

LA MARZOCCO SAYS CIAO TO HOST

The renowned Italian espresso machine manufacturer, La Marzocco, just announced that it will not be participating in this year's HOST trade show in Milan. Citing the ever-growing size of the event, and the corresponding loss of intimacy and personal contact, the very elements so crucial to both a successful café and the company itself, La Marzocco has decided to skip HOST and instead host its own event, *La Marzocco Out of the Box*.

According to Guido Bernardinelli, Sales and Marketing Manager for La Marzocco, one of the most pressing factors behind the move was the input of baristas from around the world. "The decision accurately reflects the transitions taking place within the world of coffee," he says, "which is increasingly geared to a younger public and proves to be ever more sophisticated, if not fanatical. This sensation is identifiable among La Marzocco end users as well as the baristas themselves."

He adds, "Ever since HOST moved to the new, larger trade center facilities outside Milan, it has fostered a more corporate image, diminishing the passionate characteristics typically tied to the coffee sector. Consequently it no longer encompasses the business and marketing aims of La Marzocco."

La Marzocco Out of the Box, however, will seek to recapture and celebrate that spirit of independence, creativity and community, which has fostered the growth of specialty coffee around the globe.

For more information, visit www.lamarzocco.com.



Perhaps the largest food industry event in existence, HOST Milan takes place every other year, and is scheduled for October 23–27, 2009. As quality-focused players in the specialty coffee industry reevaluate their target markets, some are questioning whether participation in the historic show is a smart business move. La Marzocco, for one, is opting out of the show for the first time in decades, and will be holding its own event in Milan on the same dates as HOST.