



**AUTOMATIC  
COFFEE  
MACHINES  
COMPANY OF  
THE YEAR  
IN EUROPE  
2025**



*Certificate*



**Rex-Royal**

*This award is in recognition of **Rex-Royal's** stellar reputation and trust among customers and industry peers, evident in the numerous nominations we received from our subscribers. **Rex-Royal** emerged as the **Automatic Coffee Machines Company of the Year in Europe 2025** after an exhaustive evaluation by an expert panel of C-level executives, industry thought leaders, and our editorial board.*

Awarded By





## Where Quality Meets Efficiency, Every Day, Every Brew

Perfectly brewed coffee, with its captivating aroma and invigorating flavor, remains in a league of its own.

To cater to the growing demand for a remarkable coffee experience, cafés, catering services and workspaces look for solutions that consistently deliver top-quality beverages, even during the busiest periods.

With Rex-Royal, every cup is a promise fulfilled.

Its range of high-quality, fully automatic coffee machines is an ideal choice for hospitality businesses looking to accelerate workflows. Curated specifically for professional applications, the machines deliver efficiency without compromising quality, enabling businesses to maintain customer satisfaction, even during staff changes or peak hours.

“By providing tools that elevate the coffee experience, we enable our clients to build customer loyalty, strengthen their brand and grow their business,” says Philipp Zindel, head of sales & marketing and executive board member.

Rex-Royal’s success is rooted in Swiss craftsmanship and engineering excellence. Proudly ‘Made in Switzerland,’ each coffee machine exemplifies reliability and superior performance. Equipped with cutting-edge technology, including intuitive interfaces and advanced brewing systems, these machines deliver faultless results every time.

### **Crafted for Every Need**

Rex-Royal’s flagship coffee machines are a symbol of elegance and outstanding workmanship. High-quality, durable components ensure long operating times while minimizing downtime and maintenance requirements. With low maintenance costs and a sustainable investment model, Rex-Royal offers a low total cost of ownership over the long term, making it the smart choice for businesses that prioritize reliability, ease of use and long-term value.

At the top of the lineup is Rex-Royal S500, a high-performance, fully automatic solution designed to meet



Philipp Zindel,  
Head of Sales & Marketing and  
Executive Board Member

the demands of peak times in top-tier catering establishments. Featuring a premium metal brewing unit with up to 26 g capacity, it ensures consistent coffee quality. The S500 has three high-performance precision grinders, providing customizable grinding options for a range of flavors. With an impressive capacity of 58 liters of hot water per hour, it’s built to effortlessly handle high-volume applications.

For businesses that require versatility, the Rex-Royal S300 strikes a perfect balance between performance and adaptability to diverse needs. With an ability to produce 33 liters of hot water per hour, it caters to high-demand environments such as system gastronomy, catering and self-service areas like convenience stores, hotels and canteens. Like the S500, it features a brewing unit with a capacity of up to 26 g. Equipped with two high-speed precision grinders and up to three milk choices, it serves diverse tastes. The automatic outlet, with cup detection and height adjustment, delivers an effortless coffee experience.

Businesses, including cafés, bars, and bakeries, seeking efficient solutions for a wide variety of beverages will find the Rex-Royal S2 the perfect choice. Equipped with a metal brewing unit with an 18 g capacity and up to 33 liters of hot water per hour, it’s built to handle high demand with ease. The S2 also offers the flexibility of up to two types of milk and a high-speed precision grinder, guaranteeing freshly ground coffee with exceptional flavor.

For offices and co-working spaces seeking an even more compact solution, the Rex-Royal S1 is the most suitable choice. A durable metal brewing unit and the ability to dispense coffee and hot water simultaneously ensure efficiency and productivity.

Rex-Royal’s versatile range of machines has proven instrumental in helping clients across industries achieve remarkable success. In hospitals, the S500 HS model has become a key player in central kitchens, consistently delivering fresh coffee while adhering to the highest hygiene standards. Meanwhile, the S2 Railway coffee machine has transformed the onboard experience for passengers worldwide, offering distinct coffee that elevates service quality and sets a new standard for in-transit refreshment.

Beyond its fully automatic coffee machines, Rex-Royal also provides essential solutions for enhancing any beverage experience. The XM fresh milk preparation machine seamlessly complements traditional semi-automatic coffee machines, ensuring a perfect foam every time. The XT hot water preparation stands out with its powerful performance and variable temperature settings, catering to the precise needs of tea lovers. Together, these machines elevate any coffee or tea service, delivering quality and satisfaction with every pour.

### **Signature Elements that Make Every Cup Stand Out**

Every Rex-Royal machine is crafted with features that make it a top choice for clients.

The user experience is elevated by video-capable TouchScreens across models. The S1 and S2 feature a 7” full HD TouchScreen with interactive guides, while the S300 and S500 boast larger 10.1” full HD displays, making them ideal for self-service areas. This feature ensures that intensive training becomes a thing of the past. Staff can step into serving coffee right away, with minimal instruction and maximum efficiency.

The PowerSteam function delivers perfectly frothed milk with variable consistency at the touch of a button. Coupled with the Hot and Cold CompactFoam system, users can get creamy or compact milk foam, enabling an unmatched variety of coffee with barista-level precision.

The dispensing temperature can be precisely and optimally set for each type of tea with the T-TempControl system. It enhances the unique flavors and aromas of each blend, ensuring tea enthusiasts enjoy the perfect brew every time.



***Feedback from our clients is at the heart of what we do, shaping both our coffee machines and services***

### **Driven by Feedback, Refined by Tradition**

Rex-Royal always strives to take customer satisfaction a notch higher through a customer-centric approach.

“Feedback from our clients is at the heart of what we do, shaping both our coffee machines and services,” says Zindel.

This direct feedback loop ensures that Rex-Royal’s machines remain reliable, efficient and user-friendly while introducing new features that align with customer needs.

Its dedicated sales and service teams in Switzerland and southern Germany bolster global reach. Complementing these efforts is a branch office in Singapore dedicated to supporting APAC partners. Beyond its internal operations, Rex-Royal relies on a trusted network of long-standing partners spanning Europe, Asia, Oceania, South Africa and Canada, collectively ensuring a consistent and unmatched coffee experience for customers worldwide.

Delivering a coffee experience like no other, Rex-Royal helps its global clients delight coffee lovers, setting the gold standard in the industry. **HBR**