



UCC COFFEE EUROPE TO SHOWCASE EXPERTISE, QUALITY AND INNOVATION AT HOST

New launches and unique experiences feature on stand in Milan from 18-22 October 2019

15 October 2019

UCC Coffee Europe will launch new innovation and demonstrate coffee expertise through a series of unique on-stand experiences at HOST 2019.

From 18th-22nd October, UCC Coffee will be showcasing its full total coffee solution including its unique data-driven approach to coffee excellence at scale – COFFEEWORKS – and new equipment innovation from partners Thermoplan, Nuova Simonelli and Tone. Its team of coffee-experts and specialist baristas will be leading a selection of accessible and fun experiences on the stand including live roasting, cupping and brewing in its sensory theatre.

Stand highlights include:

1. **COFFEEWORKS experience.** Bookable sessions of UCC Coffee's data-driven approach to coffee excellence: COFFEEWORKS. A practical demonstration of how to deliver quality coffee at scale
2. **World's finest traditional machines.** Barista sessions on leading traditional equipment. Including a new launch from Italian espresso experts Nuova Simonelli – showcased for the first time at HOST
3. **UCC Coffee to go.** Take out, take away, on the move. A showcase of how to deliver quality coffee to go and profit from the coffee market's most current opportunity
4. **Sensory theatre:** A true roasting experience with live roasting and a fun, accessible cupping experience which will take visitors senses from seed to sip
5. **Filter innovation:** A big flavour experience of filter coffee brewed on Tone – the new Swiss-made entrant to the brewer market
6. **Coffee expertise X capsule innovation:** Get hands-on with the latest compatible-capsule technology created by Europe's leading private label capsule provider to deliver quality in the cup

Paul Molyneux, CEO, UCC Coffee Europe, comments: "This is the first major foodservice event for us since our restructure into three European regions earlier this year, which enables us to provide a consistent brand and customer experience across all markets. At HOST we're bringing together our talented and experienced team of coffee experts to deliver an on-stand experience that reflects the vision, spirit and culture of our business. It will give visitors the opportunity to engage with us and understand what is in the DNA of UCC Coffee: supporting our customers with innovative tools to deliver quality in every cup. Throughout the show we'll be demonstrating how we can make consistent coffee excellence a reality for leading businesses in the major coffee markets of Europe."



UCC Coffee will be in Pavillion 14, stand C40 D39 in Fiero Milan from 18-22 October. For more information or to book an experience contact: info@ucc-europe.co.uk

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Notes to editors

About UCC Coffee Europe

UCC Coffee Europe offers a total coffee solution to out of home and retail customers. It works across the entire value chain from seed to sip, delivering high quality products and services at scale, consistently.

Its total coffee solution includes private label roasting and coffee brands, innovative coffee formats, world-class espresso equipment, data-driven training, smart-service and maintenance capability, category and product management, market insight, and dedicated research and development. With local teams based in Europe's major coffee markets, it delivers relevant, market leading products and services in local markets and collaborates to partner with businesses across geographies. This global, regional and local coffee expertise means it works in partnership with many of Europe's most dynamic retailers and out of home operators.

UCC Europe has been part of family-owned UCC Holdings since 2012. The Japanese, independent coffee company is the seventh largest coffee roaster, responsible for over £2bn annual sales.

UCC Europe employs 1,400 people, across 8 companies and operates 10 manufacturing sites including roasteries in The Netherlands, United Kingdom, Spain, Switzerland and Single Serve Centres of Excellence in France and Spain.

www.ucc-europe.co.uk