



Emblema wins Mixer Awards 2008

Mixer, the leading Italian magazine in the communication to the catering trade, launched MIXER AWARDS aimed at boosting sales and creating a direct connection between industry and the ho.re.ca channel. Mixer Awards highlighted those products which stand out in terms of innovation and functionality.

The initiative took place between April and November. Almost 6,000 readers took part and voted for the shortlisted products, which were divided into nine categories (Food, Over-the-counter products, Soft drinks, Fruit juices, Beverages, Spirits, Beer, Wine, and Equipment).

Emblema was elected as the best product of the Equipment category and, thanks to the votes of baristas and catering professionals, it received more preferences than any other product in any category thus underlining its extraordinary success.

Emblema could not have gone unnoticed as it is capable of touching both the heart and the mind. Its sophisticated look, resulting from the co-operation with Giugiaro Design, hides technological innovations such as the Smart Boiler, the adjustable thermal balancing system and the Auto Steam. The Smart Boiler optimises hot water and steam performance even during intensive use. The adjustable thermal balancing system adjusts each group temperature to suit the various coffee blends and beverages. Finally the Auto Steam system allows for hands-free heating or frothing of large quantities of milk.

Emblema design and ergonomics make the work of the barista a real pleasure. Design details include easy and precise push buttons, a large stainless steel working area which is easy to clean and speeds up the barista's movements, plus a easy-to-read graphic display and a large and easy-to-access cup-warmer.

Emblema, for Faema Lovers.