

Martin Linnemann
Corporate Communications

Telephone +49 571 / 5049 - 300
martin.linnemann@melitta.de

Double award from the German Design Council:
**Two German Brand Awards for the
Melitta Professional Coffee Lab**



At the award ceremony in Berlin, Sebastian Warnsmann, Head of Business Development & Customer Solutions (left), and Martin Linnemann, Corporate Communications, accepted the prestigious award.

- »Winner« in the category - Excellence in Brand Strategy and Creation - Brand Innovation & New business models
- »Special Mention« in the category - Excellence in Brand Strategy and Creation - Brand Innovation of the Year

Melitta Professional Coffee
Solutions GmbH & Co. KG

Zechenstrasse 60, 32429 Minden,
Germany
Postfach 26, 32373 Minden, Germany

Telephone +49 571 / 5049 - 0

professional@melitta.de
www.melitta-professional.de

Martin Linnemann
Corporate Communications

Telephone +49 571 / 5049 - 300
martin.linnemann@melitta.de

Berlin, Minden 29.06.2023. The German Design Council had nominated the Melitta Professional Coffee Lab in two categories for the German Brand Award 2023. The subsequent application has paid off: At the award ceremony in Berlin, the "Winner" and "Special Mention" awards were received.

"We are delighted to receive these awards," commented Sebastian Warnsmann, Head of Business Development & Customer Solutions at Melitta Professional. "Even if it does not require service personnel, my special thanks go to the numerous colleagues and partners who have brought the Coffee Lab to life with great commitment." Last but not least, at the opening of the concept store in Harms Market Bielefeld on Coffee Day 2022, many helping hands from the ranks of Melitta Professional were involved.

The two awards follow on from the German Brand Award 2022, which Melitta Professional received for its new brand identity, because the Coffee Lab makes this visible and tangible in an innovative way. For the first time, Melitta Professional presents an exemplary system solution under real market conditions, based on the company's unique selling proposition in the market – holistic expertise in coffee, coffee machines, technical customer service, digital solutions, financing and tailor-made solutions. For coffee professionals in the out-of-home market, the overall "self-service coffee shop" solution is intended to show examples of what a system solution with Melitta Professional can look like.

Melitta Professional Coffee
Solutions GmbH & Co. KG

Zechenstrasse 60, 32429 Minden,
Germany
Postfach 26, 32373 Minden, Germany

Telephone +49 571 / 5049 - 0

professional@melitta.de
www.melitta-professional.de

Martin Linnemann
Corporate Communications

Telephone +49 571 / 5049 - 300
martin.linnemann@melitta.de

Following the realignment of the Harms Market, the Coffee Lab is now a partner of the Pioneers Club, which offers adjacent spaces including Pioneers Kitchen (show kitchen) and podcast studio for coworking, meetings and conferences. In the Coffee Lab, guests help themselves to two Melitta® Cafina® XT7 fully automatic coffee machines and pay cashless and contactless with a card or smartphone at the connected module, soon also with their reusable cups made of porcelain, in which a rechargeable chip is integrated. The operator's team keeps an eye on the production performance of the coffee machines, possible refill cycles and potential downtimes at all times via the Melitta INSIGHTS online portal and via the newly developed Melitta® ONSite app.

One of the most important German brand awards

The German Brand Award is presented annually and is one of the most important brand awards in the German-speaking world. A jury of experts from business and science honours unique brands, the initiator of the award is the German Design Council, an independent and internationally active institution for the promotion of design, brand and innovation. In 2022, the German Brand Award received a great international response with around 1,200 submissions from 19 countries.

German Design Council – the organiser

The German Design Council is an independent and internationally active institution that supports companies in efficiently communicating design and brand competence and at the same time aims to strengthen the general public's understanding of design. Founded as a

Melitta Professional Coffee
Solutions GmbH & Co. KG

Zeichenstrasse 60, 32429 Minden,
Germany
Postfach 26, 32373 Minden, Germany

Telephone +49 571 / 5049 - 0

professional@melitta.de
www.melitta-professional.de



Martin Linnemann
Corporate Communications

Telephone +49 571 / 5049 - 300
martin.linnemann@melitta.de

foundation in 1953 on the initiative of the German Bundestag by the Federation of German Industries and several leading companies, the German Design Council promotes design, brand and innovation through its awards, exhibitions, conferences, seminars and publications. The membership of the German Design Council currently includes over 350 domestic and foreign companies.

Melitta Professional

A passion for coffee enjoyment since 1908. With fully integrated expertise for coffee, coffee machines, customer service, digital solutions and finance, we support our partners in the out-of-home market according to their specific requirements. Globally, in more than 50 countries, with 12 national subsidiaries and many distribution and service partners. Our customers are represented wherever reliably superior quality coffee to stay or coffee to go is in demand. The sectors are as diverse as the solutions for our partners: Hotels & Restaurants, Large & Small-scale Catering, Bakers & Convenience Stores, Cafés & Coffee Shops, Commercial & Retail, Work & Office.

www.melitta-professional.com

Photos here: Presse & News (melitta-group.com)
by email from: martin.linnemann@melitta.de

Melitta Professional Coffee
Solutions GmbH & Co. KG

Zeichenstrasse 60, 32429 Minden,
Germany
Postfach 26, 32373 Minden, Germany

Telephone +49 571 / 5049 - 0

professional@melitta.de
www.melitta-professional.de