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# **The Law Society of Hong Kong membership offers**

By De'Longhi Kenwood A.P.A. Ltd

# Brand history

**1902**

the De'Longhi family ran business as a small industrial parts manufacturing workshop

**1970**

De'Longhi launching the first product of oil filled radiator, soon as they started to sell their products internationally

**1990**

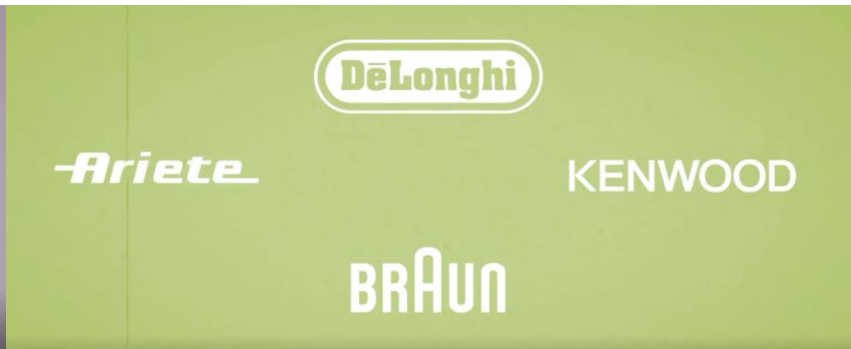
Launching the first espresso machine, culture of espresso exported all over Europe, US and Asia

**2003**

Coffee drinking habits become a trend among the globe. De'Longhi launched the first automatic espresso machine, gained popularity among the market

**2012**

De'Longhi group acquired Kenwood, Ariete and Braun household, became the **market leader** among small domestic appliances and coffee category industry



**DēLonghi Group**



**KENWOOD**

**BRAUN**

# Two Coffee Category

## FACM Coffee Machine



With De'Longhi automatic coffee machines you can prepare all your favorite beverages with a simple touch. You can easily customize the strength, length and the temperature of your coffee. You can also prepare your own favourite recipes.

## PUMP Coffee Machine



With De'Longhi manual espresso coffee machines allow you to express your coffee imagination and create barista-quality masterpieces in every cup of Bean-to-cup delicious coffee.

# Brand Story

De'Longhi creates innovative appliances for **Comfort**, **Home Cleaning**, and **Kitchen** categories.



Comfort

Home  
Cleaning

Kitchen



Coffee machines currently represent the heart of the brand,

and have led De'Longhi to be among the world leaders in their production.

# Experience “Perfetto home coffee”

We would like to invite Law Society members to our experience store at SOGO Causeway Bay, where guests can experience “Perfetto home coffee” in person courtesy of the brand, and learn how they can have a perfect cup of brew by simply pressing a button using De’Longhi’s fully automatic or pump driven coffee machine.





# 1) Maestosa Automatic coffee maker EPAM960.75.GLM

## 1) Exclusive MixCarafe

The exclusive MixCarafe can let you prepare delicious hot chocolate and enjoy cold creamy coffee with cold, velvety foamed milk

## 2) 5" full touch TFT colour display

It has 5" full touch TFT colour display and Coffee Link App for the maximum ease of use and interaction

## 3) LatteCrema System

With LatteCrema System, the desired consistency of the foamed milk can be selected on the display and stored for each milk drink. It is available to deliver 2 milk beverages simultaneously and creates a thick, velvety and long-lasting foamed milk for the perfect milk beverages

## 4) Two independent bean containers for double enjoyment

Each bean containers with an independent grinder electronically controlled to ensure grinding precision for the perfect in-cup result with it. The two burr grinders of Maestosa coffee machine made of hardened steel ensure a long service life, beside maximum precision



# 1) Premium offers - Maestosa Automatic coffee maker EPAM960.75.GLM

Period: 16 Feb – 16 Aug 2023

Promotion price: \$33,188

## Offers:

- 1) Maestosa Automatic coffee maker EPAM960.75.GLM (RRP\$42,188)
- 2) 2 years warranty (value \$1,500)
- #3) One-time of on-site training service (value \$800)
- #4) Within 2 years warranty period, 2 times of on-site descale service (value \$1,600)
- 5) GWP Coffee accessory: Handmade Cappuccino cups DLSC309 (value \$400)
- \*6) Add-on Coffee Beans 10% off - KIMBO Arabica OR different favors 250g / 1kg monthly subscription x 12 months (promotion price \$1,588 ~~RRP\$1,776~~ / \$4,088 ~~RRP\$4,560~~)

*#Please call our service center to reserve the services*

*\*Coffee beans will be sent out every two months, two packs per time*



# 2) Dinamica Plus Cappuccino Fully Automatic Coffee Machine ECAM370.95.T

## 1) Machine connected to the innovative Coffee Link App

To create new beverages, discover infinite personalization and receive unlimited advice and suggestions

## 2) Professional Stainless Steel Conical Grinder

The stainless steel design is perfect for keeping the aroma of the beans from less heat generated during the grinding process. It has 13 grind settings

## 2) 13 programmed beverage recipes

Latte Macchiato, Cappuccino, Cappiccono +, Cappccino Mix, Flat White, Caffelatte, Espresso Macchiato, Coffee Pot, Doppio+, Long, Coffee, Espresso and Hot Milk

## 4) 3.5" TFT color display with touch screen technology

It allows to choose and personalize your drinks and even set up your personal profile, all with a simple touch

## 5) LatteCremaSystem

With LatteCrema System, the desired consistency of the foamed milk can be selected on the display and stored for each milk drink. It is available to deliver 2 milk beverages simultaneously and creates a thick, velvety and long-lasting foamed milk for the perfect milk beverages

## 6) Upgraded milk jug

Thermal carafe with double wall to keep milk at an ideal temperature for longer. Automatic clean for easy cleaning of the milk jug – so it can be put in to the fridge right after use





## 2) Gold offers - Dinamica Plus Cappuccino Fully Automatic Coffee Machine ECAM370.95.T

Period: 16 Feb – 16 Aug 2023

**Promotion price: \$12,588**

### Offers:

1) Dinamica Plus Cappuccino Fully Automatic Coffee Machine ECAM370.95.T (RRP\$18,388)

#2) One-time of on-site training service (value \$800)

3) GWP Coffee accessories:

- Double-Wall Thermal Cappuccino Glasses DLSC311 (value \$285)
- EcoDecalk Mini 2 X 100ml DLCS200 (value \$338)
- Coffee beans KIMBO Arabica 250g (value \$148)

4) 1 year warranty

*#Please call our service center to reserve the services*



# 3) La Specialista Maestro Pump-Driven Espresso Coffee Machine EC9665.M

## 1) 2 independent heating systems

Coffee Thermoblock and independent heating system for milk

## 2) Bean Adapt Technology

Control the grind, dose and temperature to get the best flavor out of your coffee bean

## 3) Sensor Grinding Technology

Two sensors to deliver a consistent single or double dose by measuring the burrs position and therefore calibrate the duration of grinding process to ensure proper dosage and grind size. Recognizes the grinding level chosen by the user and adjust grinding duration (each cycle corresponding to a coffee amount) to deliver always the right dose

## 4) Smart Tamping Station

Consistently tamps, mess-free and at the right pressure for perfect results in cup

## 5) Active Temperature Control

High performing Thermoblock with superior temperature control guarantees the precise thermal stability for coffee extraction

## 6) Dynamic Pre-infusion

works by automatically adapting the pre-infusion length to the density (given by finer or coarser grinds) of the coffee dose, to ensure the entire surface of the coffee dose is evenly and gently wet for an optimal extraction

## 7) LatteCrema System and My Latte Art Steam Wand

Precision manual frothing to have full control over your froth or the convenience of the LatteCrema System that does it all for you

## 8) 6 Pre-set recipes

Cappuccino, Latte, Flat White, Coffee, Long Black and Espresso



### 3) Silver offers - La Specialista Maestro Pump-Driven Espresso Coffee Machine EC9665.M

**Period: 16 Feb – 16 Aug 2023**

**Promotion price: \$10,388**

Offers:

- 1) La Specialista Maestro Pump-Driven Espresso Coffee Machine EC9665.M (RRP\$12,988)
- 2) GWP Coffee accessories:
  - Professional Stainless Steel Knock-Out Box DLSC062 (value \$418)
  - Vacuum Coffee Canister DLSC068 (value \$422)
  - Coffee beans KIMBO Arabica 250g (value \$148)
- 3) 1 year warrenty



## 4) La Specialista Arte Pump-Driven Espresso Coffee Machine EC9155.MB

### 1) Barista Kit

Includes professional tamper, tamping mat, dosing&tamping guide, milk jug, 2 sizes single wall filters

### 2) Active Temperature Control

High performing Thermoblock with superior temperature control guarantees the precise thermal stability for coffee extraction

### 3) 3 Temperature profiles

Unlock the aromatic flavours of the beans and allow you to experience the coffee preparation

### 4) My Latte Art Steam Wand

Precision manual frothing to have full control over your froth

### 5) 2 Pre-set recipes

Espresso and Long Black





## 4) Silver offers – La Specialista Arte Pump-Driven Espresso Coffee Machine EC9155.MB

**Period: 16 Feb – 16 Aug 2023**

**Promotion price: \$6,388**

Offers:

- 1) La Specialista Arte Pump-Driven Espresso Coffee Machine EC9155.MB (RRP\$7,818)
- 2) 1 year warrenty





## 5) Dedica Arte EC885 Pump-driven Espresso Coffee Machine

### 1) New My Latte art steam wand

Perfect to create the silky, fine texture to make your Lattes and Flat whites special

### 2) Slim dimensions: only 15 cm width

### 3) Thermoblock heating system: always the perfect temperature

### 4) Fast heating time: 40 seconds

### 5) Flow stop function to personalize your coffee length

### 6) 15-bar pump

### 7) Double Drip Tray

Two-level cup holder to house glasses and tall cups of up to 13cm for long coffee and milk drinks



## 5) Sliver offers – Dedicca Arte EC885 Pump-driven Espresso Coffee Machine

**Period: 16 Feb – 16 Aug 2023**

**Promotion price: \$2,988**

Offers:

- 1) Dedicca Arte EC885 Pump-driven Espresso Coffee Machine (RRP\$3,288)
- 2) GWP Coffee accessories:
  - Coffee Grinder KG89 (value \$608)
  - Cappuccino glasses DLSC311 (value \$285)
- 3) 1 year warranty



## 6) Classic offers - Icona Vintage Series Breakfast collection

Period: 16 Feb – 16 Aug 2023

**Promotion prices & products (3 colors)**

**Icona Vintage Series**

1) Water Kettle KBOV2001 (RRP\$888)

**Promotion price: \$608**

2) Toaster CTOV2103 (RRP\$878)

**Promotion price: \$568**

3) Pump-Driven Espresso Coffee Machine ECOV311 (RRP\$3,288)

**Promotion price: \$1,648**

4) Bundle set: Kettle + Toaster + Coffee machine (RRP\$5,054)

**Promotion price: \$2,498**

5) 1 year warranty

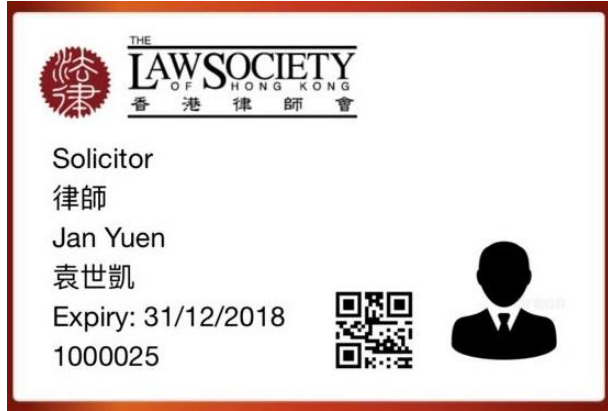


# Offers summary

<b><u>PREMIUM</u></b> 1) Maestosa EPAM960.75.GLM	<b><u>GOLD</u></b> 2) Dinamica Plus ECAM370.95.T	<b><u>SILVER</u></b> 3) La Specialista EC9665.M	<b><u>SILVER</u></b> 4) La Specialista Arte EC9155.MB	<b><u>SILVER</u></b> 5) Dedicata Arte EC885	<b><u>CLASSIC</u></b> 6) Breakfast collection
1) Maestosa EPAM960.75.GLM 2) 2 years warranty 3) One-time of on-site training service 4) 2 times of descale service 5) GWP: - Handmade cups DLSC309 *6) Add-on Coffee beans 10% off (250g / 1kg x 12 months)	1) Dinamica Plus ECAM370.95.T 2) One-time of on-site training service 3) GWP : - Cappuccino Glasses DLSC311 - EcoDecalk Mini 2 X 100ml DLCS200 - Coffee beans 250g 4) 1 year warranty	1) La Specialista EC9665.M 2) GWP: - Knock-Out Box DLSC062 - Vacuum Coffee Canister DLSC068 - Coffee beans 250g 3) 1 year warranty	1) La Specialista Arte EC9155.MB 2) 1 year warranty	1) Dedicata Arte EC885 2) GWP: - Coffee Grinder KG89 - Cappuccino glasses DLSC311 3) 1 year warranty	1) Water Kettle KBOV2001 \$608 2) Toaster CTOV2103 \$568 3) Pump-Driven Coffee Machine ECOV311 \$1,648 4) Set \$2,498 5) 1 year warranty
<b>\$45,688</b> <b>\$33,188</b> (27% off) + <b>\$1,776 / \$4,560</b> <b>*add on \$1,588 / \$4,088</b> <b>(10% off)</b>	<b>\$19,159</b> <b>\$12,588</b> (32% off)	<b>\$13,976</b> <b>\$10,388</b> (20% off)	<b>\$7,818</b> <b>\$6,388</b> (18% off)	<b>\$4,481</b> <b>\$2,988</b> (16% off)	<b>\$888 - \$3,288</b> <b>\$608 - \$1,648</b> <b>(31% - 50% off)</b> <b>\$5,054</b> <b>set \$2,498</b> <b>(51% off)</b>

# The method of redemption

To enjoy the promotion offers, please present “The Law Society Of Hong Kong” member card to our client service consultant for identification purposes.



## Shop address:

De'Longhi Sogo store @ Sogo 10/F, 555 Hennessy Road, Causeway Bay, Hong Kong

## De'Longhi Sogo - client service consultant hotline:

Tel: 2831 8512



# T&C

1. The promotion period is from 16 February to 16 August 2023, both dates inclusive (the “Promotion Period”).
2. This offer cannot be used in conjunction with any other promotional offer; free gifts or discount are non-redeemable for cash or any other gifts or products.
3. The complimentary gifts are available on a first-come-first-served basis while stocks last.
4. We shall make every effort to ensure product(s) are in stock. If from time to time any products become out of stock, we reserve the right to offer alternative product(s) of similar value and style.
5. Images and information are for reference only.
6. The actual product may have differences than the images and description of the products. The appearance and details of actual products in store shall prevail.
7. Any personal data received during the Promotion Period shall only be used internally by the Company (De’Longhi Group Kenwood A.P.A Ltd.), Retailers and the Courier Service Company. Your data will not be sold or traded to other external parties. The Company, Retailers and the Courier service Company will not be able to arrange delivery if customer fails to provide the recipient name, delivery address and contact number.
8. The Company reserves the rights to amend these Terms and Conditions and to terminate this promotion without prior notice. In any case of dispute, the Company reserves the right of final decision.