



Astoria unveils ST400 and ST800 at World of Coffee Brussels: Introducing Smart Traditional, where tradition meets automation

The new Astoria machine debuts in Brussels: up to 800 cups per day while preserving the classic espresso experience, combined with the operational efficiency required by modern venues.

Astoria has chosen World of Coffee Brussels, taking place from 25–27 June, to introduce ST400 and ST800, the new machines that launch the "Smart Traditional" category: a concept where the soul of the traditional espresso machine and the barista's interaction are enhanced by technology that takes care of operational complexity.

Astoria has identified a structural transformation within the coffee industry, where the need to guarantee excellent quality standards and service continuity increasingly clashes with the cost pressures and the growing difficulty of finding qualified staff. Smart Traditional is the company's answer to this evolution, specifically designed for high-consumption environments and high-turnover venues.

"With the Smart Traditional platform, we wanted to respond to a very clear demand coming from the market: preserving the quality and experience of traditional espresso—the foundation of espresso-based beverages, which are the most consumed coffee drinks worldwide—while integrating technologies capable of supporting the operational needs of modern venues," comments Elia-Giovanni Vassallo.

"In recent years, operators have faced increasingly complex challenges. ST800 was developed precisely to support daily workflows, enabling teams with different levels of experience to achieve consistent and outstanding results. We do not want to replace people's professionalism; rather we believe the role of the barista is evolving towards product storytelling and customer engagement, while technology should take care of executional complexity. We also designed this machine with our commercial partners in mind: distributors, who increasingly value reliability, ease of maintenance and a reduced Total Cost of Ownership (TCO), and chains, which require high performance while maintaining consistent in-cup quality across any espresso-based beverage, from Flat White to Americano."

Smart Traditional incorporates a set of technologies that support every stage of beverage preparation: automatic portafilter recognition, integrated grinding management, a multi-boiler thermal architecture and remote connectivity. Every design choice has been made to eliminate the variables that compromise consistency in the cup.

- **Intelligent Portafilter Recognition (IPR) and vertical brewing group**

Thanks to an extremely ergonomic horizontal insertion system, the machine automatically recognizes the portafilter—single or double—through the Intelligent Portafilter Recognition (IPR) system, independently optimising both dose and grind settings.

At the heart of the technology is the new vertical coffee group. Here, the piston moves vertically to apply greater force and improve extraction efficiency, while heated-portafilter support rails ensure thermal stability from the very first extraction. Each brewing group is

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equipped with a dedicated 7-inch touchscreen display that shows only the recipes associated with the inserted portafilter.

- **High-performance multi-boiler architecture**

Equipped with separate boilers for coffee and steam, Smart Traditional maintains stable and optimal temperatures even during peak operating periods.

This architecture enables daily productivity of up to 800 cups on the ST800, making it ideal for the busiest service environments.

- **SmartGrind Integrated (SGI)**

The grinder is fully integrated into the machine and continuously communicates with it. Based on the detected extraction time, burr distance is automatically adjusted: the burrs move apart if the coffee is over-extracted and closer together if it is under-extracted, dramatically reducing waste.

Maximum flexibility is ensured through the option of installing two or three hoppers, allowing different coffees to be managed simultaneously and significantly expanding the beverage offering. In addition, the "pre-ground" function provides further versatility by allowing pre-ground coffee to be dosed directly into the portafilter.

- **Optimized for Café Crème and Instant Americano**

Excellence in long coffee preparations is guaranteed through a dual independent circuit system. The machine features two separate circuits with **approximately a 10 °C** temperature difference, optimising café crème extraction without affecting the main boiler temperature. A dedicated mixing system enables fast and seamless transitions between beverage types.

Americano preparation is equally efficient thanks to the Instant Americano function: a dedicated spout dispenses hot water either before or after the coffee in a single operation, allowing the beverage to be prepared directly in the serving cup without moving the cup.

- **One-Step Latte System (OLS) and Autosteamer Plus**

A key advantage of the One-Step Latte System (OLS) is its ability to manage milk preparation directly in the cup in a single step. There is no need to prepare coffee first and foam milk separately, as milk dispensing and frothing occur automatically during beverage preparation.

The system allows full recipe customization, with milk temperature adjustable up to 75 °C and foam levels from 0 to 100, precisely balancing air for frothing and steam for heating. It also includes an automatic cleaning system with a conductivity sensor that detects detergent and alerts users to anomalies or low milk levels.

As an alternative to the two standard manual steam wands, the Autosteamer Plus option allows up to four milk recipes to be programmed directly from the display.

- **IoT connectivity and simplified maintenance**

Smart Traditional has been designed for long-term durability. Its modular architecture and removable power box provide easy access to internal components, reducing machine downtime and simplifying maintenance.

The bidirectional Wi-Fi connection to the Beans2Cloud platform also enables complete remote monitoring and control of machine parameters.

With Smart Traditional, Astoria establishes a new operational standard for professional coffee service: preserving the quality of traditional espresso while making day-to-day operations manageable regardless of staff experience levels.

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Smart Traditional will be officially presented at World of Coffee Brussels, 25–27 June, Hall 6, Stand 6422.

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