

## Press Communiqué

### Coffee around the world – ritterwerk introduces the coffee trends from around the world

Europeans like classic coffee, in Asia people like it sweet and colorful / the latest coffee trends come from the US

**Munich / Gröbenzell, 10<sup>th</sup> August 2016. With milk, coffee grounds or syrup – coffee is one of the most popular beverages in almost every corner of the world. And there are as many preferences as there are methods of preparation. There is one thing that is a must almost everywhere: a filter machine. Be it French café au lait or American caramel latte – the basis is always a freshly brewed cup of filter coffee.**

#### Europeans drink it the classic way

Black filter coffee in Germany and Scandinavia, a quick cortado in Spain, espresso in Italy and café au lait in France: When it comes to coffee, Europeans prefer it the classic way. It comes as no surprise that traditional filter coffee is experiencing a renaissance. In line with the current slow food trend, trendy cafés in Europe serve coffee that's been brewed particularly slowly and gently. "Filter coffee is experiencing a true boom", says Michael Schüller, managing director of the domestic appliance manufacturer ritterwerk, which in autumn last year launched its own filter machine, the cafena 5, in a Bauhaus design. "Our aim was to develop an energy-saving filter machine in a sophisticated design that is sustainable in every respect", says Schüller.

#### People like it sweet in Asia

Even though in Japan, China, India and many other Asian countries, tea tops the list of the most popular beverages, Asians are beginning to develop a taste for coffee. In China and South Korea, for example, more and more coffee shops are opening up, which particularly attract young people with coffee in all imaginable flavors – mostly with plenty of syrup and extremely sweet. Particularly popular this year: milk foam toppings decorated with cartoons and other artistic designs. "In China in particular, the younger generation is attracted to coffee. Coffee is a lifestyle choice", says Schüller. In the Middle Kingdom, the cafena 5 coffee machine is extremely popular. "Made in Germany is particularly in demand." Vietnam, unlike South Korea and China, discovered the black bean some time ago and has an ideal climate for growing aromatic coffee varieties. The Vietnamese drink their strong blend with a shot of sweet condensed milk served on ice.

#### Traditional enjoyment in the country where coffee originates

Legend has it that shepherds in the Ethiopian province of Kaffa discovered the coffee plant when they complained to the local monks about the restlessness and insomnia of their grazing animals. The monks then made an infusion using the plant that the animals had eaten, which produced the same effect in them. While it has not been proven that the origins of coffee really do lie in Ethiopia, one thing is

clear: Ethiopians love their coffee. China's tea ceremony is Ethiopia's coffee ceremony: the beans are roasted by hand, ground with great care and infused with boiling water.

### **Trendsetter USA – from coffee-to-go to slow enjoyment**

In the US, waitresses used to walk around with huge jugs of black filter coffee and city dwellers flagged down a taxi with an over-sized coffee-to-go in their hands – but these days are over. "Americans have always preferred filter coffee", says Schüller. "They no longer brew it in huge pots and gulp it down from paper cups, they have now reinvented it. The trend for slow brewing and enjoyment, which has also reached Europe, originates in the US." In the South of the continent, the coffee culture still reflects the influence of colonial times. Here, people drink a classic Americano, a Spanish cortado or an Italian espresso.

### **About ritterwerk:**

ritterwerk was founded in 1905 by Franz Ritter. Since then the medium-sized company develops and produces household appliances which facilitate the everyday work in the kitchen.

The medium-sized company, headed by Michael Schüller, develops, designs and produces exclusively in Gröbenzell near Munich.

The company's philosophy 'made in Germany' not only stands for its production site in Germany. It also incorporates high quality standards, sustainability, appropriate materials as well as functional design, thus clearly following the 'Bauhaus' principles of the twenties.

More information at: [www.ritterwerk.com](http://www.ritterwerk.com)