

LA MARZOCCO WINS EQUIPMENT SPONSORSHIP FOR WORLD BARISTA CHAMPIONSHIPS THROUGH 2008

Heralded as the most challenging, intense and, indeed, distinguished barista contest on the planet, the World Barista Championship (WBC) continues to up the ante year by year not only in terms of the caliber of competitors but with its sponsorship, as well. Because of the increasingly high-profile nature of the professional event, the World Barista Championship Organization holds its sponsors to a set of exacting standards.

A number of top espresso machine manufacturers expressed interest in assuming espresso machine sponsorship duties for the WBC, as the contract held by La Marzocco s.r.l. of Florence, Italy since the inception of the WBC in 2000 expired with the culmination of the sixth annual WBC in Seattle in April.

After the execution of a stringent test prepared by the WBC Technical Standards Committee which ran espresso machine sponsor contenders through a series of grueling trials, La Marzocco's GB/S was determined the highest-scoring machine, and the company won the sponsorship contract through the 2008 WBC.

"Several of our competitors delivered improved, high-performance machines to the WBC Technical Standards Committee," said Ron Cook, president of La Marzocco. "We salute the joint effort to lift the quality standard for our industry higher. The movement to higher-quality beverages requires a commitment from the manufacturers."

Designers of the La Marzocco GB/S include Florence-based Piero Bambi



Used in the 2005 World Barista Championship, La Marzocco's GB/S machines will take center stage through 2008.

and Roberto Bianchi, and Seattle-based Bill Crossland. Bambi is the son and nephew of the Fratelli Bambi—Bambi Brothers—that founded La Marzocco in 1927.