

No. 4 / Jusch / Cologne, February 2008

All about coffee:

COFFEE COLOGNE at domotechnica

Attractive presentation platform for suppliers of a full spectrum of products and services for the coffee market

Coffee in all its variations is Germany's favourite beverage. Yet enjoying coffee is by no means a purely German thing: The Finns, for example, are the world's leading coffee-drinkers, and the U.S. boasts the highest total consumption. Likewise, the household electrical appliances sector benefits from the growing popularity of coffee worldwide. Recent years, in particular, have seen the introduction of more and more innovations in the segment for coffee machines, many which have since developed into real market hits. This is because coffee is a lifestyle and trend product that offers unique opportunities for both trading and industrial companies. Other beneficiaries of this continuing coffee-enjoyment trend are the manufacturers of professional equipment used in the catering sector. In response to this trend, domotechnica 2008 is also staging a special event — COFFEE COLOGNE, focusing on the subject of coffee. Organized by Koelnmesse in cooperation with Coffee-Scout.net, Coffee Circle, Coffee Consulate and the Coffee Innovations Award, this comprehensive special show provides the manufacturers of coffee machines with an opportunity to showcase their products right next to cross-selling articles such as coffee-related accessories and various types of coffee in an attractive and high-publicity environment. As a result, trade visitors from the retail and catering sectors are able to catch up on the coffee theme in one single exhibition area.

As any professional will tell you, there's more to making a good cup of coffee than just putting coffee in a coffee machine. Only the combination of top-quality beans and other ingredients, along with sophisticated coffee machine technology, perfect accessories and the very latest know-how guarantees the



domotechnica
18. – 21.02.2008

International Trade Fair for
Household Appliances

www.domotechnica.com

Contact:
Julia Schmidt
phone + 49 221 821-2915
telefax + 49 221 821-3417
e-mail j.schmidt@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Postfach 21 07 60
50532 Cologne
Germany
phone +49 221 821-0
fax +49 221 821-2574
info@koelnmesse.de
www.koelnmesse.de

Executive Board:
Herbert Marner
Wolfgang Kranz
Oliver P. Kuhrt
Dr. Gerd Weber

Chairman of the Supervisory Board:
Mayor of the City of Cologne
Fritz Schramma

Place of business and (legal) domicile:
Cologne - Amtsgericht Köln, HRB 952

best coffee — and the best business results. COFFEE COLOGNE is therefore focusing on all these factors.

Page
2

In this connection, a special show on pad systems, which have now replaced classic coffee-brewing machines in many households, aims to clearly illustrate the differences between the systems in this up-and-coming market segment.

In addition the Coffee Circle™ is presenting coffee-making methods both traditional and new. This Coffee Circle™ special show features a range of hardware used for the different types of preparation, including Turkish coffee pots, Karlsbad coffee pots, Neapolitan coffee pots, cafetières, espresso coffee pots, cona coffee pots, filter-coffee machines, coffee percolators, espresso machines, Schümli machines and coffee-pad machines.

On top of this, workshops and further training seminars are also to be held within the framework of COFFEE COLOGNE.

Apart from all these features, for the first time, a worldwide Innovation Award is also to be presented to the best coffee products, components and packaging for the trade and catering industry.

For further information and services related to domotechnica, go to <http://www.domotechnica.com/>

Note for editorial offices:

Photographic material for domotechnica is available in our photo database on the Internet (<http://www.domotechnica.com/>), in the Information pages of the Press section.

If you reprint this document, please send a voucher copy.