



Astoria at Internorga with two prime examples of its range: Plus4You Advantage and Hollywood.

From 8 to 12 March, the two most popular models in the line will take centre stage in Hamburg.

Astoria is getting ready for the latest edition of one of the most important trade fairs for the Ho.Re.Ca sector. Plus4You Advantage and Hollywood will be the protagonists at Internorga as exclusive torch bearers of top design, technology and practicality.

Plus4You Advantage is a reinterpretation of a highly successful machine in the Astoria range - a winning mix of avant-garde and experience. With its curvy and elegant contours, it has been designed with ergonomics in mind to ensure maximum manual dexterity for professional baristas. The display has been positioned at the centre of the machine, providing ready access to all necessary information at all times, while the adjustable work surface is suitable for every type of jug and cup. This machine is a real concentration of innovative solutions designed to facilitate extraction every step of the way. The interface has been completely redesigned with an incredibly smart touchscreen display and new, bigger selection buttons coordinated to match the steam knobs. The machine is also available with two different heating solutions: multi- and single-boiler. The first, with temperature-controlled and independent group heads, allows you to manage different temperatures and brewing times, specific for various types of coffee. The second, on the other hand, recommended for intense usage, ensures high performance even at times of peak demand. A real plus point of the Plus4You Advantage machine is the option to fit it with the new Autosteamer wand that heats and froths milk automatically, with temperature reading and frothing level regulation thanks to an internal probe. Furthermore, the machine can also be connected to the doser-grinder and, via Wi-Fi, to the telemetry platform.

A seventies mood, on the other hand, characterises the iconic Hollywood, a machine with an exuberant groove that has set the Astoria community on fire. Inspired by the revolutionary films of that era, it was created to steal the show, thanks to a rear panel with vertical stripes lit up by sparkling LEDs that help create a glamorous and eye-catching visual effect. The clean, bold outlines and the stripes are the main features on this totally pop and alternative design that adds character to any environment, creating an almost surreal atmosphere for visitors.

Astoria is therefore ready to meet visitors in Hamburg from 8 to 12 March at Stand 215 in Hall A4, and offer a vision of a brand that has turned Italian design and technology into a truly distinctive feature.