



*Serious Tools For Professional Baristas, HANDMADE IN FLORENCE*

**LA MARZOCCO ANNOUNCES ROLLOUT SCHEDULE AND SPECIFICATIONS FOR NEW GS/3 MODEL**

(FIRENZE May xx, 2006) La Marzocco S.r.l. plans to launch its GS/3 espresso machine in the fourth quarter of 2006. In testing by third-party experts, La Marzocco GS/3 dramatically reset standards for performance among home and light commercial categories. It compares favourably to the highest level of commercial equipment and will appeal to espresso enthusiasts, wealthy homeowners and a variety of businesses seeking high performance in a substantially smaller machine.

Called a historical machine (Chris Tacy, home-barista.com) for its advancements, La Marzocco GS/3 has a tiny footprint (16W x 14H x 21D). The 1-group GS/3 works on 110 volts and only 15 amps (10 amps in Power Save Mode) of electricity.

With water reservoir or plumb-in options, La Marzocco GS/3 suits home use and has sufficient steam power and performance recovery for many commercial applications, including restaurants, catering and professional offices.

We wanted to build the ultimate home machine, said La Marzocco President Ron Cook. What we wound up with fits homes as well as the majority of retail locations that serve espresso as an add-on product.

Founded in 1927, La Marzocco S.r.l. remains an artisan manufacturer of commercial espresso equipment based in the hills outside of Florence, Italy. Still connected to its founding fathers, the Fratelli Bambi, by the daily participation of their son and nephew Piero, La Marzocco also features forward-thinking design and sophisticated electronics including proportional integral derivative (PID) controls on its espresso machines and the one-of-a-kind Swift Grinder, a one-touch grind-dose-tamp machine that bridges the gap between traditional and superautomatic equipment. For more information, visit [www.lamarzocco.com](http://www.lamarzocco.com).

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La Marzocco Srl

