

Press release

# Spotlight on low operating costs: Liebherr beverage coolers at BrauBeviale

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Ochsenhausen (Germany), 06/11/2023 – As one of the leading international trade fairs, BrauBeviale will be presenting products and solutions for beverage production from 28 to 30 November in Nuremberg. One of the brands represented at the fair is Liebherr, a specialist supplier of high-performance refrigerators and freezers that stands for reliability, a long service life and high energy efficiency. Under the motto “For Professionals. By Professionals”, the brand will be presenting numerous innovations in the field of professional beverage coolers at stand 259 in hall 5 over a total of 72 square metres. Here, visitors can get a real feel for the impressively low operating costs of the products. They can also learn more about individual branding and equipment options for an eye-catching product presentation.

“Our trade fair appearance at BrauBeviale in Nuremberg once again demonstrates the range of Liebherr solutions that are consistently oriented towards the requirements of the professional sector,” says Steffen Nagel, Managing Director Sales & Marketing, Liebherr-Hausgeräte GmbH. “We invite all visitors to share their feedback and ideas with our Liebherr experts at the stand about the added value that the models displayed there can create for their business.”

## Wide range of efficient merchandising coolers

Over the three days of the fair, visitors will find a wide range of merchandising coolers for the beverage and catering industries. Operating costs are kept low thanks to the low energy consumption and the exceptional longevity of the appliances, combined with their infrequent need for repairs and easy maintenance. At the same time, a range of great features of the cooling solutions ensure the best conditions for commercial success at their place of use. Dynamic cooling systems offer fast cooling, while self-closing doors ensure minimal loss of cold air and low noise levels create maximum comfort. It is also possible to include custom special equipment configurations, or to have Liebherr take over the entire logistics of the appliances at their location.

## Individual appliance design and customisation

In addition to the existing branding options, MyStyle from Liebherr will offer even more design freedom from next spring, especially for customers who may only need a single appliance for their operations. Under the motto “One appliance. Endless opportunities.”, customers can now tailor their appliance to perfectly suit their wants and needs – from the colour including special designs to printed images and custom lettering. A digital direct printing process ensures high-quality implementation of custom options. It goes without saying that the storage arrangements and interior equipment, right down to the various

lighting designs or other selected features, can also be configured. In Nuremberg, Liebherr will be presenting two individually designed variants of the Fkv 503 and the MRFvc 3501 models, which demonstrate the range of possibilities in an undeniable way.

#### **About Liebherr-Hausgeräte GmbH**

Liebherr-Hausgeräte GmbH is one of eleven divisional controlling companies of the Liebherr Group. The Appliances division employs more than 6,500 staff and develops and produces a wide range of high-quality refrigerators and freezers for the domestic and professional sectors at its headquarters in Ochsenhausen (Germany) and in Lienz (Austria), Marica (Bulgaria), Kluang (Malaysia) and Aurangabad (India).

#### **About the Liebherr Group**

The Liebherr Group is a family-run technology company with a broad and diverse range of products. The company is one of the largest manufacturers of construction equipment in the world. However, it also provides high-quality, user-oriented products and services to many other sectors. Today the group comprises over 140 companies from every continent. In 2022, it employed more than 50,000 staff and generated total revenue of over €12.5 billion. Liebherr was founded in 1949 in the southern German town of Kirchdorf an der Iller. Since then, its goal has been to win over its customers with sophisticated solutions and contribute to technological progress.

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