



Innovation and excellence are at the heart of Evoca Group.

At Venditalia 2024, the Evoca Group's booth offers an immersive experience showcasing a wide range of innovations.

A booth that becomes the focal point of innovation, where customers engage in an immersive experience and journey through varied locations. This year's trade fair concept truly emphasizes the Evoca Group's heritage and ability to drive transformation across the industry through continuous innovation as well as brings to life key future products.

The **Necta** brand continues to evolve, to become more dynamic and closely aligned with current trends. The latest change involves the re-naming of products across the entire Vending range. This will occur alongside the launch of new models that are set to become benchmarks in their categories. Within the new naming architecture, **Barista** identifies the Hot&Cold range, and **Gusto** represents the Snack&Food range. These names are associated with consecutive numbers, which position each product within its range. This new structure fully reflects the company's idea of relying on simplicity to guide customers in machine selection.

Visitors to the booth will experience an engaging journey through the various locations in which the Evoca Group's products take centre stage.

This year, **Wittenborg** is celebrating its centenary with the preview launch of the **W100**, a premium tabletop coffee machine that embodies the commitment to excellence and perfection for which Wittenborg is famous.

The journey continues with smart office solutions under the **Necta**, **Saeco** and **Newis** brands, including innovative options for digital payment and remote machine management, ensuring a perfect experience for the operator and the end consumer. Furthermore, for industrial production areas, tailored solutions are dedicated to optimizing distribution through the use of advanced systems that allow the management and dispensing of tools, personal protective equipment, or components.

On arrival in the hotel area of the Evoca booth, customers will discover **Gaggia**-branded machines including **La Radiosa** - which is capable of handling two different types of milk - and **La Solare**, now offered in a new guise. Thanks to modern technological options, **La Solare** can provide coffee-to-go solutions in line with current market trends. This concept also includes the new **Latte Velluto** system, which offers an unparalleled experience where ingredients come together to create surprising outcomes, both for coffee enthusiasts and those who enjoy other drinks combinations.

And at the end of the journey, Evoca presents the latest evolution of **Necta** vending machines: the **Barista 500 Pro Touch** and the **Barista 600 Pro Touch**.

During Venditalia, Evoca will take the opportunity to present its sustainability initiatives and credentials. To emphasize its commitment, the company has just released its 2023 Sustainability Report which, by setting a new standard in terms of transparency and responsibility, further strengthens its leadership position in corporate sustainability.

Visit the Evoca booth: you will be amazed by the innovations you encounter as you share our exciting vision of the future of vending, and beyond.

About Evoca Group

Evoca Group is a world-leading producer of professional coffee machines and vending machines for out-of-home consumption, anchored in more than 90 years of coffee and vending heritage. Together, our broad portfolio of brands offers a complete range of products to bring great coffee and vending products to our ~10,000 customers - serving consumers across hotels, restaurants, office buildings, public spaces, and more.

www.evocagroup.com