

PRODUCT STORY

E65S



THE KING OF GRINDERS

FLAVOR



MAHLKÖNIG's E65S

THE NEW ICON OF ESPRESSO GRINDING.

It's all about the perfect cup of espresso: capturing the entire unique aroma, producing a lovely crema, serving it at the right temperature and, of course, with a smile. It's about providing the guest with that perfect little moment of enjoyment - that small but meaningful time-out from the everyday.

That basic recipe for the perfect espresso never seems to change. The customers' demands towards quality however, are rising continuously and at a faster pace than ever before. A today's coffee shop owner has to offer truly outstanding taste experiences and an absolute top service in order to stand out from the competition. And what it takes to achieve the highest quality standard is, of course, premium specialty coffee and top notch equipment.

THE NEXT GENERATION OF ESPRESSO GRINDING

The highest demands of the international coffee specialty community have been the source of inspiration and motivation for MAHLKÖNIG throughout over 90 years of the company's history. With a strong pioneering spirit the manufacturer from Hamburg, Germany, breaks new ground in premium coffee grinding and sets the trends of tomorrow, again and again.

During the course of the past months, the newly formed product management team has dedicated its entire time and effort to a total re-evaluation of the recent market demands. Industry research, customer audits and in-depth surveys have been part of the comprehensive analysis in order to figure out, what features and functionalities the espresso grinder of tomorrow has to provide.

Following the principles of interdisciplinary product development processes, all core functions of the company have been involved in the development of the upcoming grinder generation. The product management conveyed the market requirements and customers' demands into the development project. A team of experienced engineers translated these requirement profiles into a new range of innovative grinding solutions. Suppliers became a part of the development team at an early stage too, in order to take advantage of the comprehensive know-how within the supply chain. Finally the prototypes went through a 4-months' field test. Partners across the world took them out to the real coffee world where they got a chance to perform in all leading markets and in every usual voltage. At some spots, the new model got tested even beyond its original capacity - and amazed with an outstanding performance.

The collected feedbacks from these tests formed the foundation for the final fine-tuning of the new product. Any possible issue got considered, before the time had finally come to release the first wave of the next generation of espresso grinding.





TAKING OFF: THE E65S

In summer 2018, MAHLKÖNIG launches a brand new benchmark to level up the espresso grinding game: the revolutionary E65S. It is the perfect synergy of proven premium espresso grinding technology and innovative features.

PREMIUM TASTE

For the perfect espresso taste, every single particle matters. The E65S has an espresso specific grind size range from 180-650 microns and the grinder's scale is not only super precise, but absolutely linear. One unit equals 8 microns, ensuring consistent dosing for any recipe. Furthermore, the dial has a certain inertia that avoids unintended maladjustment, while it can also be locked at the back. That alone makes the E65S a top tool for premium professional espresso preparation.

However, MAHLKÖNIG knows that there are much more issues that coffee shop owners have to deal with. Such as the amount of coffee that gets wasted, when the grind size needs to be changed. That's where the compact construction of the E65S comes into play. In the neck of the hopper are only approximately 30g of beans inside the dead space, which are about 50% less than at comparable grinders. Inside the grinding chamber the lagging volume got shaped to an absolute minimum and in the chute, there are no leftovers at all. Moreover, the chute can be detached for cleaning and for setting up the angle matching the respective portafilter. Since a perfectly centered outlet of the ground espresso means: premium taste and less waste.

PIONEERING PRODUCT DESIGN

Focusing on the service quality, time is key. To support the barista during the preparation in the best possible way, the king of grinders has equipped the E65S with a multifunctional turn- and push-button and with an intuitive icon menu. Every important task is only a click or twist ahead. Such as the presets for up to 6 individually programmable recipes or the "free flow mode". Fresh espresso grinding on demand has never been so fast and easy.

The slim elegant corpus with a cutting-edge multi-color design features first class components and coatings for a premium look and feel and the overall construction of this grinder is robust and made to sustain high workloads. However, the E65S was designed to please more than just the eye: it produces the most pleasant and silent grinding sound ever. The hopper fits into the concept seamlessly, though it is one of the grinder's top features, too. The built-quality of the hopper has been a major focus point of the product design and so it is not only extraordinarily resistant but its UV-filtering material also protects the precious coffee beans from influences by sunshine.

Once more, MAHLKÖNIG combines German workmanship and pioneering innovative technology to shape a grinder that sets out to revolutionize espresso grinding. A grinder that is destined to provide the perfect cup of espresso. A grinder that is the offspring of a famous dynasty and more: a new icon of espresso grinding that opens up a new era with more exciting product innovations to come.



C O M P A N Y O F T H E H E M R O G R O U P

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