

TONE Brewer Official UK Launch at London Coffee Festival

TONE Swiss, manufacturer of the SCA award winning, boilerless TONE Touch 03, and its official partner, the Brew-It-Group, were proud to launch UK operations during the London Coffee Festival held from March 30th until April 3rd 2022.

After two years of disruption, the London Coffee Festival was back at the Truman Brewery, and nearly as busy and full of coffee enthusiasts as in the past. More than 24,000 visitors attended the event – numbers which edged toward pre-pandemic levels – as industry leaders and consumers alike enjoyed a return to face-to-face interactions.

The setting was a perfect chance for visitors to be introduced to the world's most technologically advanced, energy efficient, precision-controlled brewing equipment. Professionals were amazed by the TONE Touch 03's sustainable energy control system and the ease of servicing the brewer. For the first time in the UK, coffee and tea specialists had a chance to appreciate and understand the TONE dedication to helping users create precise, consistent beverages and workflow, while using 10x less energy than traditional equipment.

Steve Penk, CEO of the Brew-It-Group said: “We knew we would draw attention showing the innovative technology of the TONE brewer which uses a boilerless heating element with extreme stability! However, the attention and feedback we received during these 4 days was more than we expected. We are excited to start the follow-up process.”

Jörg Krahl, International Sales Director of TONE added: “We at TONE are proud to work with our longtime friends at the Brew-it-Group. My history with Steve Penk and his team goes way back. Our long-established trust and collaborative experience will help introduce and support the TONE product

line through the UK market. The TONE Touch 03 is only the beginning of where we are going with our boilerless technology. As new products in the TONE pipeline continue to roll out, we are confident that UK customers will receive the support that Steve and his team excel at delivering.“

About TONE:

TONE provides the world's first portfolio of intelligently designed equipment dedicated to unmatched brewing precision and control while also consuming 10 times less energy than any competitive offering.

www.tone-swiss.com

About Brew-It-Group:

Brew-It-Group is a group of companies dedicated to specialty coffee equipment solutions. They work with UK coffee distributors and directly with chains and groups in the hospitality sector.

www.brewitgroup.com