



**FOR IMMEDIATE RELEASE**

## **Dalla Corte North America Appoints Ryan Willbur as Business Development Director.**

**[Smyrna, TN] [Insert Date]** — Dalla Corte North America is proud to announce the appointment of Ryan Willbur as its new Business Development Director, bringing more than 15 years of experience in specialty coffee and coffee equipment to the team.

Ryan's career spans nearly every facet of the coffee industry, from green coffee sourcing and roaster partnerships to global equipment distribution. Before joining Dalla Corte, Ryan led commercial strategy and business development for Middleby Coffee Solutions Group, where he worked with partners worldwide to open new markets and strengthen relationships. He also spent nearly a decade with La Marzocco USA, supporting cafés and roasters through equipment consultation, training, and technical support.

Ryan's deep industry knowledge includes time at Cafe Imports, partnering with specialty roasters on sourcing and menu development, and at Stumptown Coffee Roasters, where he helped maintain quality across hundreds of wholesale accounts. A long-time contributor to the coffee community, Ryan served as a World Barista Championship judge from 2014 to 2023, an experience that shaped his appreciation for the craft and creativity of baristas globally.

*"I'm excited to join Dalla Corte in the U.S. and contribute to a brand I've long admired," said Ryan Willbur. "Dalla Corte has always stood out as a pioneer, introducing concepts and technologies that truly support both technicians and baristas. The products embody the company's ethos, 'Make It Better,' a commitment to continuous improvement that resonates deeply with me. I look forward to the journey ahead."*

Ryan's appointment underscores Dalla Corte's commitment to innovation and growth in the North American market. His expertise in strategic partnerships, market expansion, and customer engagement will play a key role in strengthening Dalla Corte's presence and supporting coffee professionals across the region.

### **About Dalla Corte**

Believing espresso is an art, Dalla Corte combines quality, craftsmanship, and timeless design to empower baristas to create exceptional coffee. Whether it's their flagship models like the Evo2, Icon, and Zero Barista espresso machines, or their precision grinders like the DC One and DC Two, Dalla Corte pushes the boundaries of what's possible. Whether it's through flagship espresso machines like the ZERO Barista and ICON, or precision grinders like the DC One and DC Two, Dalla Corte pushes the boundaries of what's possible. Learn more at [dallacorte.com/usa/](https://dallacorte.com/usa/)

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