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GLOBAL MARKETING SERVICES

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PRESS RELEASE

Superior coffee enjoyment with the new Coffee-Center from V-ZUG

Good news for coffee-lovers and passionate baristas: With the new Coffee-Center from V-ZUG you can enjoy coffee specialities like those in an Italian coffee bar – in your own home. In addition to the elegant design of this fully automatic machine, the grinder and the pressure during brewing produce perfect coffee enjoyment. You can set the coffee temperature individually in the intuitive full graphic display. Five pre-settable coffee strengths from extra mild to very strong and five cup sizes allow for individual preparation. You can save up to six user profiles according to your preferences and personalize your machine. Coffee, ristretto, espresso, espresso macchiato, doppio, cappuccino, flat white, caffè latte, latte macchiato through to the trendy long coffee – the Coffee-Center can offer coffee-lovers everything their hearts desire. The integrated automatic milk frother lets you produce the perfect foam in three levels for cappuccino, latte macchiato or caffè latte. The new, double-walled thermo milk container even keeps milk fresher for longer. And cleaning is a breeze too. A simple and practical automatic cleaning and de-scaling programme does this for you.

Further information on: vzug.com

Photo material



Photo 1
Superior coffee enjoyment with the new Coffee-Center from V-ZUG



Photo 2
Good news for coffee-lovers and passionate baristas: With the new Coffee-Center from V-ZUG you can enjoy coffee specialities like those in an Italian coffee bar – in your own home

About V-ZUG

V-ZUG is the leading Swiss household appliances brand and has its head office in Zug. For over 100 years, the company in the heart of Switzerland has been developing and producing innovative kitchen and laundry appliances which make everyday life easier while inspiring and delighting users – for a lifetime of enjoyment. V-ZUG has 10 display and advice centres and 16 service centres in Switzerland and is represented internationally in 18 countries. The company has around 1,400 employees worldwide and trains over 70 apprentices. As the market leader in Switzerland, V-ZUG is also committed to improving the economy, society and the environment, in addition to pursuing its own business operations. Together with its sister company Gehrig Group AG and subsidiary SIBIRGroup AG, the owner-operated company belongs to the Metall Zug group.

About Metall Zug

Metall Zug is a Swiss industrial holding company with its head office in Zug and offers a wide range of innovative and sustainable premium and precision products. The group is a technology leader and develops, produces and distributes appliances, machines and solutions through its household appliances, infection control and wire processing business units. The Metall Zug group consists of V-ZUG AG, Gehrig Group AG (Household Appliances Business Unit), the Belimed group (Infection Control Business Unit) and the Schleuniger group (Wire Processing Business Unit). The industrial holding company grew out of the metalwork company Metallwarenfabrik Zug which was established in 1887, and is still primarily owned by the founding family. The Metall Zug group employs around 3,600 people worldwide and is listed on the SIX Swiss Exchange.