



# press release

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## Franke Coffee Systems: Pioneering the future of coffee at HostMilano 2023

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**Franke Coffee Systems announces its participation at HOST trade show in Milan from October 13 to 17, 2023. Their 162 square meter booth in Hall 24P, booth G10, promises to be a standout experience. Featuring a fresh design, it creates an immersive experience, that allows visitors to dive into the world of coffee. The spotlight will be on the Mytico line, Franke's latest innovative product range, with exciting, new features.**

### **Discover Mytico\*: Elevate your coffee business**

The center stage of Franke's exhibit will be the Mytico line, a revolutionary addition to the company's wide product portfolio. Mytico is designed to bring a new dimension to professional coffee preparation. Launched earlier this year, Mytico boasts exciting new features and valuable functionalities that promise to reform coffee enjoyments. Visitors will have the opportunity to experience Mytico's productivity firsthand and witness its performance in a real-life bakery environment. Renowned Brand Ambassador Wojciech Tysler will be present to guide visitors through Mytico's new and known features and demonstrate the creation of signature drinks.

What's more, Franke announces a sneak peek of the upcoming Mytico Uno. This innovative coffee machine sets new standards. At the touch of a button, Mytico Uno delivers high-quality coffee and brings barista-grade beverages to every outlet and segment.

### **PrecisionFoam and IndividualMilk Technology: A symphony of milk and coffee**

Franke Coffee Systems unveils the newly developed PrecisionFoam technology as an addition to the Mytico Vario. This innovation precisely and automatically dispenses milk foam through two dedicated spouts in the barista module at the exact consistency, temperature, and quantity you desire, all while simultaneously brewing your coffee.

Marco Zancolò, CEO of Franke Coffee Systems elaborates: "Our commitment to innovation is exemplified by the introduction of our PrecisionFoam technology. It ensures that every cup of coffee is a masterpiece, allowing you to personalize the milk foam to the exact preferences of your clientele.



Meanwhile, the customer can enjoy the moment of having a chat with the barista as the coffee is being prepared."

Another remarkable new feature of Mytico Vario is Franke's unique **IndividualMilk** Technology, offering the ultimate fusion of coffee and milk. This advanced technology caters to diverse dietary preferences, including lactose-free and vegan diets. It offers versatility in milk compatibility, impeccable hygiene, an expanded beverage selection, and custom milk foam mastery. This lets you create the perfect coffee experience tailored to your customer's taste.

"**IndividualMilk** Technology redefines the synergy between coffee and milk, catering to a wide range of dietary preferences. This modern technology not only offers unmatched versatility in milk options but also aligns with the growing trend towards eco-conscious consumption. It's a testament to our dedication to providing innovative solutions that meet the evolving needs of today's demanding consumers", explains Zancolò.

### **Tailored experiences: unlimited customization with Mytico**

Furthermore, visitors can experience a new level of personalization with the Mytico line. Customers can choose from a palette of 6 Franke colors for the side panels, obtainable for each version. But the customization doesn't stop there; they can now opt for personalized Barista Levers, and even have their company's logo proudly displayed on the backplate and many more. The possibilities are endless, tailored to manifest the customers' visions and brand identity. \*\*

### **A line excellence: modularity meets functionality**

Franke's well-established A line will also take the spotlight, showcasing its renowned modularity and functionality. From the new Optical Cup Recognition to Touchpad for operational assistance, every aspect is designed to enhance your coffee experience.

### **Franke Digital Services: Coffee technology transformed**

A special area dedicated to Franke Digital Services will provide visitors with a glimpse into the possibilities of coffee technology. The company offers a range of digital services to make the coffee business more agile and responsive, while also creating a unique customer experience.

### **Join us at HostMilano 2023**

Visitors are invited to booth G10 in hall 24P to meet and discuss with Franke's experts in coffee competence, technical machine know-how and sales. They will be available at the booth daily to answer questions and share insights.

\* Please note that Mytico and some of its features are currently not available in all countries.

\*\* Various customization options are subject to terms and conditions.

**About Franke Coffee Systems**

Franke Coffee Systems, a division of the Franke Group, is a technology and solution provider of professional automatic coffee machines. Our passion for the best coffee quality motivates us to elevate the customer experience through sharing state-of-the-art innovations and profound industry expertise. Learn more at [coffee.franke.com](https://coffee.franke.com).

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Caption for picture 1:

Mytico, equipped with two independent coffee modules, for faster preparation during peak hours.



Caption for picture 2:  
PrecisionFoam technology for precise dispensing of milk foam at exact consistency, temperature, and quantity desired.



Caption for picture 3:  
With Mytico, high-quality coffee enjoyment is possible everywhere – also on the go.



Caption for picture 4:  
Franke Coffee Systems showcases their complete product portfolio at HostMilano. Pictured here is the popular A800.