



With you. With coffee. Astoria unveils new brand image at Host 2023
The Plus 4 You Advantage and the ASI40 Touch are on display to celebrate the winning combination of avant-garde and experience.

Astoria is evolving and entering a new era of communication. At HOST 2023, the brand will express its values in modern forms with an exceptional rebranding by Studio V12 Design, that speaks of speed and innovation. With the new claim "With you. With coffee". Astoria aims to enhance tradition in a snappy and recognisable way, exporting reliability and great performance around the world.

Visitors will be able to discover and get to know the ASI40 Touch coffee grinder, a little gem developed once again in collaboration with V12 Design studio, which promises to satisfy all types of markets. With its 65 mm flat grinders, it features an innovative 3.5" touch screen display and an intuitive HMI.

One of the latest gems will also be on show at the stand: Plus4You Advantage, a reinterpretation of a highly successful machine designed with ergonomics in mind. With its sleek and elegant lines, the machine is available in two different thermal systems: multi-boiler and single-boiler. The first, with thermostatically controlled and independent groups, allows the management of different temperatures and infusion times specific to different types of coffee. The second, on the other hand - designed for high performance - is highly efficient at peak times.

Ergonomics, simplicity and recognition, but also tradition projected towards innovation: these are the key words of this edition of HOST. Astoria awaits all enthusiasts from 13th to 17th October at Rho Fiera Milano, stands E12-E21-G12-G22, Hall 24, for a new chapter in a half-century adventure.

Media Note | Beatrice Geremia
beatrice@atcommunication.it - +39 3664112127