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GMCW™ Launches Microsite in Support of Super Automatic Espresso Equipment Program

Louisville, KY GMCW™ is now live with a website intended to educate the industry and its end users on the company's new, Super Automatic Espresso equipment program. A stand alone microsite specifically developed by GMCW to support the launch of the 2013 initiative, www.GMCWespresso.com introduces the Korinto and Kobalto platforms to a market thirsty for on-trend dispensed beverage equipment solutions.

GMCWespresso.com provides detail on GMCW's Super Automatic equipment portfolio and identifies everything a multi-chain operator or independent coffee house owner would need to assess which of the three solutions will best fit their business model. Capacity, operations and return on investment criteria are covered as are product specifications and data on features and benefits. All of this establishes www.GMCWespresso.com as a comprehensive Super Automatic equipment resource at the click of a mouse.

The new site illustrates GMCW's ongoing commitment to developing relevant, useful tools for its customers and the global beverage industry. Away from home consumption of espresso-based drinks continues to increase throughout the US. GMCW has responded by offering operators a unique solution that will allow them to profitably enhance their current beverage program to include café-quality espresso-based beverages without the need for a barista.

"As a company, we offer beverage equipment solutions applicable to all menu dayparts and in hot, cold and frozen categories," says Senior Vice President of Sales & Marketing, Greg Immell.

"The breadth in our product line effectively positions us as a partner resource for the convenience and gas, fast casual, and quick serve restaurant channels. It is our goal and the responsibility of GMCW to clearly identify our value propositions to the market from a company and equipment standpoint. The launch of GMCWespresso.com represents this commitment."

GMCW is headquartered in Louisville, KY with locations in New York, Illinois, and Thailand. The company is owned and managed by BNY Mezzanine Partners, L.P.

GMCW™ offers an unmatched selection of beverage equipment and a complementary foodservice equipment line that is the single source equipment solution for the industry. GMCW™ has a passion for product innovation, quality workmanship, and world-class customer service. This passion results in profitable solutions for customers and partnerships that ensure long-term success.

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