



PRESS RELEASE

WEGA & L'EROICA, REPRESENTING THE PERFECT BALANCE BETWEEN PAST AND PRESENT.

In Gaiole in Chianti, a WMini dedicated to a unique event in the cycling scene.

Susegana, 29 September 2021 - The partnership between Wega and L'Eroica is linked to the importance of historical and cultural heritage. The magic of this format, the brainchild of Giancarlo Brocci and now exported all over the world in a dozen or so dedicated events, consists in rediscovering the authentic roots of cycling, pedalling through history in vintage clothes on classic bicycles.

Wega's adventure in this fabulous world begins with its participation in L'Eroica, the iconic event held in Gaiole in Chianti this coming 2 - 3 October.

At the starting line, where participants will enjoy being bathed in the beauty of the Tuscan dawn, there will be an open-air Eroica Café where we'll be using a special Wega WBar dedicated to L'Eroica. Outside the café area, there will be tables and areas where people can relax and an area dedicated to household machines. Furthermore, cyclists wishing to take home a special souvenir of the event will be able to buy an exclusive WMini, Wega's versatile and intuitive home machine, with a body that has been beautifully customised for this event. A unique way to remember the race experience with every sip of espresso.

"Balance is the concept that binds two brands like Wega and L'Eroica", says Paolo Nadalet, CEO of Wega. "Just like a bicycle, a good espresso needs to achieve perfect balance and the secret lies in an alchemy of factors that makes it an absolutely unique experience. L'Eroica is not just a historical cycling event, it represents culture in motion, territory, tradition; the atmosphere surrounding this event is exactly what we hope those who taste a coffee extracted from our machines experience: a winning and unforgettable taste that takes the consumer into another world".

Furthermore, a coffee break for a cyclist is an almost sacred moment, and that is why we are delighted to have designed a customised machine body for this event: this isn't just about establishing a new partnership but also about strengthening the union between these two worlds".

WMini: the culture of espresso in everyday gestures.

WMini is the small machine in the Wega catalogue, versatile and with character, it's intuitive to use and gives exceptional results. Designed for home use with professional features, it is perfect for making a top quality espresso at home just like the one in the bar. WMini comes with a steam wand for frothing milk and a hot water spout for making tea. The internal water tank has a 2.5-litre capacity and coffee delivery is controlled using the practical manual lever.