

MELITTA PROFESSIONAL COFFEE SOLUTIONS

Melitta Professional Coffee Solutions is the global partner for professional hot beverage preparation in the out-of-home market. The operating division's range of products and solutions includes coffee machines, coffees, technical services, digital solutions, and customized finance for the system and non-system segments.



KEY FIGURES

Sales in € thous.

2023	<div></div>	246,592
2022	<div></div>	230,581

Employees, full-time employees, annual average

2023	<div></div>	1,034
2022	<div></div>	983

HEADQUARTERS

 Minden, Germany

MANAGING DIRECTOR

 Marco Gottschalk

WEBSITES

www.melitta-professional.com
[\[.de\]](http://[.de]) [\[.at\]](http://[.at]) [\[.nl\]](http://[.nl]) [\[.fr\]](http://[.fr]) [\[.co.uk\]](http://[.co.uk]) [\[.com.au\]](http://[.com.au]) [\[.cn\]](http://[.cn]) [\[.pl\]](http://[.pl])
www.melitta.co.jp / www.cafina.ch

BRANDS





OUR POSITIONING

Unlike its competitors, Melitta Professional Coffee Solutions helps its customers to optimize and develop their coffee business by providing comprehensive expertise and solutions from a single source. The company's expertise ranges from the development and manufacturing of professional coffee machines to the creation and sale of special coffee, cocoa, and tea ranges, the provision of on-site customer service, and the development of digital solutions. The interaction and integration of various portfolio modules enables the operating division to offer tailored solutions for all customer needs.

MARKET AND BUSINESS TRENDS IN 2023

Melitta Professional can look back on a successful fiscal year 2023. Despite adverse market conditions, there was significant growth in sales revenues – reaching new record levels. This growth was driven above all by the operating division's strong coffee and service business. At a regional level, there was significant growth in Europe, America, and exports. With increased coffee sales volumes, strong customer service, and new individual and key account customers, Germany ranked first among the company's twelve national subsidiaries. The success in exports was driven by excellent cooperation with the division's international distribution and partner network. This partnership of equals was further strengthened by means of an international conference held in Germany in 2023. At the key international trade show HOST in Milan, the joint booth with sister company Caffè Corsini® provided further impetus for the division's international coffee business. With two new coffees "Made in Tuscany", Melitta Professional added original Italian espresso roasts to its broad portfolio of coffee blends in 2023 – thus offering further proof of its unique coffee expertise.

OUR STRATEGY

Melitta Professional Coffee Solutions is targeting further growth in both existing and new markets over the coming years. The operating division aims to expand its portfolio of products and services while offering customers even greater support as a provider of end-to-end solutions for the profitable expansion of their coffee business.

OUTLOOK 2024

Although the macroeconomic environment remains challenging, Melitta Professional Coffee Solutions is upbeat about its prospects for 2024. Global demand for coffee enjoyment in the out-of-home market remains strong. With its broad spectrum of products and solutions and clear positioning as a systems solution partner, the operating division believes it is well positioned to achieve growth with both existing and new customers. The new coffee machines of the CT range address the growing desire for greater coffee and milk variety and offer attractive solutions at all price points. The cooperation with Caffè Corsini® will be further expanded – thus strengthening the company's unique market positioning. Moreover, Melitta Professional will continue to work on the further development of its organizational structure. In particular, this will involve an even stronger customer focus with holistic solutions for the professional coffee business and further systematic investment in the development of the company's almost 1,000 employees worldwide.