

## ITALY - La Marzocco's 80th Anniversary

PIAN DI SAN BARTOLO (Florence, Italy) - La Marzocco celebrates its 80th anniversary this year. Indeed, it was founded by the Bambi brothers in 1927 when they opened a factory to produce coffee machines. They adopted the La Marzocco, the seated lion with the crest of the Florentine lily, as their symbol, inspiring the name of the factory and forever linking it to the city of Florence and to the Florentine spirit. They began producing hand crafted machines with an emphasis placed on detail, similar to the countless artisans and artists who have thrived in the city throughout the centuries and have left world renown works of art as their witness.

The machines were designed and produced on demand and according to single client specifications. In spite of having realized the very first espresso coffee machine with horizontal boilers as early as 1939 (MARUS), the turning point in production took place in 1970 when La Marzocco patented a machine composed of two distinct boilers, one for coffee extraction and the other for steam. La Marzocco was the first to adopt this technology, which maintains the temperature inside the coffee boiler constant thereby guarantying improved espresso extraction, thanks to Giuseppe Bambi's intuition.

An additional turn of events affecting the destiny of the company took place in 1977, when Kent Bakke came to Italy and developed a keen interest in La Marzocco's coffee machines. With Piero Bambi's assistance, he began to understand the dynamics behind the factory walls and came into closer contact with the world of quality espresso coffee. Later, he acquired the company together with other investors.

It was implicit from the onset of this relationship, however, that the spirit of the company would not be altered. In fact, Kent Bakke has continued on the same path as the Bambi brothers and Piero Bambi, placing quality, as well as research for optimal espresso coffee extraction, first.

Hand-made machine production makes it possible to give priority to details and constant research leads to invariable improvement in esthetics and quality. The company, nonetheless, has adopted predefined standards as well, which guaranty more sophisticated production without undermining the quality or the performance of La Marzocco coffee machines. Indeed, La Marzocco's approach has made it possible to export to more than 50 countries throughout the world.

To inaugurate the celebrations that mark the 80<sup>th</sup> anniversary this year, the company has published a book titled "La Marzocco - 80th Anniversary Collection" with images of La Marzocco machines produced throughout its history.

### **The Company:**

La Marzocco was founded in 1927 by the Bambi brothers and from the beginning has specialized in producing handmade espresso coffee machines with meticulous attention aimed at excellence, a quality cup and style.

The company is located in Pian di San Bartolo, in the vicinity of Florence, Italy, and has offices in Milan and Seattle.

La Marzocco has 35 employees and produces espresso coffee machines and grinders, which are currently exported to more than 50 countries with the support of importers and distributors, making La Marzocco's presence known in 5 continents. La Marzocco is the official sponsor of the World Barista Championship (WBC).

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