

if you want success



Coffee Culture



The key to coffee success

From »just« a cup of coffee ...

... to the lucrative coffee culture with WMF



Success in the hospitality industry is all about setting trends. Coffee, in all its traditional and innovative varieties, is and will be a trendsetter, with a very good earnings potential.

However, anyone content to serve "just a cup of coffee" is missing the opportunity to achieve additional revenue. For example, an espresso offered and served in authentic style with a glass of water and a small pastry, on an elegant tray, definitely the consumer added value.

WMF Coffee Culture is a new system, devised for serving all the coffee specialities in style. A blend of traditional and contemporary products to enable any caterer to present their outlet as a place for international coffee culture.

In conjunction with the specially designed advertising and the **WMF Coffee Culture** sets, sales can increase, with excellent returns for your business.



INTERNATIONAL
Coffee Culture
 COFFEE SPECIALITIES



Offer your customers the whole world of coffee and you can profit from the improved earnings potential.

NEW!
 Espresso cup double



There are so many possibilities when it comes to preparing coffee that it's not sufficient just to offer two or three products on the beverages menu. WMF Coffee Culture International allows you to expand your range very easily, with the addition of a number of selected coffee specialities.

By offering new and varied coffee specialities, you will increase your customers' interest. What's more, you get ahead of competitors who fail to spot trends and do not react flexibly enough to changing customer demands.

In a very simple way, WMF Coffee Culture shows the direction of development for the world of coffee in hospitality. Trendy specialities, with presentation and serving suggestions, offer the potential for innovations and earnings to the winners in tomorrow's catering industry.

"Latte Macchiato, Caffè con Ghiaccio, Flavoured Coffee ..." these are some of the names that should appear on any beverages menu today. One good reason is that any of these products is far more lucrative than "just a coffee".



Latte Macchiato Corretto



Café Crème



Espresso Macchiato



Iced coffee



Latte Macchiato



Flavoured Coffee



Special Coffee



Caffè Con Ghiaccio



Espresso



Espresso Sorbetto



Classic filter coffee

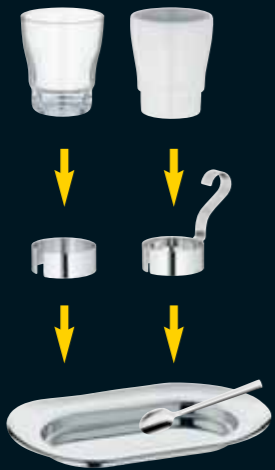


Cappuccino



Expand your range to suit your requirements with these WMF »Coffee Culture« sets

Success in the hospitality industry is due to a number of factors, such as service, atmosphere, taste, quality and originality. Product presentation also naturally plays a part in the overall image.



The perfect combination: beautifully shaped porcelain cups or glasses, with a ring or a handle, coordinating spoon and serving tray made from Cromargan® stainless steel 18/10.

As befits espresso and other coffee specialities, the cups are made from exclusive hard porcelain. Clearly, coffee – and other products – are set off to best effect in the completely seamless glasses.

Complimented by a functional, decorative ring or handle made from high-grade stainless steel, the result is a visual combination that's hard to beat. The tray, also made of stainless steel, is just the right size to hold not only the beverage but also the stainless steel spoon (always the appropriate size), sugar sachet and a little something sweet to go with it.



6 serving trays + 6 glasses L printed with "Latte Macchiato" + 6 rings L + 6 spoons L



Latte Macchiato set
06 2516 6040

Set of
6



6 serving trays + 6 glasses L (unprinted) + 6 handles L + 6 spoons L



Caffè Latte set
06 2519 6040

Set of
6



6 serving trays + 6 porcelain cups S + 6 handles S + 6 glasses S + 6 rings S + 6 spoons S



Espresso set
06 2518 6040

Set of
6



6 serving trays + 6 porcelain cups M + 6 handles M + 6 glasses S + 6 rings S + 6 spoons M



Café Crème set
06 2517 6040

Set of
6



6 serving trays + 6 milk coffee pots + 6 rings XL + 6 spoons L



Café au lait set
06 2527 6040

Set of
6



With the All-round »Coffee Culture Set« from WMF, you are equipped for any occasion

The All-round set includes everything you need to stimulate coffee sales – from a wide variety of glasses and porcelain cups to professional marketing strategy.

ALL-ROUND »COFFEE CULTURE SET«



Set of 6



Set of 12



Set of 6



Set of 6



Set of 6



Set of 12



Set of 6



Set of 6



Set of 12

Set of 6



The contents of the All-round set speak for themselves: every coffee set shown in this brochure can be combined in six different ways!

So, whichever hot or cold beverage you want to serve in authentic style, from coffee specialities to hot chocolate or tea, soft drinks, mineral water, fruit juice or spirits, you will always find an attractive container with a coordinating spoon and serving tray.

- 12 serving trays
- 6 glasses L printed with "Latte Macchiato"
- 6 glasses L unprinted
- 12 espresso / water glasses S
- 6 porcelain cups M
- 6 porcelain cups S
- 6 rings L
- 12 rings S
- 6 handles L
- 6 handles M
- 6 handles S
- 6 spoons combiNation L
- 6 spoons combiNation M
- 6 spoons combiNation S

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