



press release

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Excellence in every detail: Franke presents new product category, BeyondTraditional, and its first product line, Mytico

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At the Specialty Coffee Association's Expo 2024 in Chicago, IL, Franke Coffee Systems will introduce the North American market to a brand-new product category, BeyondTraditional, as well as debut its inaugural product line, Mytico, and machine, Mytico Due. This new category connects existing and emerging technologies with evolving market trends and contemporary customer demands to offer solutions that lead the market with both form and function. Experience the marriage of Italian espresso heritage and modern espresso making technology and see how traditional meets contemporary.

The coffee landscape in the U.S. is evolving rapidly, with more discerning customers demanding ever higher quality and expecting exceptional, barista-quality beverages wherever they get their coffee. At the same time, challenges within the industry can lead to headwinds, with shortages of skilled staff making recruiting and training baristas difficult, creating a challenging environment for operators who aim to consistently exceed their customer's demand for unique, memorable, and consistent coffee experiences.

Marco Zancolò, CEO of Franke Coffee Systems, states "At Franke, we always strive to apply our expertise and know-how to the smallest detail when it comes to the development of new products and technologies. Combining heritage and innovation, our research and development team worked hard to unlock even more potential in our automatic coffee machines."

The Mytico line truly bridges the gap between traditional and automated equipment. This is the result of combining Franke's innovation in automated coffee machines with our sister company, Dalla Corte's unique sense for design and performance in traditional machines – as well as partnering with Emo Design, who brings a wealth of experience designing traditional espresso machines to the table. The first product in this line, Mytico Due, offers the beauty and elegance of traditional Italian espresso machine design with all the benefits of automated coffee making. The sleek, low-profile provides baristas greater opportunity for engaging with customers to offer exceptional hospitality, while the option for customizable panel colors enables brands to infuse their own personality into their machine and become a centerpiece in any café environment.

In fact, Franke's goal is to combine unique design and state-of-the-art technology to raise the coffee experience to a whole new level, and these efforts are already resonating in the market with the Mytico line, which has been awarded the IF Design Award 2024 in Gold. Less than 1% of the nearly 11,000 entries were selected for this honor with judges issuing the following statement:



“The Mytico coffee machine by Franke was awarded Gold for its outstanding material authenticity and modularity. The intuitive UI was also a key factor in our decision. The iconic form of a traditional Italian coffee machine is seamlessly integrated with the technology and speed of a fully automatic machine. A clear winner.”

But it's not all about the looks.

Mytico Due provides innovative solutions that allow baristas to take their coffee-making game to the next level. With four bean hoppers, each with dedicated grinders, brands are enabled to maximize the variety of coffees they are able to showcase to their customers. Additionally, with the ability to blend coffees between the two hoppers on each side of the machine, “half-caff” espressos and unique blends is as simple as the push of a button.

Franke realizes that when it comes to coffee production, the baristas are the stars of the show, so the Mytico Due is loaded with tools that empower baristas to get the most out of every beverage. Two AutoSteam Pro steam wands allow endless possibilities for custom milk profiles via independent control of heating and aeration, providing barista-quality foam consistently with each drink. Equally consistent is the espresso, thanks to Franke’s patented iQFlow™ technology which manages flowrate in real time, resulting in perfectly timed extractions with each shot. Custom water temperatures for each coffee recipe ensure each bean is treated uniquely to taste their best and custom water-tap temperatures allow baristas to steep each tea variety exactly right.

Best of all, the machine is a breeze to use. Programmable Barista-Lever enable quick dispensing of the most popular beverages, and easy access to milk profiles, while the high-resolution, intuitive touch-screen display provides easy access to the entire menu.

“We are excited to debut this new product at SCA Expo, the nation’s highest-attended Specialty Coffee tradeshow. The BeyondTraditional category, and Mytico line, exemplify how Franke’s automated solutions can produce high-quality espresso experiences that rival any other machines on the market, while still delivering the advantages of automation to our customers such as waste reduction and beverage consistency, all while reducing the burdens on labor and training that many operators are experiencing,” says Corrie Byron, President of Franke Coffee Systems Americas. “Additionally, these machines stand out from crowd in terms of design and aesthetics and maintain the craft of the barista and coffee-making theatre that customers relish more-so than other automated espresso solutions.”

Come check out Mytico and see what it means to be BeyondTraditional at Franke Coffee System’s booth #1416 at SCA Expo, April 12-14.

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.

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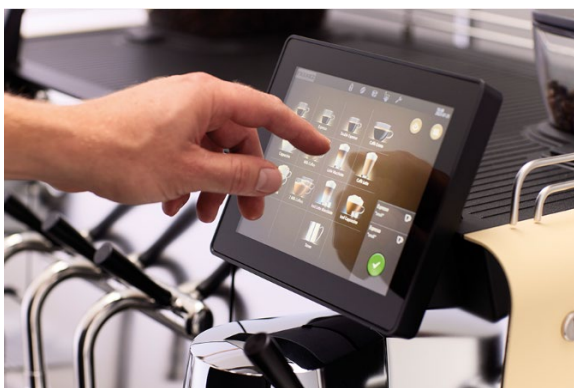
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Caption 1: Mytico Due featuring a side panel in the color, Onyx. Choose your favorite look from six color options.



Caption 2: Four grinders, each with dedicated hoppers, and the ability to blend coffees between the two hoppers on either size, maximize variety.



Caption 3: The Mytico Due’s high-resolution display and intuitive interface making crafting perfect coffee beverages simple, with the added convenience of “stacking” multiple beverage orders for back-to-back production.



Caption 3: The Barista-Levers are customizable for quick dispense of favorite beverages or convenient functions such as steam wand purging.