



Macap at World of Coffee 2025: Precision, Silence and Consistency in the Service of Speciality Coffee

By blending innovation and reliability, Macap confirms its role as the ideal partner for those pursuing specialty coffee with rigour and passion.

Following successful showcases in Chicago and Houston, Macap is set to showcase its expertise and vision at World of Coffee Geneva from 26 to 28 June 2025 at booth 1441. This key event offers a unique opportunity to connect directly with specialty coffee professionals and share solutions that focus on extraction quality, workflow efficiency, and long-term reliability.

On display will be Macap's latest flagship models: the SUPRA 68 and SUPRA 83, alongside the best-selling MI40 Pro. Although these three grinders cater to different needs, they all share a common design philosophy — to deliver precise, durable tools that perform consistently, even in the most fast-paced environments. Every detail has been crafted to enhance the barista's experience, paying particular attention to grind quality, usability and acoustic comfort.

Built-in technologies such as the Clump Crusher System ensure uniform coffee distribution, reducing the risk of channeling and improving in-cup extraction. The Fast Opening System enables quick and intuitive switching between fine and coarse adjustments — ideal for those working with multiple blends or adapting to changing ambient conditions. Everything is managed via a customisable, user-friendly graphical interface designed to fit seamlessly into the fast-paced environment of a professional setting. The Coffee Targeting System enables users to direct ground coffee precisely into the centre of the portafilter, adapting to its shape and basket depth.

However, precision means little without silence, and Macap understands this. Each model is designed to be quiet and reliable, helping to create a more peaceful and focused working environment in which customers are never disturbed by excessive noise. The structural design and materials are built to last, ensuring consistent performance — exactly what professionals expect from a trusted partner.

Supporting professionals means providing tools that adapt, endure and simplify. Macap sees its role not just as a grinder manufacturer, but as a silent, precise ally in the daily pursuit of excellence.

Visit booth 1441 in Geneva to discover how the art of grinding can become a technical, consistent and intentional ritual.

MEDIA NOTE
ATCOMMUNICATION
info@atcommunication.it