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COFFEE COLOGNE at domotechnica:

## Coffee innovations in the limelight

In recent years the coffee world has been thoroughly shaken up and turned on its head. Coffee is not simply coffee. The new lifestyle in coffee-consuming countries is there for everyone to see. In addition to new coffee drinks, cult-status Coffee Shops and stylish pad machines, there are also numerous new inventions, innovations and future-orientated trends, which are all well worth taking a closer look at. At domotechnica, which will be held from 18th to 21st February 2008 in Cologne, such innovations will have their own special place within the framework of COFFEE COLOGNE. Because within this setting, for the first time, a worldwide Innovation Award will be presented in recognition of the best coffee products, components and packaging for the trade and catering industry.

### Speaking coffee machine and perfect Cappuccino foam at home

The coffee machine which speaks to the user, switches itself on and off at the required time and also brings you the latest weather forecast in the mornings, is only one of numerous innovations from the coffee sector. Coffee which heats itself up when shaken, Tea-to-go cups, which you can use without spilling anything over yourself, the coffee machine which always freshly grinds a cup of filtered coffee, a water filter which solves the limescale problem through magnetism, the "Latteria", which enables everyone, even at home, to produce a perfect Cappuccino foam – all these are just a few of many newly developed products, which will come into consideration for the Innovation Award during the COFFEE COLOGNE Special at domotechnica.



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International Trade Fair for  
Household Appliances

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Contact:  
Julia Schmidt  
phone + 49 221 821-2915  
telefax + 49 221 821-3417  
e-mail [j.schmidt@koelnmesse.de](mailto: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](mailto:info@koelnmesse.de)  
[www.koelnmesse.de](http://www.koelnmesse.de)

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All the producers of innovative products in the coffee sector are therefore invited to present their products within COFFEE COLOGNE. Own and external innovations from the coffee world can be sent in by 30th November 2007 at the latest by e-mail to [info@coffee-innovations.com](mailto:info@coffee-innovations.com) and registered for the Innovation Award. The best products will be selected by a jury and nominated for the Coffee Innovation Award in the ten following categories: "Coffee in general", "Coffee drinks", "Coffee machines and grinders", "Coffee technology", "Coffee accessories", "Functional Drinks", "Milk for coffee", "Crossover Tea", "Crossover chocolate" and "Packaging". The winners in the respective categories will be selected from the nominated candidates in the individual sectors. The keen, enthusiastic coffee community will then decide the winners, while the general public will be able to cast its votes on the Internet.

You can find out more about COFFEE COLOGNE and the Coffee Innovation Award on the following website: [www.coffee-cologne.com](http://www.coffee-cologne.com).

You can obtain more information and access services covering all aspects of domotechnica at [www.domotechnica.de](http://www.domotechnica.de).

Note for editorial offices:

You can find photos on domotechnica in our image database on the Internet (<http://www.domotechnica.de>) in the press section.

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