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Coffee Circle Special Show, Pad Systems Special Show along with seminars and workshops at COFFEE COLOGNE

## Coffee in all its variations

All just coffee? Yes – but coffees prepared in very different ways and therefore all with their own very special flavour. Trade visitors at domotecnica will be able to experience all the different ways of preparing coffee live for themselves from 18th to 21st February 2008 within the framework of COFFEE COLOGNE in Cologne. Because both the Coffee Circle Special Show as well as the Pad Systems Special Show will provide information and an insight into the different ways of preparing the lifestyle drink coffee and the resulting fine flavour differences. Complementing all this, seminars and workshops entitled "Service and know-how all about coffee beans" will be presented within the framework of COFFEE COLOGNE. Manufacturers of pad systems and all other products suitable for coffee brewing, can apply up to 14th December to enter the two special shows allowing them to present their products to the interested trade visitors. All those products are eligible for entry, which are already available on the market or are about to be immediately introduced.

### Brewing coffee in many different ways

The Coffee Circle Special Show is an independent coffee testing area at COFFEE COLOGNE. This facility offers the dealer the possibility of familiarizing themselves with different coffee brewing techniques and the new products associated with them. To this end one and the same coffee is prepared in a number of different ways – for example as Espresso, Mocca, filter or regular coffee. For preparation purposes, among others, the Karlsbad coffee pot, the Cafetière (French press coffee maker) or the Turkish method are used. This is in response to questions such as: does an Espresso from a filter-holder machine taste better than one from a fully automatic coffee maker? Can you really taste the finesses and subtle differences in a cup of coffee only when a filter



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machine is used? Or is French Press coffee really the finest and most natural of all coffees? And what effect does the water quality have on the flavour? The Coffee Circle, a project organized by the Coffee-Scout®.net coffee portal, seeks to help in finding the answers to such questions. Trade visitors will be able to find out for themselves to what extent the various preparation types and methods affect the flavour of the respective end-product coffee in the sampling session for the differently prepared coffees. The Coffee Circle is run by an expert who demonstrates the machines, provides information and is available to dealers as a consultant. Specialist dealers in particular can thus acquire comprehensive specialist know-how, which pays off in new customer acquisition and securing customer loyalty in their own business at a later stage.

#### Pad systems fully in keeping with the trend

Nowadays it would be impossible to imagine the world of coffee without pads. At the latest since George Clooney's advertising spot, the coffee capsules have been well known in almost every household. What are exactly the differences between open and closed systems, why are there soft pads and capsule systems in the first place and what are espresso pads or Cialde? Answers to these questions will be provided by the Pad Systems Special Show within the framework of COFFEE COLOGNE. There special features will be presented, transparency created between the different systems and new machines and processes shown thus enabling the possibility of a neutral comparison. All systems presented are fully functional and can be tried out and tested.

#### Service and know-how focusing on the beans

From 18th to 20th February at COFFEE COLOGNE the "Service and know-how all about coffee beans" theme will also be the daily focal point in free seminars and workshops. The seminar entitled "The trade with speciality coffee" is intended to familiarize the specialist trade with the world of coffee specialities. To this end, the most popular coffees available on the market will be presented and the (flavour) differences explained. In addition, workshops tailored to beginners and advanced learners in the specialist trade will be held on the theme "Espresso preparation and technique". The seminars and workshops are being organized by Koelnmesse in cooperation with Coffee Consulate ([www.coffee-consulate.de](http://www.coffee-consulate.de)).

The comprehensive programme covering all aspects of coffee enjoyment will also be rounded off by the Coffee Innovations Award held at COFFEE COLOGNE and the "Energy Efficiency Awards 2008" competition, which will present awards to particularly energy-efficient fully automatic coffee machines within the framework of the Energy Efficiency Special at domotechnica.

Page  
3/3

**Note for editorial offices:**

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

Voucher copy kindly requested.