

PRESS RELEASE

For immediate release



Drinkotec receives the «High Potential» label from the Swiss Economic Forum's SEF.Growth program

Nyon, Switzerland, October 14, 2024 – **Drinkotec is delighted to announce that it has received the «High Potential» 2024 label.**

The «High Potential» label from the SEF.Growth program, organized by the Swiss Economic Forum, is a major mark of distinction for emerging companies in Switzerland. The program identifies and supports the country's most innovative and promising start-ups and scale-ups. Many are called, but few are chosen: only 10% of applicant companies have received this prestigious label in the last 12 years. Obtaining the «High Potential» label demonstrates exceptional potential. It's a precious recognition for Drinkotec.

Since 2018, we have worked relentlessly to refine our business model and develop our market. Each step has been punctuated by strategic adjustments and innovations designed to meet our customers' needs and anticipate industry trends.

The SEF.Growth program subjects candidate companies to a thorough evaluation of their strategy, growth prospects and market positioning. The label is awarded in three stages, under the supervision of recognized experts in their fields.

STEP 1: BUSINESS MODEL ANALYSIS

This stage offers the opportunity for entrepreneurs to present their growth strategy and receive valuable feedback from a panel of top-level entrepreneurs and strategy experts from the Swiss Economic Forum network and its partners.

STEP 2: STRATEGY AND BRAND ASSESSMENTS

As part of the evaluation process to obtain the label, a team of experts composed by experienced entrepreneurs and specialized consultants is assigned to carry out two evaluation cycles:

- Strategy assessment
- Brand evaluation

STEP 3: SEF.GROWTH HIGH POTENTIAL LABEL

Companies that pass the assessments receive the «SEF.Growth High Potential» quality label.

This label crowns our efforts and motivates us to pursue our path with renewed determination.



Transforming a company is no simple task. 6 years ago, we embarked on the business model innovation of the 16 years old company that was Drinkotec. Product, Go-to-Market and Operations have undergone a significant change to embrace Design, Digitalization, Data, with strong strategic intention. Since then, **tremendous progress has been achieved to scale up Drinkotec into a global equipment manufacturer and data analytics platform for the beverage industry.**

We are extremely proud, that the SEF experts have recognized this tremendous work when analyzing the company under the lens of their acute expertise in Finance, Strategy, Marketing, IP, Operations and critical experience into growing businesses.

Their perspectives give us today a set of new insights (the risks & pitfalls to avoid as well the growth opportunities) on our transformative journey and requirements in pathways to growing longer term.

The entire team is grateful and excited for such unique recognition!

Franck-Eric Flegbo, CEO of Drinkotec

Read the full article about Drinkotec on the SEF.Growth website:

[SEF.Growth Drinkotec Article](#)

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ABOUT DRINKOTEC

Drinkotec is a Swiss company **specializing in beverage technologies**. We design and **manufacture software and vending equipment** aimed at reducing the use of plastic, improving CO₂ emissions per liter served, and reducing energy consumption in the sector.

Innovation, **sustainable consumption**, and simplified equipment management are at the heart of our daily work.

With 40 years' expertise in beverage dispensers, **Drinkotec knows the needs of the industry inside out**. Over the years, we've created a 360-degree ecosystem where **data is everything**.

For further information, please visit our website: www.drinkotec.ch

You can also find us on LinkedIn:
www.linkedin.com/company/drinkotec/posts

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