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Auction at SCAA in Atlanta Gives Rare Shot at Espresso Machine Package

Press release from Espresso Specialists, Inc., Date: April 6, 2004

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(SEATTLE—April 6, 2004) A \$10,000-plus retail value commercial espresso equipment package suitable for home or business use will be auctioned at the Specialty Coffee Association of America (SCAA) Conference & Exposition.

Benefiting the U.S. Barista Championship (USBC), the silent auction will take place in conjunction with the USBC, April 23-26, 2004. The winner will take away a La Marzocco Espresso Machine, Rio Mini Grinder-Doser and an installation and warranty package.

The La Marzocco espresso machine, a Linea 1-AV model, is the smallest version available of the high volume Marzocco line ("1-AV" refers to "one 'group'" or espresso-making station and "automatic volumetric" water dosing). Thousands of 3- and 4-group machines, capable of 1,000- or even 2,000-plus drinks per day, can be found in espresso bars, coffeehouses and espresso drive-thrus across the U.S. A 1-AV Marzocco can produce drinks at a rate of about one per minute - all day long. Think large parties or happy (and possibly wired) co-workers.

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This marks the first time that a La Marzocco has been available through live public auction according to Espresso Specialists, Inc., the exclusive U.S. importer since 1978.

Starting at a \$1,000 minimum bid, the silent auction will take place throughout the USBC and benefit the USBC Committee of the SCAA. Bidders will be able to access the silent auction inside the USBC competition area from Friday, April 23 through Monday, April 26, 2004. The winning bidder will be announced during the awards ceremonies on Monday, April 26 at approximately 2:40 pm.

Important details of the package follow:

- La Marzocco 1-AV – 1-group volumetric-dosing espresso machine (220-V, 30 amp outlet and plumbing requirements)
- Rio Mini – small commercial grinder-doser (standard 110-V outlet)
- Installation – anywhere in the United States and the District of Columbia
1-year parts and labor warranty

The non-profit USBC Committee organizes regional barista championships across the United States every year. Its championship takes place during the SCAA's national conference. In May 2004, the USBC will send its champion to the World Barista Championship (WBC) in Trieste, Italy. In 2005, the USBC and WBC will be held in Seattle during the SCAA Conference.

Florence, Italy-based La Marzocco S.r.l. and Seattle-based Espresso Specialists

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donated the package to the USBC Committee to support the growth of regional competitions in 2004 and beyond. "No matter how well our machines are designed to perform, the barista has the final say in what you taste," said Kelly Traw, director of marketing for Espresso Specialists. "These competitions benefit our entire industry because they spotlight quality in the cup."

La Marzocco S.r.l. is the official equipment sponsor of the WBC. Espresso Specialists, Inc., the exclusive importer of La Marzocco in the United States, sponsors the USBC. The two companies share a common love for espresso, espresso equipment and the coffee roasters, retailers and baristi that make it right in the cup. For more information, visit www.lamarzocco.com or www.esiespresso.com.

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