



Plus4You Advantage and Hollywood ready to shine on the Athens firmament
The ASI40 Touch coffee grinder completes the star-studded line-up at WOC 2023

Astoria is preparing for a new edition of the World of Coffee in Athens with two of its most popular machines. Plus4You Advantage and Hollywood will be the stars of the Veneto brand's stand, exclusive interpreters of the values of design, technology and practicality at the highest level.

The Plus4You Advantage is a reinterpretation of a highly successful machine from the Astoria range, in short, a winning blend of avant-garde and experience. With its sleek and elegant lines, it has been designed with ergonomics in mind to ensure maximum manual dexterity for the professional barista. The service display is placed in the central part of the machine so that all the necessary information is easily accessible at all times, while the riser system makes the adjustable work surface suitable for all types of pots and cups. This machine is also a real concentrate of innovative solutions to facilitate the extraction in every single step. The interface has been completely redesigned with an incredibly smart touchscreen display and new selection buttons that are larger and coordinated with the steam knobs. The machine is also available in two different thermals: multi-boiler and single-boiler. The former, with independent groups, allows you to set different temperatures and brewing times for different types of coffee. The latter, on the other hand - designed for high performance - is highly efficient at peak times. One of the real assets of the Plus4You Advantage is the possibility of equipping it with the new Autostreamer lance for the automatic milk heating and frothing, which detects the temperature and adjusts the frothing level thanks to an internal sensor. The machine also has Wi-Fi connectivity for telemetry and can be easily connected to the grinder.

It's all about the Seventies vibe for Hollywood, the exuberantly groovy machine that has taken the Astoria community by storm. Inspired by the revolutionary films of that era, it has been designed to steal the show with its vertically striped back panel illuminated by sparkling LEDs for a glamorous and eye-catching visual experience. The sharp, bold contours and stripes are the real stars of this totally pop and alternative design, capable of characterizing any space and enveloping the visitor in an almost surreal atmosphere.

Astoria is looking forward to opening the doors to its stand in Hall 3, Stand N40, at the Athens Metropolitan Expo from 22 to 24 June, where visitors will also discover the features of the ASI40 Touch, the professional coffee grinder that rounds out the brand's offer in a functional and complete way.

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