



## Pininfarina partners with Costa Coffee on a new generation of self-serve espresso coffee concession

Turin, January 14th, 2013 – British multinational coffeehouse company **Costa Coffee** announced at the **NRF** Annual Convention in New York, Retail's biggest show in US, the collaboration with **Pininfarina** on the innovative "CEM-200" concession. This represents a new generation of self-service machines able to offer mobile coffee consumers the same high quality coffee, product customization and brand feeling delivered in Costa's 2,500 stores worldwide.



Pininfarina had the role of writing a story around the concession able to replicate the atmosphere of the Costa stores creating the sense of familiarity in the consumer.

The design concept is characterized by sinuous lines conveying an elegant look reminiscent of the automotive world. The curving traits suggest the cut of the **coffee** beans and the S of the **Costa** logo - creating therefore a trait-d'union with the world of coffee and the one of Costa. The used colors – black for coffee and red for Costa – make the message even stronger and more consistent.

Great attention was paid to the usability of the machine to guarantee a simple and intuitive selection process, an efficient and quick experience able to make the consumer feel comfortable. The service shelf, shaped as a dashboard, is spacious and inviting. All of the consumable elements, such as cups, sugar and stirrers, are very easy to reach in order to make the customer experience quick and simple.

Beyond the excellence in design the project is also very advanced from the technological point of view thanks to the teamwork of a group of partners such as Intel, BSquare, Microsoft and Thermoplan.

*"Being part of such an excellent network of partners is a source of pride for Pininfarina. Advanced technology, iconic design, easiness of use are elements marking the project. The result is a product expressing the true spirit of Pininfarina's style"* said Paolo Pininfarina, Chairman of the Pininfarina Group.

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