



MACAP at HOST 2025: World Premiere of the new Supra G series

In Milan, the brand will present its first commercial gravimetric coffee grinder.

At HOST 2025, Macap will showcase its clear vision: delivering performance, precision, and innovation to coffee professionals: the stand will be entirely dedicated to the Supra model. These grinders are symbols of a new generation, designed to handle peak periods with efficiency and consistency.

The real novelty to be unveiled at HOST is the highly anticipated Supra G Series: Macap's first true professional gravimetric coffee grinder.

It represents a revolution in its category and is designed to meet the specific needs of the most demanding baristas. The Supra G Series combines extreme speed with ultra-fast portafilter recognition, ensuring a smooth and immediate workflow, even during peak activity. At the heart of this innovation lies an integrated, high-precision weighing system that guarantees unparalleled consistency, enabling baristas to achieve excellent results time after time. All of this is achieved while maintaining the maximum reliability typical of a commercial on-demand grinder, even in high-volume environments.

With the Supra G Series, gravimetric weighing is a real advantage, not a compromise, and is integrated into a compact, functional design suitable for any coffee bar.

Visitors will be able to test the new models directly in an interactive area, using their own blends if they wish. This open laboratory will demonstrate how the new G Series technologies can improve daily workflow.

During the fair, well-known roasters and industry technicians from the international coffee lover community will alternate with tastings, presentations and live demonstrations during the "Supra Sessions"

Jon Townsend, founder of The Institute of Coffee, will coordinate all activities, bringing his global experience to further elevate the technical and educational level of the event.

By participating in HOST 2025, Macap will renew and strengthen its position in the coffee industry by presenting a new brand identity born from years of listening to, designing for, and collaborating with industry leaders. Reliability, precision and solutions designed for every coffee bar form the foundation of Macap's current offerings, providing professionals with high-performance tools at competitive prices.

A new generation of professionals — working closely with baristas, roasters, and international experts — is leading this phase, driving authentic innovation where technology serves daily work and Italian design — developed in collaboration with Valerio Cometti + V12 Design — merges with functionality. Macap looks to the future with a clear mission: to provide grinders that exceed all expectations, wherever coffee is prepared.

MEDIA NOTE
ATCOMMUNICATION



info@atcommunication.it