

Comunicaffè

La Marzocco, titanium prototipe for its first 80 years c/o La Marzocco's 80th Anniversary Lounge

MILAN(Italy) - La Marzocco, the Florentine professional espresso machine producer, celebrates its 80th Anniversary at the Salone Internazionale del Caffè SIC/HOST (**Pad 11, booth Q58**), to reveal its uniqueness, a company that specializes in producing the highest quality machines in a limited number. The one of its kind, GS/3, with titanium boilers, will speak for itself. The ability to work with this metal is limited to only a few, and La Marzocco has managed to succeed. It does not take much to foresee a limited production.

TITANIUM With the GS/3 titanium prototype, La Marzocco's artisans confirm their ability to carry out work that is not deemed obvious, labor that would be considered difficult in other, larger companies which are obliged to use automated machinery. Another important difference is their choice in materials. La Marzocco is given credit for choosing those treatments and/or processes of metals that are different from those normally used in the coffee industry.

One example? The use of stainless steel to build boilers or titanium, as in this "one of its kind" anniversary GS/3 edition, the new professional, one group machine that possesses the same power and performance as a standard 2 group machine in spite of being smaller than any other professional machine on the market. It is ideal for the home for some privileged or small, high end super-restaurants. The advantages of stainless steel? Like titanium, it does not contain any lead which could end-up in the water supply, water being a principal ingredient to preparing an optimal espresso coffee.

The proposals that La Marzocco will be presenting at SIC indicate that a small niche of Baristas and private aficionados of good espresso coffee, as well as the La Marzocco trademark, are in our midst, specialized clients who do not consider price to be a barrier. The GS/3 is not aiming for large numbers. In fact, even small numbers mean a lot at a small company like La Marzocco.

UNIQUE MODELS For its special clients, La Marzocco will be exhibiting 4 "one of its kind" units: a 4 group LINEA EE in hand

hammered brass dating to 1992, one of 3 existing still today, a modern 3 group FB/80 EE with brass panels, the 10th and last of the 3 group FB/80 EE WBC Tokyo units signed by Piero Bambi and the GS/3 with titanium boilers and transparent panels.

AT LA MARZOCCO'S 80th ANNIVERSARY LOUNGE (BOOTH)

there will be a film running approx. 40 minutes that tells the story of the people, including employees, clients and friends, who have contributed to making the Florentine brand stay alive in the past and present. It proves to be a special booth: not being at all typical, but an imaginary and real voyage into the world of coffee as told by La Marzocco's machines from the past (many of which will be on exhibit) as well as those in production today and those that aim for a better tomorrow.

It will be possible to enjoy coffee brewed by a renovated antique machine, by a super-sophisticated method of today offered by the **revolutionary PID technology** (the algorithmic equation that manages temperature fluctuations of water inside the coffee boiler so that the thermal stability is maintained at a max of 0,5 C° between one coffee and the next, a record in the industry), and by a machine with the mechanical activation of brewing groups, representing a machine of the future oriented to improve a professional baristas performance.

WHAT'S NEW Of 3 the "Concept Machines" presented at the SCAA Exhibition in Long Beach last May, La Marzocco has decided to take one to the next phase in pre-production of a prototype, therefore it will be on exhibit and brewing coffee. It is based on the manual configuration of the brewing groups through a mechanical command. Practically, it is a re-elaborated and superior version of the **La Marzocco Paddle brewing group**, which, in addition to allowing mechanical pre-infusion for a desired time and to manually regulate the flow of water being extracted, it gives back the feeling of being in control of the machine, like in the past (A Macchinista feeling!).

The result in the cup is extraordinary. Another news will be revealed at the Salon: the **single dose La Marzocco Swift grinder**. Until today La Marzocco had only patented an all in one, automatic grinder, dosing and tamping machine for two servings of espresso coffee to be served simultaneously or a double.

On the opening day of the show, **Friday, October 19, La Marzocco's e-shop will be launched**, where it will be possible to purchase memorabilia, vintage and professional La Marzocco items. And finally, for a little bit of fun, **La Marzocco's "Ottanta", an aromatic espresso created by the World**

Barista Champion Friz Storm will be presented and offered.

FRITZ STORM, THE CHAMPION The presence of Storm is not a casual choice given that La Marzocco is the sponsor of the World Barista Championship (WBC) since its first edition. Moreover, it is the confirmation that the professional Barista and contemporary coffee shop scene are the real market objectives of La Marzocco. Fritz, furthermore, is an icon in the field, an excellent model in sharing and communicating his know how as well as his indubitable ability and creativity. There will be 2 demonstrations every day at 11:00 am and 3:00 pm lasting about 20/30 minutes each, followed by interaction of the Champion with the public for another 20 minutes.

THE PLANTATION IN TANZANIA The agreement for leasing the plantation in Tanzania, in collaboration with the German companies Probat (roaster machinery) and Mahlkonig (grinding machinery), will be publicized at the Salon. The reason? "We want to be the first in the industry to speak about coffee with other machine producers – La Marzocco says – we would like to innovate the relationship among roasters and end users, we would like to learn more about coffee and we would like to share the same opportunity with our distributors. Our aim is to continue together to improve coffee in the cup, which is the single most important factor that sustains the entire industry. Finally, and possibly most importantly, we'd like to give back something to the source by contributing in one manner or another to the local population".

AN INVITATION Finally, Comunicaffè readers are invited to **La Marzocco's 80th Anniversary Cocktail Party** in celebration of the Florentine brand's 80th Anniversary, Friday October 19, 2017 @ Finger Café, via Albricci 3, Milano beginning at 7 pm and into the night.

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 40 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 - www.lamarzocco.com Contact: Guido
Bernardinelli, Sales & Marketing Manager
guido@lamarzocco.com +39 02 36534109