

Storm shines in Geneva: Barista Attitude Brings the Sensory Experience to the World of Coffee

Every detail, from design to technology, is crafted to restore the pleasure of craft and control to the barista.

From 26 to 28 June 2025, Barista Attitude will be the highlight of World of Coffee Geneva at booth 1441, showcasing its products to coffee enthusiasts, professionals, and those who see coffee as a form of expression. At the heart of the exhibition will be Storm, a machine that embodies the brand's spirit — striking a balance between craft, control, design and innovation — and gives baristas back the pleasure and freedom to create.

With its refined, flowing lines and customisable oak wood details, Storm is designed to captivate users and blend seamlessly into contemporary settings. From the anti-scald extended steam wand to the Super-Dry technology and manual or digital control settings, every technical detail is tailored to those who love to explore and push boundaries.

Completing the experience is Faro, a grinder designed for those who work with precision and passion. Its name — the Italian word for 'lighthouse' — symbolises guidance and reliability, reflecting the tool's purpose of delivering consistent, quiet and intelligent grinding. Faro grinds by weight with a precision of ± 0.1 grams, using an AI-assisted system that learns and adapts to usage. The Double Clump Crusher ensures consistent grinding and eliminates channeling, while the touchscreen with secure user profiles ensures safe operation in any setting.

Every element reflects a single vision: to elevate the barista's craft and create a complete sensory experience where technique meets creativity and everyday acts become a form of storytelling.

Barista Attitude invites all visitors to booth 1441 in Geneva to experience this vision for themselves.

Because the machine is just the beginning.
It is the barista who creates the experience

.

.

MEDIA NOTE
ATCOMMUNICATION
info@atcommunication.it