



PRESS RELEASE

WEGA BRINGS DESIGN AND FUNCTIONALITY TO HOST 2021

The Treviso-based company returns to Host to show off its Italian excellence at the sector's most important trade fair.

Susegana, 21 October 2021 - At Host, Wega will be presenting its espresso machines designed to offer a smart and totally upgraded experience. Extraction is smoother than ever before thanks to products designed and built to achieve the highest quality without compromise.

In **WBar**, visitors will find a combination of experience, reliability and technological research. The machine brings together practical aesthetics and maximum intuitiveness. The innovative control panel comes as two cylindrical units in a unique orange colour, each holding ergonomic backlit vertical buttons offering the option to set as many as four doses. The incredibly state-of-the-art steam lever allows the barista to work quickly and effortlessly.

Nova, on the other hand, is perfect for design aficionados, with its unique rear overhang profile and geometric proportions that come together to create large and ergonomic work areas. The Nova design, embellished with LED lights along the sides and on the work surface, was created by Delineo Design to facilitate the work of the barista, ensuring unrestricted and natural movements. Special attention was given to the interactive design of the control panel: the close and orderly layout of the buttons on the front of the group heads guarantees quick and simple use, reflecting the consolidated habits and gestures of today's baristas.

Wega's **Urban** multi-boiler will also be on show at the stand. Designed based on the idea of multidisciplinary, the machine's look was inspired by the most famous examples of Urban design which combine sustainability and effectiveness. Part of the brand's green line, this is one of the machines offering a reduced energy impact. With its futuristic white LED lights along the body, this machine is capable of adding personality and style to any environment and uses three patented Wega technologies. The Power Regulation feature ensures you get optimum coffee extraction thanks to precision temperature monitoring, while Power Stream delivers drier steam. Finally, Power Boost provides the opportunity to set a special function, designed specifically for periods of intense work.

Throughout the fair there will also be an area dedicated to our latest home appliances with four **WMini** machines. Other innovations on show will include the new line of **RCW grinders** which incorporate exclusive AutoDoser technology for automatically selecting the correct dose on the doser-grinder.

So we look forward to seeing you at the Fiera Milano Rho exhibition centre, Hall 24, Stand F52, F60, G51, G61, from 22 to 26 October.