



press release

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Franke Coffee Systems releases innovative machine range at Showroom grand opening in Sydney, Australia.

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- **Mytico is the first product line to be announced within Franke Coffee Systems' new product category, BeyondTraditional.**
- **A game-changing coffee solution that delivers impeccable Italian design on the outside and Franke's Swiss quality on the inside for an outstanding customer experience.**
- **The Mytico line enables a variety of businesses, from cafés to hotel chains, to create up to 400 coffees per day.**

Franke Coffee Systems has today unveiled its newest product line, Mytico, to the Australia and New Zealand markets. The Mytico range is the first to be released in Franke Coffee Systems' latest product category, BeyondTraditional.

In a groundbreaking moment for Franke Coffee Systems in Sydney, the product release was the highlight of the grand opening of the new state-of-the-art Franke showroom. The modern space is a contemporary take on traditional European design to showcase the latest in professional coffee systems.

Utilizing Swiss integrated technology to create barista-grade coffee, the Mytico Due and Mytico Vario feature a timeless Italian design, adding a premium touch to food and beverage spaces across the globe.

The two models can be tailored to suit any hospitality business's needs, with the Mytico Due and Mytico Vario including patented Franke iQFlow™ intelligent coffee extraction technology.

Delivering a consistent high-quality coffee in each cup, the iQFlow technology enables a variety of users, from cafés to hotel chains, to create personalized flavor profiles. The uniform pressure applied during the extraction process efficiently extracts the aroma of each individual roasted coffee bean, with the automated machine designed for fast-paced environments.

With global coffee consumption anticipated to rise, **Marco Zancolò, CEO of Franke Coffee Systems** says, "The Mytico line is a hospitality business owner's best fit. Consumers want their daily coffee to meet their quality expectations and Franke Coffee Systems helps to achieve this through its proven and tested Coffee Technologies that can be found in the Mytico line. The machines' Italian design is striking, flattering any countertop, and each machine features two coffee modules which aids overall output."



Zancolò continues, “While fully automated, the machines support barista efficiency, allowing baristas the time to engage with their customers, an essential component of hospitality service. The Mytico Due and Mytico Vario are simple to use and require little training, helping new baristas feel comfortable and confident in the process.”

Featuring a dual coffee module, Mytico Due and Mytico Vario can initiate individual brewing temperatures in its two different brewing units. The steam wand Autosteam S3 on the left side of each machine amplifies the machine’s automation, while still providing a traditional steam wand S1 on the right side for manual use.

The Mytico Vario also has a built-in milk system that expands the variety of beverage options a traditional coffee machine can deliver at a touch of a button.

David Downing, Franke Coffee Systems’ Business Development Director Oceania says, “The opening of the brand new, contemporary showroom in Sydney is a landmark moment for Franke Coffee Systems as a business.”

He continues, “We recognize the depth and importance of coffee culture in Australia and the demand for barista quality coffee being mass produced efficiently every day. The hands-on experience that consumers can now have in our new showroom provides a unique opportunity for business partners, now featuring the revolutionary Mytico Due and Mytico Vario machines.”

The Mytico line is available in six contemporary Franke Colors – Basil, Blueberry, Burgundy, Cotton, Sand, and Onyx.

The unveiling of the Mytico range comes as Franke Coffee Systems continues to grow its presence with roadshow events across Sydney, Melbourne and Auckland, a nod to the company’s growing engagement in the Australian and New Zealand marketplace.

The Sydney Franke Coffee System showroom offers partners the opportunity to explore the features of not only the new Mytico machines, but the full range of Franke’s A-Line fully automatic coffee machines.

For the first time, Franke will participate in the Melbourne International Coffee Expo (MICE) hosting its own booth. The Mytico has also been recognized as a finalist for the MICE2023 Product Innovation Awards, assessed and on display throughout the expo from 17-19 August at the Melbourne Exhibition Centre.

For more information about the new product range and product category, visit mytico.franke.coffee

Franke Coffee Systems is a division of the Franke Group. Follow Franke Coffee Systems on [Instagram](#) and [LinkedIn](#).

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About Franke Coffee Systems:

Franke Coffee Systems, a division of the Franke Group, is a technology and solution provider of fully automatic coffee machines for professional coffee-making needs. 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.

Mytico Due is automatically operated and features a two-step preparation process, using steam wands that can be fully automated or manually engaged. The modern design adds a premium touch to food and beverage spaces, with the lower machine height encouraging conversation between the barista and customer. Fully amalgamated into Franke's Digital Services, the Mytico Due can be operated remotely and tailored to the individual business's needs.

Mytico Vario is simply configured and includes automated operation. The machine features an integrated milk system that helps to reduce milk waste and expands the range of beverage options a traditional coffee machine can deliver. The Mytico Vario incorporates Franke's Digital Services, which help monitor the machine's performance and functionality. It can be managed remotely and customised to meet the individual business's needs.



Caption: Franke Coffee Systems' new showroom in Sydney with the Mytico Due and Vario.



Caption: Franke Coffee Systems' Sydney Showroom opening event from the left, Jessica Zoehner (Head of Global Marketing), Marco Zancolò (CEO of Franke Coffee Systems) and Mascia Buzzolini (Head of Trade Point Australia, Consulate General of Switzerland in Sydney).



Caption: Guests gathering for the coffee demonstration at the Franke Coffee Systems' Sydney Showroom opening event.



Caption: Mytico Vario featuring the side panels in the color Basil. Choose your favorite color from six Franke Colors.