



Wega at HOST 2023 with a new brand image and the Pro version of the WBar.

The J-65 Touch grinder will also be exhibited for the first time.

Wega will be unveiling a completely new image at its annual appointment with HOST, the leading trade fair for the Ho.Re.Ca sector. The rebranding was designed to consolidate the strong and recognisable presence of a company that represents Italian industrial excellence and is able to meet all the requirements of today's communication scenario. The new claim - Superior Coffee Experience - has also been developed in line with the internationalisation of the company, highlighting the coffee-extraction experience that can be enjoyed through the quality and tradition of a brand that is constantly growing, but with solid roots.

The star of the Wega stand will undoubtedly be the new WBar Pro: the same functional aesthetics and reliability for an even more intuitive and compact machine.

The new WBar offers the user an uncompromisingly intelligent experience, thanks to new, even more versatile flaps and electronic shot counters that keep the extraction times of each group under control. There is also the option of the Autosteamer, which can be activated with a button located directly on the group keypad.

During the fair, you will also be able to admire the Nova, developed in collaboration with Delineo Design. Its design is based on the principles of ergonomics and user-friendliness, with the aim of improving the user experience.

The great innovation of this product is the long barista-style steam lances, which allow the barista to be creative and involve visitors in an unforgettable coffee experience.

On the stand, visitors will also be able to see the Urban, with its design inspired by multifunctionality and its characteristic white LEDs along the body, which make it the protagonist of any environment.

To complete the Wega range, visitors will be able to discover the full functionality of the new J-65 Touch coffee grinder, developed in collaboration with V12 design studio. A unique style that houses an innovative 3.5" touch screen display and an intuitive HMI.

From 13th to 17th October, the company will be at Rho Fiera Milano in Hall 24, Stand E12-E21-G12-G22, to welcome coffee lovers to immerse themselves in the world of espresso, which is becoming increasingly contemporary and international.

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