



THE NEW WMINI BRANDED EROICA ON THE PROSECCO HILLS

The "little" WEGA will be unveiled at the Nova Eroica Prosecco Hills

Susegana, April 15th, 2022 - The partnership between Wega and Eroica continues with a journey through Italian excellence.

On May 1st, in fact, on the occasion of the first edition of the Nova Eroica Prosecco Hills, the historic company from Treviso will unveil to the public the new WMini customized for this event.

Wega's coffee machine for home use is unchanged in its technical features but completely redesigned for the occasion.

It features precious details in walnut wood, from the steam buttons to the dispensing lever handle, up to the feet customized ad hoc for this special release. Its finish is made of brushed steel with polished details, while the Eroica claim "Virtus in Ardua" is written on the body. This authentic Wega jewel will be present and available for purchase at the event to the delight of collectors and coffee lovers.

"It's a pride for us to present the new custom WMini on this particular occasion," commented Paolo Nadalet, CEO of Wega. "We are tied to this territory because it tells of our roots. That's where it all started; that's where we bet on the Italian coffee culture and artisan tradition. I am delighted with the strengthening of the partnership with Eroica over the last few months. Cycling has a great narrative capacity. We need more than ever authentic stories that indissolubly link what we do to what we dream."

The Nova Eroica Prosecco Hills, which will get underway just a few steps from the Wega headquarters in Susegana (TV), will take place in the heart of a territory that, since 2019, has been a UNESCO World Heritage Site. It is a unique experience among vineyards, ancient villages, and castles that cyclists will experience in the saddle of modern racing bikes while maintaining the epic and evocative atmosphere of the Eroica format.

Inside the Village, at the Eroica Café, everyone will enjoy an excellent espresso prepared by the Wega coffee machines, all participants and those who want to spend a weekend together under the banner of cycling.

Wmini: the culture of espresso in everyday gestures

WMini is Wega's smallest espresso machine, a versatile machine with character, intuitive handling, and outstanding results. Designed for home use with professional features, it is perfect for making the highest quality espresso at home and the bar. WMini is equipped with two steam wands; one is to froth milk, and another is dedicated to hot water for tea. The internal water tank has a capacity of 2.5 liters, and the coffee is dispensed through a practical manual lever.

Media Note | ATCommunication

beatrice@atcommunication.it

3664112127