

Back then, not just anybody could become a barista. Times change.



Barista's sweetheart



Everybody's darling





# Reinventing the portafilter machine

#### What drives WMF to develop the most cutting-edge coffee machines?

Besides customer centricity, identifying new trends and anticipating future needs are significant drivers for successful product development. By systematically managing innovation over the last few years, we've succeeded time and again in setting new benchmarks.

How did you come up with the idea of introducing this entirely ground-breaking technology to the portafilter coffee machine sector?

WMF had already developed a portafilter machine as early as 1955 and has been the

undisputed market leader in the field of premium fully automatic machines for many years. We wanted to use this experience to market a cutting-edge portafilter machine concept which combines the best of both worlds: producing the perfect espresso, whilst being child's play to operate.

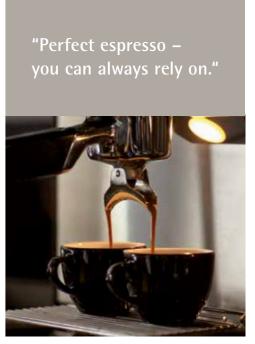
#### Which target group do you aim to reach with the WMF espresso?

All people who enjoy working with a traditional portafilter machine but at the same time don't want to compromise process reliability and consistency in beverage preparation – so they can continue to offer their guests the finest, most exquisite coffee experience.









#### A passion for detail

Frank Göltenboth Head of Product Development at WMF Coffee Machines

How have you managed to ensure the process reliability of a fully automatic machine with a portafilter machine?

By automating all steps that require specific ability and handling. For instance, grinding the fresh beans and tamping the powder is left to the machine's knowhow. The main brewing parameters are regulated by supporting software and the portafilter is automatically detected. All the operator has to do is to insert the portafilter, press the button, get ready for "barista-class" espresso – and all done. This is what we mean by "handmade automatically".

Thomas Starczewski Designer at designship, Ulm

What challenges did you face in developing the design for the WMF espresso?

Coming up with a contemporary design that connects the WMF brand – i.e. modernness and technological edge – with the flair of a traditional portafilter machine. This, we've accomplished by insisting on sleek lines, premium materials and a crucial passion for detail.

Winning the iF DESIGN AWARDS 2015 and the red dot award 2015 – globally recognised seal of approval – had already affirmed that our WMF espresso design sets new benchmarks.



"We've automated all steps that require specific ability and handling."

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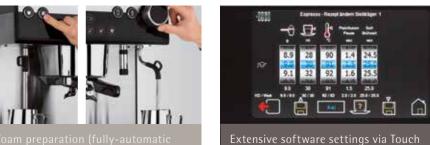


# Introducing the WMF espresso



The new WMF espresso detects the portafilter automatically, controls the brewing time, signals when the grinding degree needs readjusting, grinds the coffee and tamps with 100% nsistency. Everything you need for a perfect espresso.



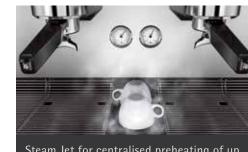




wo air cooled bean hoppers for different

types of coffee beans (Espresso and/or





One "external coffee grinder" button per brewing group for additional types of

coffee via external addition.

Steam Jet for centralised preheating of up

### Everybody can be a Barista

Two integrated grinders

Automatic tamping















## Technical specifications









540 mm (600 mm)

#### Technical data? Here you go!

Hourly Output <sup>1</sup> Espresso or Café Crème Cappuccino, Latte Macchiato or Cafe Latte	up to 300 cups up to 240 cups
Power supply	6,0 – 7,0 kW / 380 – 415 V
Coffee bean hopper	each approx. 550 g
Dimensions (width / height / depth)	723 / 580 / 540 (600 with open cup storage) mm
Empty weight	75 kg
Continous sound pressure level (LpA) <sup>2</sup>	< 70 dB (A)

Depending on the power supply and recipe settings

The A-rated sound pressure level LpA (slow) and LpA (impulse) at the workplace

From 5° dKH (carbonate hardness), a WMF water filter is recommended.





DESIGN AWARD 2015



# Perfect espresso. Handmade automatically.

With a traditional portafilter machine, technical knowhow is required to prepare the perfect espresso. Even setting the grinders and deciding the correct tamping pressure is an art in itself.

The WMF espresso measures all vital brewing parameters, grinds and tamps automatically. Insert the portafilter, press the button, prepare yourself for the perfect espresso, remove the portafilter and all done. This process reliability guarantees consistently high quality coffee, which is why truly anybody can operate the WMF espresso.

This in turn enables more efficient staff and cost planning. And with space being saved on additional grinders, the WMF espresso also takes up much less space on the bar counter. Certainly, this new generation portaflter in no way limits Baristic licence. Quite the opposite: the portafilters can also be filled and tamped via a separate grinder. And manually foaming the milk always remains an option.

The WMF espresso bridges the gap between two worlds. Handmade. Automatically.

Espresso

Remove

Insert

Insert the fully automatic portafilter, press the button...





... prepare yourself for the perfect espresso, remove the portafilter – and all done.

#### More colours. New freedom.

The WMF espresso is available in several different colours, giving you even more choice when it comes to the design and presentation of your coffee business. Whether stylishly sleek or jazzy and modern, integrated or as a strong accent – the WMF espresso will underpin the look of your gastro outfit in just as expressive and colourful a way as you want.

Enjoy the freedom. Now available for attractive conditions. If you're interested in acquiring a WMF espresso in your desired colour, we would be happy to provide you with detailed information and offers.









Brushed Gold



Satin Pearl White



Gloss Dragon Fire Red



Gloss Burnt Orange



Gloss Sunflower

A range of sample colours can be seen here.

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