

Perfect harmony: GRAEF repositions itself in the coffee market

- » New portafilter range, new coffee grinders and new premium appearance
- » Eye-catching campaign with twin brothers Clemens and Lukas King as new campaign ambassadors
- » Mix-&-match concept for individualized portafilter machines

(Arnsberg, January 2024) The family-owned company GRAEF, a premium household appliances specialist, is presenting its new Coffee World at the Ambiente trade fair in Frankfurt (January 26-30, 2024). The core elements are the new Batessa and Estessa portafilter espresso machines as well as numerous new coffee grinders and other products to round off the GRAEF coffee range. The new Coffee World is embedded in a comprehensive marketing campaign featuring the twin brothers Clemens and Lukas King, better known as the band Kingtwiins from the TV series "The Voice of Germany", among others. The two aren't just the faces of the company's new multi-channel campaign, they'll also cause a stir in their role as campaign ambassadors for the GRAEF Coffee World with live performances at various locations. This will also be the case at Ambiente 2024. "The motto of our campaign is perfect harmony - which is both important in the Kingtwiins song and characterizes how our coffee grinders and portafilters interact with one another," says Franziska Graef, Head of Marketing and Member of the Executive Board at GRAEF.

Few people know exactly where coffee comes from: Each coffee cherry contains exactly two coffee beans that are exactly the same. Nature has matched them perfectly. This has made them a symbol of an ancient principle: perfect harmony. With the twin brothers Clemens and Lukas, who have been appointed as the "Coffee Twins", GRAEF is now implementing this natural concept visually, because for GRAEF, enjoying coffee to the max requires the perfect harmony of two elements, a high-quality portafilter espresso machine such as the matt black Batessa and a matching coffee grinder such as the

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The Kingtwiins as campaign ambassadors for the new GRAEF Coffee World



Perfect harmony: Estessa and CM1116 premium coffee grinder



The new concept also includes the mix-&-match concept.

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CM1012 - separate yet inseparable! With the new premium products and the new campaign, GRAEF is also seeking to target smaller, specialized coffee retailers and win them over as sales partners.

Attractive mix-&-match concept

The Batessa premium portafilter (in attractive matt black) and the top model Estessa (in elegant stainless steel) have another special feature that caters to the preferences of discerning coffee fans: The side panels, portafilter and housing applications on both appliances can be exchanged and adapted to your own style - a whole new level of personalization! GRAEF currently offers four different color and material variants with which the portafilters can be personalized down to the last detail: Acacia wood, concrete, epoxy and acrylic. For your personal favorite portafilter machine look, which can be changed again in just a few minutes.

GRAEF is pursuing ambitious goals with the new Coffee World. Christian Strebl, Chief Commercial Officer, comments: "Last year, we overhauled our entire coffee range, scrutinized all distribution channels and set up a new team. Now, thanks to our excellent products and impressive appearance, we're ready to really take off. We want to really stand out in the highly competitive portafilter market! We've also built up a harmonious overall range with numerous innovations that covers the entire path from bean to cup. GRAEF has never been so complete and so strong in the coffee market - from the product to the sales team!"

Further information on Gebr. GRAEF GmbH & Co. KG is available at www.graef.de and on the company's social media channels. Further information on the Kingtwiins can be found at kingtwiins.com.



About Gebr. GRAEF GmbH & Co. KG:

Founded in 1920, Gebr. GRAEF GmbH & Co. KG from Arnsberg is one of the leading manufacturers of cutting machines for private and commercial use. Since 2022, the family-owned company, now in its fourth generation, has a new brand claim: "For today. For tomorrow. For you." The new claim underlines GRAEF's philosophy and also holds an important message for the future. Thanks to many years of expertise, technological know-how, and absolute passion, GRAEF stands for durable products meeting the highest standards of quality and design. The company's greater vision: to become the most popular and sustainable supplier of cutting technology and kitchen appliances in the market and thereby inspire customers to practice a sustainable lifestyle.

The innovative products of the Arnsberg-based manufacturer have repeatedly set industry standards, especially its universal slicers for private households. The GRAEF company also supports consumers in their daily indulgence with portafilter espresso machines, coffee grinders, kettles, choppers, dehydrators, blenders, an ice cream maker and a multi-grinder. Nationally and internationally, its products are known for high-quality workmanship, durability, user-friendliness and sophisticated design. They have been awarded the most coveted design prizes many times and repeatedly achieved top marks in product tests. Since 2004, GRAEF has been named "Brand of the Century" multiple times – most recently in 2022, after already receiving the Plus X Award for "Best Brand of the Year 2020" and the Plus X Award for Sustainability in 2022. Also in 2020, the kitchen appliance manufacturer collected the most Plus X Award seals of approval within its product group and was named "Most Innovative Brand 2020."

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The new GRAEF Coffee World logo

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