

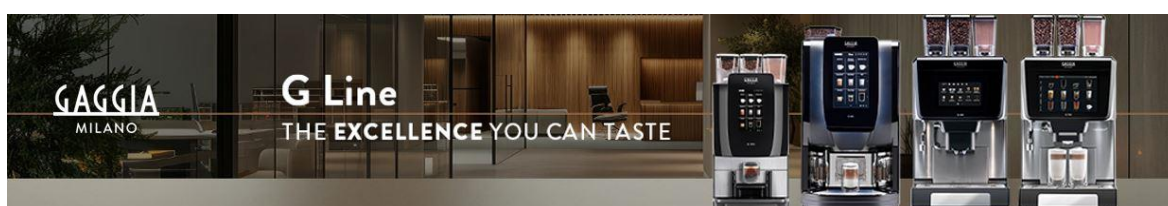
Valbrembo, 25 September 2025

Evoca Group takes centre stage at HOST Milano 2025: an immersive journey into coffee culture.

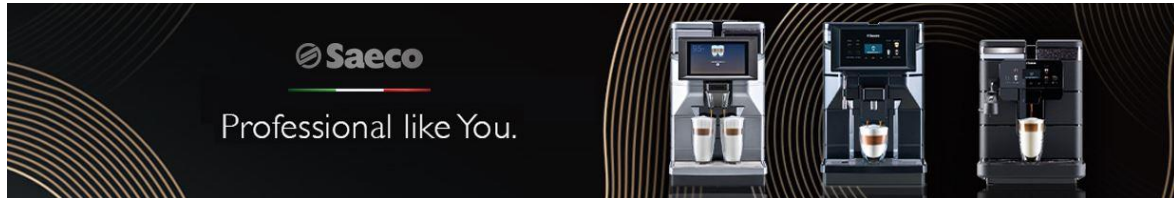
From 17 to 21 October 2025, at Rho Fiera Milano, Evoca Group will be a key protagonist at HOST Milano, the leading international event for the professional hospitality sector. On Stand C23-E32 in Hall 8, visitors will have the opportunity to embark on a unique and engaging journey, designed to closely explore coffee culture and the excellence of the Group's brands.

The exhibition space will be the platform where tradition meets innovation: **Gaggia Milano** will highlight its vision of perfect extraction, the result of 90 years' experience and ongoing pursuit of excellence. A rich programme of **live events, demonstrations, tastings, and talks** will enliven the area, offering visitors an authentic immersion in the values of passion, technology, and culture that define the brand.

HOST Milano 2025 will also be the perfect opportunity to discover Gaggia's latest innovations: the new **G Line**, a range of super-automatic coffee machines representing the perfect fusion of advanced engineering and Made-in-Italy elegance; in addition, the **completely redesigned traditional espresso machine range** has been created to enhance baristas' craft and customisation of the extraction process, meeting the needs of today's professionals.



Among the other highlights on the stand will be the **Saeco** brand, presenting **Aurora**: a compact, versatile machine that combines essential design features, advanced functionality and ease of use. Every Saeco solution integrates perfectly into dynamic environments such as offices, B&Bs, catering and small businesses, always ensuring reliability, efficiency and Italian style.



Necta will showcase the Barista 600 Pro Touch and Gusto Smart models for automatic distribution, while **Wittenborg** will unveil the award-winning W100 model, designed for premium environments in the hospitality sector.

Participating in HOST Milano 2025 once again demonstrates Evoca Group's commitment to promoting coffee excellence through innovative solutions and authentic experiences which address the needs of the hospitality sector. It is an unmissable event for anyone wishing to discover the latest innovations in professional hospitality, offering fresh perspectives on taste through innovation and passion.

Evoca Group is a worldwide leader in professional coffee machines and automatic distributors for out-of-home consumption, with more than 100 years of industry history. Thanks to its extensive portfolio of brands, it offers a complete range of products to the Group's over 10,000 customers, serving consumers in hotels, restaurants, offices, public spaces, and many more.

www.evocagroup.com