

# COFFEE EX MACHINA

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*A new special branch*



S60

LA CIMBALI

*LA CIMALI*

# ABOUT US

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Since its foundation just over a century ago, LaCimbali grew from a small artisan shop to a world-leading industry in coffee machines, with a network encompassing over 100 Countries. But it also evolved to a knowledge-based firm, merging new technologies and information from suppliers, distributors, clients and end-users to constantly introduce game-changing products in the market. Its efforts made the “Espresso” the world-famous drink and changed the coffee culture.

LaCimbali history is built on pervasive innovation. From its first espresso machine, the 1930 “Rapida”, LaCimbali kept experimenting new technological solutions for an easier and more efficient coffee-making. In 1947 the fully-automatic “Albadoro” model introduced new ergonomic solutions, from a frontal dispenser which reduced the movement of the bartender around the machine to a cup-warming device, a great improvement in the espresso-tasting experience. But the first great revolution started in 1950 with the “Gioiello”, which reformed the very concept of espresso, making it creamy and intense: what was then a novel product, the “Cimbalino”, is now the standard worldwide for an Italian traditional coffee. Soon after came the 1955 “Granluce”, with its original hydraulic group that replaced the complicated lever system of old coffee-making machines, simplifying and speeding brewing procedures and allowing the espresso to conquer international markets.

The second revolution of LaCimbali is the one of design: models produced in collaboration with the masters of Italian design, such as Gio Ponti’s “Cornuta”, Castiglioni’s “Pitagora”, Bonetto’s “M15” and “M20” made the espresso machine an icon of style, to be showed proudly as the centerpiece of every bar and cafeteria.

Today’s revolution revolves on users: with the new “S20” and “S30” fully automatic machines integrating IOT technologies, LaCimbali gives customer up to 96 coffee based recipes. Not to mention the increased effort of LaCimbali to diffuse the culture of coffee, through the cultural and educational activities of the MUMAC (Museum of the Coffee machine) and Academy.

The history of LaCimbali is a striking example of the “Made in Italy” approach to manufacturing: technology, elegance, passion for quality, the courage to bring innovation to apparently unchangeable traditions. Complexity made simple by shared cultural values and love for the product: easy as a cup of coffee.

*LaCimbali*  
Team LaCimbali



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# A CENTURY DEDICATED TO PERFECTION

LA CIMBALI: ITALIAN DESIGN, PASSION  
FOR QUALITY, LOVE FOR COFFEE.



It all started in 1912 in Milan, Italy, when Giuseppe Cimbali opened his first shop specialized in “general repairs.” 4 generations later, after two wars, one economic boom and many social and cultural changes, Gruppo Cimbali has become a recognized leader in the coffee machines sector in Italy and in the World.

In fact, with more than 700 dealers and distributors, 9 branches and 2 representative offices worldwide, La Cimbali is a world leader in the design and production of professional espresso machines. How many coffees are brewed every day by La Cimbali espresso machines? It might be too difficult to calculate, but it is surely clear that the elegance, the reliability and the passion embodied in the coffee machines by La Cimbali contributed to make this brand a living legend.

Famous for always producing coffee machines with a clean, elegant design, La Cimbali is 100% Italian and proud to be. Its distinctive features and passion for high quality contributed in exporting the culture of Made in Italy worldwide. As Italians would say, a real Italian excellence.

Italian at heart and always striving for perfection, La Cimbali is always in a continuous search for distinctive and innovative solutions to support the advancement and quality of Italian coffee throughout the industry. Thanks to an extensive research and revolutionary technological developments, La Cimbali

never fails to create products that embody the latest innovations while expressing Italian elegance at the same time.

For over a century, La Cimbali has been providing the marketplace with a comprehensive, diverse range of machines from traditional to fully automatic. La Cimbali's history crossed every social and cultural change happening in Italy and in the World and that is the reason why its machines are not just up to date, but also the symbol of a tradition, a culture, a way of living. La Cimbali meets all the needs of sector operators, it tickles the curiosity of coffee lovers and it has been allowing countless of people over the years to have amazing cups of coffee.



## 1930

Production begins for the first-ever branded LaCimbali espresso machine known as **Rapida**, a column machine with a vertically positioned boiler heated with coal or wood.



## 1912

La Cimbali is born at the hands of **Giuseppe Cimbali** who opened a copper-processing shop in the center of Milan, Italy.



## 1955

La Cimbali launches **Granluce**, an iconic machine equipped with the patented hydraulic group that replaced the lever of traditional machines which allowed the Italian name to enter into foreign markets.



## 1969

La Cimbali presents **Superbar**, one of the first fully automatic machines created specifically for bars. This machine allowed any kind of barista to create the perfect cup of coffee.

## 1962

The **Pitagora** machine wins the prestigious Compasso d'Oro Award for its strikingly modern design and simple, clean lines

## 1971

Collaboration with **Rodolfo Bonetto** saw the designs for the historic M15 and M20 models come to life and the "C-shape" machines took hold as the La Cimbali design style still famous today.



## 2012-2019

These years saw the evolution of the **M39** series and the launch of the **M100** in honor of the Cimbali Group's 100-year anniversary. From here, we see the birth of the game changing **S20** and **S30** fully-automatics and the launch of the **M100 Attiva**.

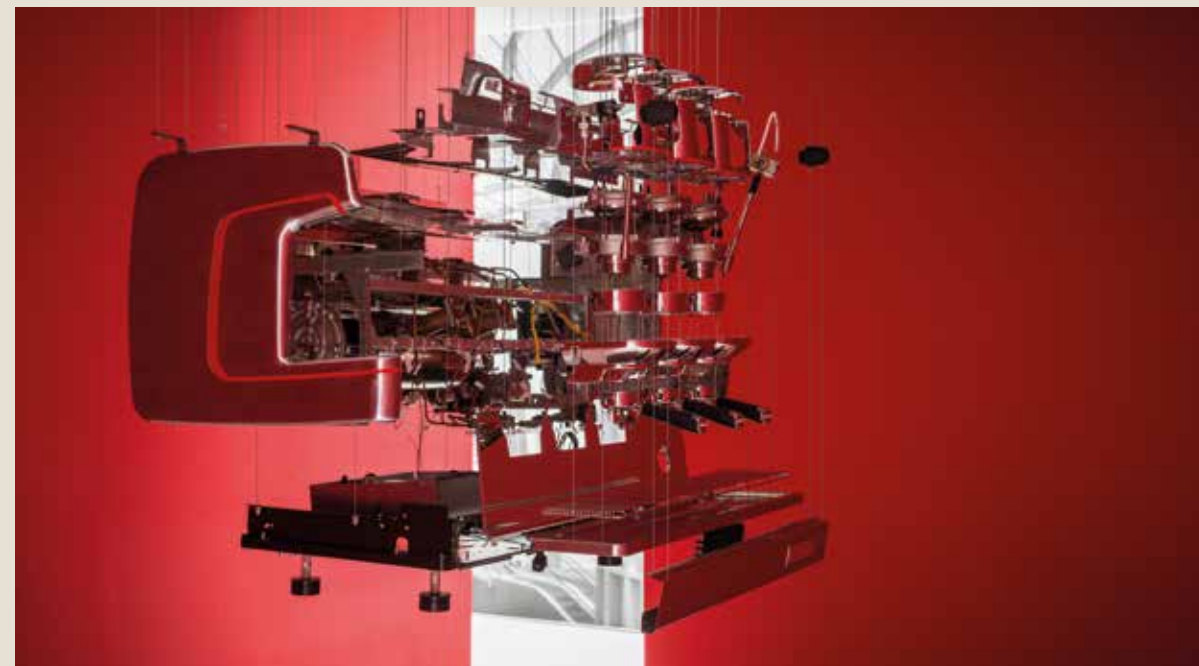


# MUMAC

A CENTURY DEDICATED TO PERFECTION

MUMAC, the Coffee Machine Museum, is the cultural house of coffee. After a century in business, the Cimbali Group decided to open the Museum in 2012. It is situated in the headquarter of Gruppo Cimbali, in Binasco near Milan and it's the largest exhibition of espresso coffee machines in the world. 300 machines (100 of which exhibited), 1300 volumes in the MUMAC Library, over 25.000 documents in the archive are the heritage of MUMAC, bringing the guests into a journey through history of coffee making and capturing socio-cultural changes.

MUMAC is no ordinary museum, it is an experience that involves art and educational activities. Since its opening, the Cimbali Group aimed to make MUMAC a point of reference



not only for coffee specialists, but also for coffee lovers and coffee curious. The design and technology of the machines that are exposed in the museum represent the Italian excellence and passion for high quality.

The MUMAC Academy is the natural “son” of the main museum: the Coffee Machine Academy par excellence is a training and cultural coffee centre, aimed to spread coffee culture. Thanks to a wide variety of coffee classes and the international expertise of a highly skilled team of trainers, MUMAC Academy gives a scientific approach to the pleasure of coffee.



# RED



Italian Design gets a red dress. « Red in Italy. The Colours of Red in the Italian Design» is an exhibition held (12 September-9 October) at the Italian cultural Institute in Brussels. Ferrari, Ducati, Ferragamo, Kartell... and of course also Cimbali: all the iconic brands of the 'made in Italy' seen under the red lens, with the items designed by Alessandro Mendini, Castiglioni brothers and Matteo Ragni. « The history of red » in the words of curator Francesca Valan, « tells the evolution of thoughts, weaving designs, art, culture and sociology ». Thanks to MUMAC (Museum of Coffee machine), Cimbali proudly gave its contribution to this history with the coffee-making machine M23UP, designed by Valerio Cometti + V12 in 2019. With its minimalistic geometric look, made of steel, the shape of this traditional machine gets inspiration from the great designers from the past as Sottsass, Castiglioni and Bonetto. It is elegant and easy to use and maintain. The logo is wide enough to add personality and the technology used makes this the best coffee in cup. No surprise if it has been selected amongst other excellent Italian designed items.



# COSMOS

When you see it, you can't go wrong: fabulous La Pavoni coffee machine « La cornuta » with its rounded and harmonious shape, it couldn't be designed by anybody else than « maestro » Gio Ponti in 1948. A metal sculpture with a sinuous complex profile, a mechanical device that runs on steam. Only two models survived the passing of time, one of which is on permanent showcase at the MUMAC, the Museum of Coffee machine created by LaCimbali. It is one of the seven loans that the MUMAC generously granted to the exhibition « Cosmos Coffee », hosted at the Deutsches Museum in Munich since 4 July 2019 and until 31 May 2020. "Cosmos Coffee" exhibition is developed over six sessions (biology, chemistry, technology, economy, culture and ecology) in an immersive and interactive journey to discover the black drink from a sensory and scientific point of view. MUMAC gave its significant contribution to the historical part of the exhibition, lending the first horizontal machine made by LaCimbali in the 40s, called Ala, and the Faema E61 from the 1960s; as well as lending the aforementioned "La Cornuta". This was not the first MUMAC's prestigious collaboration in this space: another important was one with the "Musée des Arts decoratifs" in Paris for a Gio Ponti personal exhibition (19 October 2018 - 5 May 2019). In addition worth to mention the MUMAC's loan of La Cimbali Pitagora to the monographic exposition dedicated to Achille Castiglioni hosted by Milano Triennale (6 October 2018- 20 January 2019). Pitagora is the only coffee machine awarded with the prestigious design prize "Compasso d'oro" in 1962, and with its modern design, essentiality and high quality steel, it continues to be one of the most successful coffee machine in the world.







# OUR TRADITION FOR INNOVATION

G R E A T I D E A S H A V E N O L I M I T S ,  
N E I T H E R I N T I M E N O R I N S P A C E .

For over 100 years, La Cimbali has continuously and creatively invented ideas that have revolutionised the professional coffee machine sector. The Milanese enterprise, La Cimbali, has conquered the world with the refined excellence of espresso coffee Made in Italy.

Super-efficient but stylish, always able to offer the best quality, from the first to the last cup. The beauty of La Cimbali's unrivalled designs is iconic, yet they are simple and intuitive to use: now all the historical qualities of La Cimbali espresso machines meld with technological innovation to create a new form of expression, to achieve high-quality standards and win over new connoisseurs of traditional espresso coffee.

## SO MODERN, YET SO LA CIMBALI.

With the new **M100 Attiva**, the classic shapes are more contemporarily defined. We could have simply redesigned the classics or just started from scratch to create something never seen before: with the M100 Attiva, we did both. La Cimbali has reinvented the traditional espresso machine by applying ergonomic principles that not only make the barista's work slicker and more efficient, it also makes his role indispensable. After all, it is the barista who masters and operates this machine like an extension of his own body.

As the true maestro of the M100 Attiva, the barista must be skilled enough to easily complete any operation with a few simple gestures. Most importantly, he must be seen by the public, by his customers, who want the whole experience...a great coffee, a genuine smile and some friendly chat. So the M100 Attiva has a more compact height, leaving more space on top and giving greater visibility to the bartender. A linear feature across the front highlights the machine with a continuous LED light and the cup holder is more streamlined to create a more slender look. So, improved aesthetics, plus, improved



*The images include accessories not provided as standard equipment of the machine.*



function because this new version of the traditional espresso machine also has enhanced ergonomics with increased accessibility and ease of cleaning for the steam wands and more space dedicated to the cup-warming area. All this, plus, broader options for customising colours, interfaces and accessories so that every location can boast a M100 Attiva like no other.



**LARGER CUP WARMER**

In certain versions, the cup warmer has a larger surface area that allows a greater number of cups to be stored and improves its ergonomics.

**CUSTOMIZED INTERFACE**

Electromechanical keys and an OLED display constitute the M100 ATTIVA's new interface. This integrated system is intended to make coffee-making operations more user-friendly.

**NEW WORK BASE**

The M100 Attiva's die-cast aluminium cover is light and modern, while the new feet change the aesthetic of the M100's base, lending it momentum.

**CUP HOLDERS**

The cup holders were also reduced in size and redesigned to give the machine a more slender look.

**REDESIGNED REAR PANEL AND FRIEZE**

The machine's frieze entirely embraces it, passing from one surface to another in perfect continuity and is made even more attractive by the new LED bar positioned on the rear panel.

**COLD TOUCH STEAM WAND**

The new design enables you to conveniently use them and store them and allows the barista to froth the milk in jars of any size. The cold-touch system also avoids burns and facilitates cleaning.

**CUSTOMIZABLE DESIGN**

Customizable designThe new M100 Attiva range offers every barista excellent customization options, starting with the colour: it is available in the standard matt black, matt grey and glossy white colours in different variants.



# BEAUTIFULLY AUTOMATED

EXCELLENCE IN EVERY CUP.

La Cimbali brings its Italian culture of excellence to its new range of fully automatic coffee machines, fitting for all kind of business needs. The meticulous attention to technology & design, and the deep, long-standing expertise in the coffee market, guarantee the finest quality in cup with the lowest effort. A distinctive choice for those who want to offer a pleasurable experience of quality to their clients, while needing an optimum performance and functionality.

# THE LITTLE GENIUS

DISCOVER THE PLEASURE OF  
A GREAT COFFEE, FROM THE FIRST  
TO THE LAST CUP.

Everyone has that moment in the day when they want a great cup of coffee or a frothy cappuccino, or maybe they want to treat themselves to a cup of hot chocolate. The fully automatic S20 can boast an impressive 96 possible recipes to meet all these needs that can be customised and guaranteed to last up to 200 cups a day. Ideal for office social spaces, for bakeries, for hotel breakfasts and all other self-service environments - the S20 is a flexible and intelligent fully automatic machine with a remote function for simple and intuitive planning.

- High-capacity boiler to guarantee high performances for hot water and steam.
- Flexibility in variety of milk, coffee and chocolate-based beverages.
- Extensive configuration options.
- Power station configuration, with two machines and a cooling unit, to respond to moments of peak use.
- An intelligent and smart machine featuring bidirectional telemetry, a CUP4YOU app option and a remote-control function.







S20 fully automatic



S20 fully automatic



**MILK AND COFFEE TECHNOLOGY**

Flexible menu choice based on milk, coffee and chocolate beverages, with powder or fresh milk solution.

**CONNECTIVITY**

Very easy to customize, to remotely control and to use with the CUP4YOU app.

**BOILER**

High-capacity single boiler for excellent hot water and steam performance even at times of peak demand

**COFFEE GROUP**

Preheated metal coffee group, to guarantee quality consistency up to the last cup

**PERFORMANCE**

Performance capacity of up to 200 constantly high-quality cups per day.



# FROM “RISTRETTO” TO “CHOCO MILK COFFEE”

AND EVERYTHING IN BETWEEN: THE CHOICE  
EXTENDS, THE **QUALITY INCREASES**.

To go beyond the classics, the S30 fully automatic is equipped with PGS, Perfect Grinding System, which enables perfect grinding and dosage for each different type of coffee request. Plus: the milk can be cold foamed to provide even more interesting and varied recipes.

With its 300 cups per day serving capacity that provides constant quality, the S30 is the ideal and reliable solution for coffee chains, restaurants, service stations and large offices.

- Exceptional variety in the offer of beverages based on coffee, chocolate and foamed milk, both hot and cold.
- The user experience is even easier, more practical and enjoyable thanks to the 10.4” touch screen.
- Ample configuration possibilities, plus, option to add a third coffee grinder.
- An intelligent machine with bidirectional telemetry, remote control options and connection with the CUP4YOU app.
- Separate boiler for the coffee that gives punctual and specific temperature control for an always perfect coffee.



*milk dispensing*





S30 fully automatic



S30 fully automatic



**PGS**

Perfect Grinding System for calibrating dosage and grinding for each type of coffee.

**TURBO STEAM COLD TOUCH**

A steam wand that is even easier to use and clean.

**CONNECTIVITY**

Very easy to customize, to remotely control and to use with the CUP4YOU app.

**COLD MILK FOAM**

Foamed milk, even when cold, greatly expands the range of recipes offered.

**COFFEE GROUP**

Preheated section, to guarantee continuity of taste up to the last cup.

**PERFORMANCE**

Performance capacity up to 300 cups per day with consistent quality.

S60

BEAUTIFULLY AUTOMATED

# ITALIAN ESPRESSO RELOADED

ALL THE BEST FEATURES OF  
A TRADITIONAL MACHINE WITH  
A FULLY AUTOMATIC TECHNOLOGY.

The superb new entry, much anticipated by the sector and by those who appreciate La Cimbali quality, is the top-of-the-range response to the growing demand from a vibrant market.

The rising star from LaCimbali has all it takes to top the rankings: together with the design that combines classic and modern, it has an unrivalled serving capacity of up to 600 cups a day, excellent quality and a very extensive choice of recipes, two displays, a hi-fi loudspeaker and lighting system. Plus, of course, the taste of a truly Italian espresso.

- The perfect combination of fully automatic and Traditional coffee machines in Look and Feel.
- Advanced user experience (two displays, high quality loudspeaker and lighting system).
- Highest performance in class (up to 600 cups per day), premium beverage quality, advanced coffee and milk technologies.
- Coffee technologies (Heavy duty Carousel system, PGS, VGS, Thermdrive).
- Milk Technologies (Temperature sensor, MilkPS, Perfect barista hot or cold milk foam).
- Barista Tools, Turbo Steam Cold Touch, Manual steam wand with embedded temperature sensor, Intelligent and smart machine, connectivity, CUP4YOU app connection, bidirectional telemetry.

S60



# COFFEE EVERYWHERE

COFFEE MEANS **LIFESTYLE**.  
THE BEST RECIPES  
FROM ALL AROUND THE WORLD.

Long gone are the days where places like the Café Procope in Paris or the cafe Florian in Venice were the scene of literary exchanges. Now coffee is drunk all over the world, and cafeterias are places for every kind of socialization. Just as times have changed, coffee consumption has also developed. Customers all over the world require new products, which is why all LaCimbali automatic machine models are specialized to offer customers worldwide up to 96 different recipes. If we think at the Italian coffee, we certainly do not limit it anymore to a simple Espresso. There are millions of variations that involve - in the case of beverages such as «cappuccino» «espresso macchiato» «caffelatte» - a different percentage of milk in the drink, or the presence of foam. Coffee is served in a thousand ways that may vary according to the country or individual preferences. LaCimbali knows how to respond to such disparate needs.



In **New York**, drinking coffee is a life-style matter, as we can see in movies and TV series. Big coffee bottles of “Americano” or huge glasses of “Ice latte” are very popular. The “Americano”, is prepared with a double espresso and water to fill up the cup. The “Ice latte”, ideal for the hot season, is made with a double espresso, ice and a glass of milk and sweetened as preferred.





In **Singapore**, heat and humidity mean that the most consumed coffee is “Ice coffee”, espresso with ice, water and sugar to taste. “Long black” is consumed in Australia. Very similar to the “Americano”, it may differ only for the smaller amount of water poured on a double shot “espresso” or “ristretto”. Generally it has a stronger taste than the “Americano”.

In **London** whilst on the go to take “the tube”, it would be better to grab your “mocha”. It is a chocolate twisted “capuccino”. The name is derived from “Mocha”, a city in Yemen, known as the dawn of coffee production.

All these different coffee recipes have something in common! The names are in *italian*. This means that LaCimbali, as leading Italian producer of professional espresso machines, has brought with its excellent coffee also a bit of Italian culture.





# WHAT'S COFFEE BREWING?

WELCOME TO THE  
MUMAC ACADEMY WORLD!



**M**UMAC Academy, the Coffee Machine Academy par excellence, is the training and cultural coffee centre born to satisfy the passion of coffee specialists and the curiosity of coffee lovers worldwide.

Thanks to a wide variety of coffee classes and the international expertise of a highly skilled team of trainers, the MUMAC Academy scientifically approaches the pleasure of traditional espresso. Anyone wanting to make their living out of coffee can find here the ultimate insights on different techniques of coffee brewing systems.

At the MUMAC Academy we strongly believe that working in a team is a lot more fun than working alone and this allows us to achieve constantly higher goals: together is easier and much more pleasant. Skills and values of every coffee lover can help the knowledge of our coffee community to grow organically.

## **TO INFINITY AND BEYOND: AN EXCITING VISION FOR THE FUTURE.**

MUMAC Academy aims to be a worldwide point of reference for companies and for the entire coffee community.

Italian at heart and grounded in the long-lasting history of Gruppo Cimbali, but formed as a strong international team focused 100% of their time on coffee, the MUMAC Academy



projects in the future and dedicates daily efforts in finding the most innovative ways to brew delicious cups. How is this all done? The MUMAC Academy issues the highest certificates to those participating to the most acknowledged coffee quality programs (Coffee Skills Program SCA and Q-Grader Program CQI). Their commitment goes beyond borders and brings the idea of good coffee all over the World through its branches in Rome, Vienna, Barcelona and London, while assuring its presence in the most famous fairs such as Host, Internorga, Gulf Host and coffee festivals.

### **(NOT JUST) COFFEE, PLEASE!**

Coffee has the power to give important insights into different subjects. From art, to music, and even science, coffee creates important connections that make MUMAC Academy a cultural, training and sensory Hub for every coffee specialist, bartender, roaster and coffee lover. In an environment where tradition and innovation are in constant connection, the activities organized by the Academy contribute to make of it also a place of research. The international coffee specialists find a space to connect to observe, analyse and anticipate the future of coffee culture. The Academy trainers help the students to become coffee specialists, enthusiast coffee experts with a knowledge that goes beyond the traditional skills of people that work in the Hospitality sector.

Additionally, the MUMAC Academy team loves to share all the coffee perks with the rest of the employees at Gruppo Cimballi. We believe that it is important to exchange valuable insights about coffee and coffee machines in order to be up to date with new tastes, needs and market trends.

### **THE SPACE: WHERE THE MAGIC HAPPENS**

MUMAC Academy trainers are real enthusiasts in passing their knowledge and satisfy the curiosity of the students in well-equipped classrooms.

In the Training Centre students learn practical and theoretical insights on the world of modern cafeteria. The space is equipped with 2 master stations where the baristas have the







possibility to be filmed while working, and 8 stations that can host up to 16 baristas. The foam on top of the macchiato: the Sensory Room. This space has three stations dedicated to the sensory evaluation of coffee through different methodologies. It is used for professional tasting panels, team building activities and courses for coffee lovers at every level.

The Blinding Test Station is used for blinded sensory tastings; in order to learn the journey of coffee from harvest to home, the Roasting Station is the place to be. Finally, the Tasting Station provides a big table that can be used for cupping.

*Let the fun begin!*





# LACIMBALI AROUND THE WORLD

A NEW SPECIAL BRANCH  
JUST OPENED IN ROME,  
THE CULTURAL CAPITAL OF COFFEE.



*Josep Feixa, Fabrizia Cimbali, Federico Cimbali,  
Enrico Bracesco, Roberto Maucci*

The two-thousand-years-old statues of the ancient emperors seem to sniff enviously, while the aroma of coffee rises up their columns from the bar's tables in the streets. Today's romans share their secrets and make new projects while enjoying a cup of espresso, sheltered from the pitiless sun of the Eternal City by curtains of flower plants.

In Rome, coffee represents tradition and culture. Not only it plays an essential role in the working performances of the citizens of this thriving metropolis, center of the Italian business and political networks, it is also a ritual to celebrate life events, from a casual meeting with an old friend to the start of a new love relationship.

The deep affection of romans towards their coffee finds a proper cathedral in the new venue of LaCimbali, the leading Italian designer and producer of professional espresso machines. Opened in 2019, the site is much more than just a business area for the Cimbali Group. The structure has been designed and built by the architecture firm Scocca, specialized in restaurants, as a place to be used for many other activities and by a larger community. It includes a 250 square feet showroom dedicated to the firm's latest products, ranging from traditional machines to fullyautomatic coffeemakers working with IOT technologies, and a learning center run by LaCimbali's MUMAC Academy, where the technical and practical knowledge accumulated during the last century is shared

GRUPPO CIMBALI



with partners, clients, end-users and coffee enthusiasts. This new center is the perfect place to test the potentiality of new technologies in coffee making: a simple task, given the user-friendly, easy-to-learn interface of LaCimbali products. In addition, the centre's visitors have the opportunity to acquire



the skills needed to brew a perfect professional espresso, to be introduced by experts to the art of coffee-tasting and to fully appreciate all of its flavors. The roman venue is the latest addition to the Cimbali Group, an empire which cannot be compared to the one of Julius Caesar, but which is growing fast: starting from a small shop in Milan in 1912, it now counts nine branches, two representative offices and a worldwide network encompassing 700 dealers and distributors in over 100 countries, all committed to providing clients with the best technologies and knowledge for their favorite coffees.

The increase of LaCimbali investment in Rome is a sign of the attachment of the Group to its roots and to the Italian coffee

culture. Innovating a long-standing tradition requires great attention to the consumer's habits and tastes: without it, technology alone is pointless. Keeping close contact with coffee gurus, barkeepers and endusers has always been the secret of LaCimbali's Group, with its capacity to introduce improvements in the coffee machine industry, bringing the obsession for quality of the "Made in Italy" in our cups.

The new learning center in Rome, as well as the MUMAC Museum of Coffee in Milan, are crucial stepstones in this strategy, providing the designers with invaluable feedbacks and information. "When in Rome, act as the Romans": this means making sure to give coffee the importance it deserves. With the new venue in Rome, LaCimbali has taken this saying extremely seriously, demonstrating its constant effort to spread the coffee culture in Rome and worldwide.



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