



**PRESS RELEASE**  
*For immediate distribution*

## **CAFECTION AND EVOCA USA WILL PRESENT THEIR ENHANCED COFFEE MACHINES OFFER AT NAMA 2018**

***Las Vegas Convention Center, March 21-23, 2018***

QUÉBEC CITY, March 14<sup>th</sup>, 2018 – Cafecion, North America’s largest bean-to-cup brewer manufacturer and proud member of the EVOCA Group – the world-leading manufacturer of professional espresso coffee machines – is happy to take part in this year’s NAMA (National Automatic Merchandising Association) show. It is also pleased to announce the introduction of both new and innovative coffee brewers and management software of connected coffee machines.

The NAMA Show ([www.thenamashow.org](http://www.thenamashow.org)) is a unique convergence point for more than 4,500 office coffee professionals to gather around new innovations and to meet and develop relationships with several industry actors.

### **Discover the EVOCA Group and the Cafecion Expertise**

Cafecion is the leading manufacturer of bean-to-cup machines for the Office Coffee Service (“OCS”) market in North America. The company distributes its lines of premium OCS coffee machines to more than 80 percent of the Fortune 500 companies, including Google, Facebook and Apple.

EVOCA is a major player in both the OCS and Food service sectors. The Group is the result of the integration of several global coffee machine manufacturers, a process which began in 2000 with the creation of N&W. In June of 2017, **EVOCA and Cafecion** announced that they entered a joint venture for the manufacture and sale of premium coffee machines for the North American OCS market. EVOCA brings to Cafecion authentic espresso expertise and global scale, while Cafecion is the ideal platform for the expansion of EVOCA’s espresso coffee technology into the North American market.

Confirming EVOCA's commitment for this market, on March 5<sup>th</sup>, the Group announced the acquisition of the assets of VE Global Solutions, LLC (“VEGS”), its distributor in the North American market, and the creation of a new affiliate, EVOCA USA, LLC, which will be based in VEGS site, Cleveland. Through a direct presence EVOCA will be able to offer products and services in line with customers’ expectations and develop espresso coffee technology in the significant United States market.

### **Discover Cafecion’s New *Sophia* Software and the Enhanced Encore 29**

Available on Cafecion’s Encore Series, Innovation Series brewers and with the Wittenborg 9100, Sophia is a secure web-based application that enables perfect customization (videos and coffee tags) and provides important information about the coffee machine statistics and maintenance. The new graphic user Interface makes everything easier to organize and configure. It also allows operators to configure, manage and monitor bean-to-cup coffee machines remotely.

To meet and exceed rigorous food safety requirements, Cafecion launches the renewed Encore 29 with easy cleaning procedures to ensure the best safe and delicious coffee. The Encore 29 features new software algorithms to enhance the coffee flavor and aromatic quality.





### New Saeco Professional Products to the US Market

Through its association with the EVOCA Group, Cafecion is now the official distributor and service provider for Professional Saeco out-of-home coffee machines in the United States. Thanks to the famous expertise in espresso coffee machines, the Saeco Italian team works and collaborates with Cafecion to offer the best espresso solution for OCS. Two top quality products will be showcased at NAMA: the Saeco **Royal** and the Saeco **Aulika**.

### Enjoy the New Krea Touch

The Krea Touch is the new elegant model dual espresso/fresh brew machine with a new electronic platform and user interface (7" HD touch screen), which allow a high number of selections, flexible and customized recipes management, customers branding and promotional videos management.

### Explore the Dual Brewer Wittenborg 9100

The **Wittenborg 9100** bean-to-cup brewer offers both top-quality espresso and fresh brew coffee. Stylish look, reliability, user-friendly 10" HD screen: These features make the Wittenborg 9100 the ultimate operator's coffee machine. With two or three types of coffee available in the same machine, customers can also choose between decaf solutions, iced drinks, leaf tea or instant drinks. The machine also supports coin or cashless systems at the same time and can be connected to Cafecion's *Sophia – Global Management System*.

The NAMA Show will be a unique opportunity to discover both Cafecion's latest innovations and EVOCA's ranges of OCS professional espresso machines branded Saeco, Necta, SGL and Wittenborg.

### ABOUT CAFECTION

Cafecion is North America's largest bean-to-cup coffee machines manufacturer and OEM supplier. Aside from a long-standing tradition of providing millions of people with their favorite hot beverages every day, Cafecion is dedicated to global sustainability and designs its equipment to produce only completely biodegradable waste since 1996.

[www.cafecion.com](http://www.cafecion.com)

### ABOUT EVOCA GROUP

EVOCA Group is a world-leading manufacturer of professional coffee machines and a major international player in both the Food service and OCS sectors. The Group markets its products under eight brands (Necta, Wittenborg, Saeco, Gaggia, Ducale, SGL, Newis and Cafecion) with individual identity and which are at the same time highly synergistic to its mission. Today EVOCA has over 10,000 customers in more than 100 countries over the world, 1,800 employees and revenues in excess of €400 million. The Group, headquartered in Valbrembo (Bergamo), in Italy, is present on a global level with eight production sites and six research and development centers. EVOCA has registered over 500 patents.

[www.evocagroup.com](http://www.evocagroup.com)

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