties such as Café Carioca can also be programmed and conveniently selected via the touch screen. By combining the various Franke Coffee Technologies, it is possible to raise beverage quality and selection to an unprecedented level. Whether iQFlow™, FoamMaster™, CleanMaster or Franke Digital Services - visitors can try out the powerful features for themselves at the touch of a button and learn first-hand how they can further strengthen the success of their coffee business with individual Franke coffee solutions.

* <https://de.statista.com/outlook/cmo/heissgetraenke/kaffee/brasilien#volumen>

Visit Franke Coffee Systems at Fispal Food Service in São Paulo, Expo Center Norte, White Pavilion, booth J173 from June 7 to 10.

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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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Franke A600

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Franke A300

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