

PRESS RELEASE

Franke Coffee Systems to further develop the Japanese market with its latest showroom opening

The Swiss manufacturer of professional, fully automatic coffee machines celebrated the opening of their new business location in Japan dedicated to creating premium coffee experiences for customers, guests, and visitors, as well as to reinforce the company's presence and penetration in the Japanese market.

TOKYO, JAPAN (August 25, 2022) -- Franke Coffee Systems today officially inaugurated its new business location in the capital of the Japanese market. The new business premises house the showroom, training facilities and workplace for the local team in Japan. The opening marks another important milestone in Franke's evolving strategy in Asia, following the registration of its owned master distribution license in Japan in 2021.

The celebration of the opening started in the afternoon with members of the Franke Coffee Systems' leadership team and Counsellor Trade and Investment and Head Swiss Business Hub Japan, Mr. Claudio Mazzucchelli, at a Sake Barrel Ceremony (Kagami-Biraki) - a Japanese tradition to celebrate the transition to a new stage. Another highlight of the event includes a coffee making demonstrated by Mr. Makoto Asamoto, a Japanese Restaurant and Café Adviser, using the Franke A800 with Flavor Station to prepare "Matcha-Coffee" - an especially designed coffee-drink to celebrate the opening for all the participating guests at the event.

The opening in Tokyo underscores Franke Coffee Systems' significant step towards developing the Japanese market. Franke aims to continue to attain into local needs and trending consumer demands in Japan. Marco Zancolò, CEO of Franke Coffee Systems said, "Asia Pacific is one of the world's fastest growing regions for coffee consumption and with the latest opening in Japan, we will provide a platform to our partners and customers showcasing our solutions that perfectly satisfy the market's growing demand for premium coffee beverages even better."

Roman Probst, Franke's Head of Global Sales added, "We are thrilled to open this business location in Japan. Together with this opening and our local team in Japan, we are confident that our Japanese business partners and end-customers are now able to experience even greater service, support, and direct access to comprehensive local solutions."

The Franke Coffee Systems Japan showroom offers its partners to explore the company's profound coffee expertise and comprehend why Franke's brand vision "It's all about the Moment" truly defines the business of coffee. The company's aim is to allow customers such as restaurant owners and hoteliers to fully concentrate on the customer satisfaction of their guests without having to worry about their machine or the quality of the coffee.

The especially designed showroom provides hands-on access to Franke's A-Line portfolio of fully automatic coffee machines, from the compact, award-winning A300 to the A1000, as well as the SB1200 Specialty Beverage Station, which offers the ultimate in self-service. Additionally, Franke also presents their signature Coffee Technologies: iQFlow™, FoamMaster™, CleanMaster, IndividualMilk Technology, Franke Digital Services and more. At a touch of a button, partners and customers can try out each of these high-performance capabilities for themselves. Also, Franke's semi-automatic S700 is presented, giving visitors a chance to create milk foam delicacies by frothing milk manually like a barista.

Additionally, the location is featuring an individual training space which prioritize practical knowledge sharing with its coffee competence courses and individualized training for our local partners and customers.

Ikuo Murakami, Managing Director of Franke Coffee Systems Japan said, "The mission of the Franke Coffee Systems Japan team is to better assist our partners and customers in serving the Japanese market.". He added, "This is the place where we can create a moment with our partners and clients, so that they get to know us better and benefit from the expertise and knowledge that we are willing to impart. It's all about assisting them so they can provide every guest with wonderful, memorable coffee moments with every cup."



The Sake Barrel Ceremony

From left: Ikuo Murakami, Managing Director Franke Coffee Systems Japan; Jessica Zöhner, Head of Global Marketing Franke Coffee Systems; Claudio Mazzucchelli, Head Swiss Business Hub Japan; Marco Zancolò, CEO Franke Coffee Systems; Roman Probst, Head of Global Sales Franke Coffee Systems.

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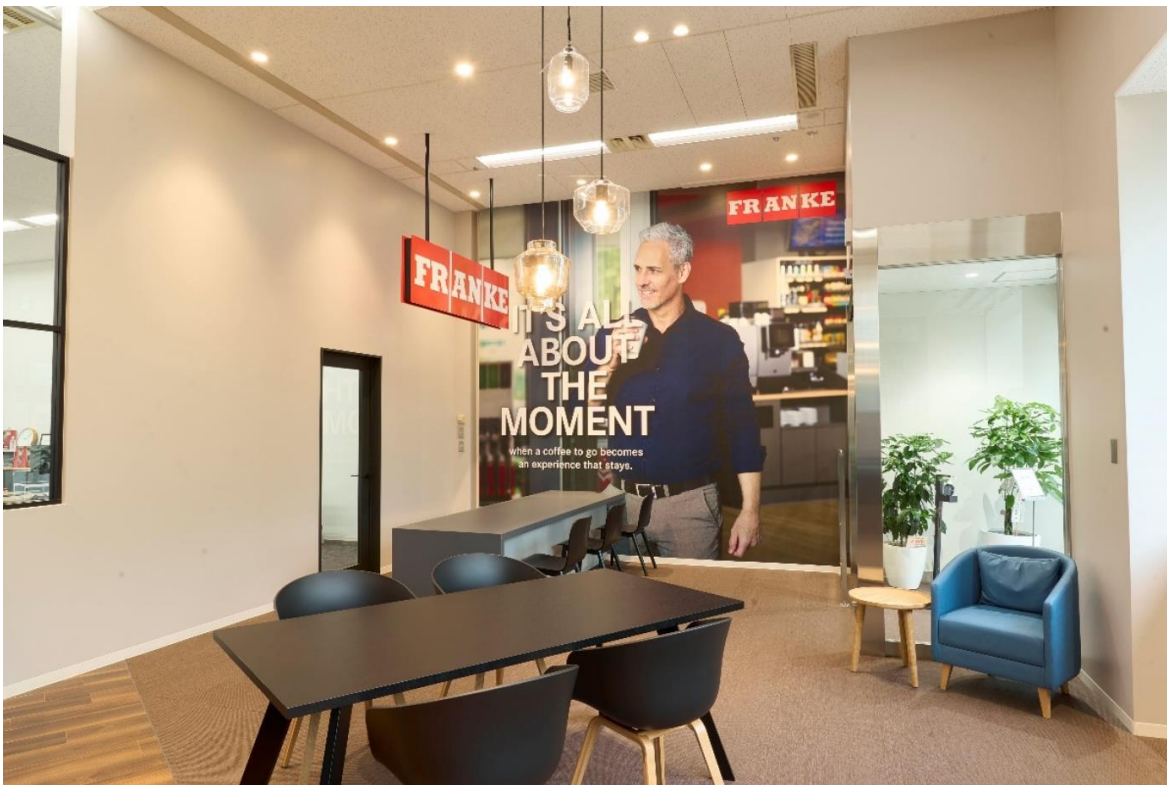


The Sake Barrel Ceremony



Franke Coffee Systems Japan Showroom

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Franke Coffee Systems Japan Showroom

About Franke Coffee Systems

Franke Coffee Systems, a division of the Franke Group, is a world-leading provider of fully automatic coffee machines for professional coffee making. Our passion for the best coffee quality motivates us to elevate the customer experience through state-of-the-art innovations. Learn more at coffee.franke.com

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