



Press release

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GROUPE SEB, WILMOTTE & THE MANUFACTURE DE CAFÉ ALAIN DUCASSE

French excellence brought together for the launch of a new bean-to-cup coffee machine "The KRUPS Evidence by WILMOTTE"

At the Lutetia Hotel in Paris, Thierry de La Tour d'Artaise, Chairman of Groupe SEB, world leading producer of small domestic equipment and professional Coffee machines, Jean-Michel Wilmotte, architect, urbanist and internationally renowned designer, member of the French Fine Arts Academy, and Alain Ducasse, founder of the Manufacture du Café, came together for the launch of the new Krups brand range of bean-to-cup coffee machines EVIDENCE by WILMOTTE.

Krups, the iconic brand with recognized industrial know-how since 1846 and expert in coffee has teamed up with Jean-Michel Wilmotte, symbol of French creativity and, as always, driven by a spirit of innovation and the quest for excellence, to design and manufacture an exclusive and unique designer bean-to-cup coffee machine.

To combine the joy of coffee and design, the new EVIDENCE by WILMOTTE model will unite those passionate about design and lovers of coffee with an exclusive blend specially created by Veda Viraswami, world champion roaster, for the Manufacture de Café Alain Ducasse, guaranteeing an exclusive taste experience.



French-style industrial excellence

The Krups EVIDENCE by WILMOTTE coffee machine is **manufactured in France**, at the Mayenne industrial site which is the only manufacturer of bean-to-cup coffee machines in France. Furthermore, the **electronic card** which stores all of the machine's intelligence, is also manufactured in France at the Saint-Lô site in the La Manche department, to offer a unique taste experience.

From a technical point of view, the EVIDENCE by WILMOTTE coffee machine guarantees high quality ground coffee with all the flavors preserved in every drop - for the pleasure of enjoying a barista-standard coffee. Furthermore, the high-quality metal percolation system ensures **product robustness** as well as optimum extraction of flavors.

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2018

Extension of the Mayenne factory by around 2,000 m² and launch of the Krups Evidence automatic coffee machine.



Unique contemporary design

This new model, designed by Jean-Michel Wilmotte, is a perfect combination of elegant, minimalist design and performance. EVIDENCE by WILMOTTE stands out with its minimalist design and balanced volumes. Its **brushed aluminum APLAT Ivano blue facade by Wilmotte**, its stainless steel grill and its coffee nozzle and brushed stainless steel breastplate all give it a distinctive and timeless look.

The cylindrical and curved lines and the drip tray are inspired by both architecture and the design of Jean-Michel Wilmotte.

A sensual experience: "Evidentially..."

To prolong the consumer experience, the Manufacture du Café Alain Ducasse offers a blend of coffees developed exclusively for the EVIDENCE by WILMOTTE coffee machine. This blend offers a modern, full-bodied, serene and balanced coffee while conserving a surprising complex taste experience. A distinctive mix to take you on a journey to the best coffee-growing regions in the world: from Brazil to Columbia and India, via Ethiopia: structured and comforting, like the lines of the coffee machine itself.



About Krups

Since the presentation of the first high-precision scales in 1846, the Krups brand has become the world reference with products synonymous with industrial expertise, technical perfection, and robust, lasting quality. A symbol of innovation, also, with the same attention to detail that has been a feature of Krups right from the start, the brand joined Groupe SEB in 2001.

Find more information on <https://www.krups.fr/> and social media.

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About Jean-Michel Wilmotte

Born in Soissons in 1948 and a graduate from the Camondo school, Jean-Michel Wilmotte is an architect, urbanist and designer and has been a member of the French Fine Arts Academy since 2015. He founded the Wilmotte & Associés agency in 1975. From Dallas to Seoul, via Dakar and São Paulo, Jean-Michel Wilmotte and his teams have been travelling around the world for more than 45 years. Over the years, the agency has diversified and operates primarily in five key areas: architecture, interior design, museology, urbanism and design. Jean-Michel Wilmotte has relentlessly developed and diversified his expertise, both in France and internationally. Today, his agency is structured around two companies - the Wilmotte & Associés architecture firm and the Wilmotte & Industries SAS design studio - and simultaneously manages more than one hundred projects. It has 270 employees and 31 different nationalities, operating in 23 countries.

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About the Alain Ducasse Coffee Factory

As both a chef and a creator, Alain Ducasse is a skilled tradesman who seeks to reinvent and share the discovery of exceptional products as well as the French know-how he expresses within his numerous restaurants but also with his different Manufacture de chocolat, de café de glace and de biscuit.

Created in 2019, the Alain Ducasse Coffee Factory is a "haute-cuisine" version of coffee with each new creation expertly conceived to awaken the senses and thus provide all of its consumers with a unique taste experience.

Find more information on <https://www.lecafe-alainducasse.com/> and social media.

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World reference in small domestic equipment, Groupe SEB operates with a unique portfolio of 35 top brands including Tefal, Seb, Rowenta, Moulinex, Krups, Lagostina, All-Clad, WMF, Emsa, Supor, marketed through multi-format retailing. Selling nearly 350 million products a year, it deploys a long-term strategy focused on innovation, international development, competitiveness, and client service. Present in over 150 countries, Groupe SEB generated sales near €8 billion in 2022 and has more than 30,000 employees worldwide.

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