

## **LA MARZOCCO – Launches two concept machines at Scaa – Long Beach, CA**

Pian di San Bartolo (Firenze) – La Marzocco Srl, in its endeavour to provide the best baristas in the world with equipment that can more fully assist them while preparing espresso coffee drinks, will be exhibiting two Future Concept machines in Long Beach, California at the 19<sup>th</sup> Scaa Conference & Exhibition.

One machine applies a new extraction system to a previous series (ESI's booth), whereas the other concept machine (La Marzocco's booth) intends to meet the specific needs of fanatic baristas who bring quality and consistency in the cup to an extreme, as well as the quantity of coffee extraction while using different espresso coffee blends or origin.

Through the introduction of the "Concepts", La Marzocco's intent is to gather a variety of opinions, suggestions and/or inspirations from professional baristas and industry professionals who will attend the trade show and try the machines for themselves: La Marzocco Lounge – 80<sup>th</sup> Anniversary (booth 261) and Espresso Specialists Inc., La Marzocco's only distributor in the U.S. (booth 719).

La Marzocco's two Concepts, which will enter the prototype phase only in case of positive feedback, are not destined to production, but serve to gather information for future models as well as gain confirmation of the choice made by the company to openly share its equipment development plans with clients and all those who are familiar with the La Marzocco tradition. This is what renders La Marzocco different which, inspired by the automobile industry, aims to maintain its artisan nature, while consolidating and contributing to the expansion of the market niche in coffee excellence.

Only at a third phase would it be possible to consider moving equipment into production that is inspired in form and technology like the Concept machines on exhibit in Long Beach, therefore prices and delivery dates are not available !

La Marzocco invites anyone who will have or has had an opportunity to see the machines in Long Beach and would like to express their opinions, suggestions or impressions by contacting .

### **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).

La Marzocco Srl

Website:

Via Bolognese 68

50010 Pian di San Bartolo - Florence – Italy

Contact: Guido Bernardinelli, Sales & Marketing Manager

+39 02 36534109