



Astoria’s “Smart Traditional” excellence makes its Asian debut at World of Coffee Bangkok

Italian tradition and operational intelligence meet in the new ST-800.

Astoria is set to impress the Asian market with the new ST-800, presenting for the first time in the East a project that redefines the boundaries of professional coffee.

On the occasion of World of Coffee Bangkok, taking place from 7–9 May, the Italian brand introduces a new category of machines where solid roots and advanced technology coexist to meet the demands of high-productivity markets.

In collaboration with partner Peaberry Thai, at stand B115, visitors will be able to discover the ST-800. The machine represents the perfect balance between the iconic gestures of the traditional system and the operational intelligence of a platform that drastically reduces the margin of human error, guiding the operator at every stage and ensuring consistently perfect extraction to high-quality standards—even with less-experienced baristas.

This makes it possible to significantly reduce staff training time and costs, enabling more flexible personnel management and immediate operational productivity.

At the technological core of the machine is the Intelligent Portafilter Recognition (IPR) system, which, thanks to the horizontal-insertion portafilter, automatically recognizes the dose to be dispensed by communicating with the SmartGrind Integrated (SGI) grinder. This system, combined with the thermal stability guaranteed by the multi-boiler setup, ensures impeccable performance even during the most intense peak workloads. Every detail—from the heated groups that keep portafilters at the optimal temperature to extraction precision—has been developed to support the barista, reducing operating times while preserving the art of coffee.

The robustness and simplicity of the ST-800 allow it to go beyond the boundaries of the traditional HoReCa sector. While it is perfect for high-performance venues, its intuitive nature also makes it the ideal solution for environments where speed and consistency are non-negotiable requirements, such as service stations and high-traffic food service areas.

Key strengths:

- In-cup quality, always under control. The multi-boiler system ensures excellent temperature stability and precise thermal management, delivering consistent performance even during peak demand.
- Smart traditional: the best of two worlds. The portafilter and classic gestures meet

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the ease of use of a superautomatic machine: a new concept of portafilter machine is born, featuring horizontal insertion.

- New technologies, new possibilities. This new product introduces a new technological platform that can be enhanced with optional features such as

Autosteamer, a steam wand with temperature probe, and Instant Americano delivered directly into the cup.

With the launch of the ST-800 in Bangkok, Astoria confirms its vision of the future: a reliable and high-performance “Smart Traditional” standard, capable of evolving the classic without losing its soul.

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