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Worldwide Growth of Coffee Consumption

World total coffee cup consumption is expected to grow 8% in the five years between 2023 and 2028.

The OOH Foodservice coffee sector is expected to witness the highest rate of growth during this period, 23%.

Fresh coffee beans are leading the way with an anticipated 35% rise in consumption.

Total coffee retail market will have a predicted value of \$1.3 trillion in 2028.

Source: Euromonitor, data from Nov 15 2023. Foodservice are restaurants, coffee shops, petrol stations etc



Convenience

Beverage Innovation

Choice & Customization

Non-Dairy

PROFESSIONAL COFFEE EQUIPMENT MARKET



5.225* m

* Market size estimate from various sources

1 CONSUMER BEHAVIOUR

Millennials have become the most powerful consumer group with a largest share of the world's buying power. New generations with different values and purchasing power are emerging (Gen Z).

2 AUTOMATION

As businesses look for ways to improve workflow, consistency, efficiency, and deliver quality production at speed and volume, automation is influencing their purchasing decisions.

App-based transactions, automation and convenience are propelling a new wave of rapidly expanding coffee chains around the world.

3 ECONOMIC AND ENVIRONMENTAL SUSTAINABILITY

Coffee chains encounter various incremental costs in managing their operations, especially as they adapt to changing consumer preferences and sustainability goals



OPERATIONAL CHALLENGES

1. The balance of productivity and quality.
2. Labour costs, high staff turnover and training requirements.
3. Efficiency, speed of service and managing customer expectations.

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THE NEXT WORKSTATION

THE SOLUTION FOR:

- MACRO-ROASTERS
- COFFEE CHAINS
- HORECA
- CONTRACT CATERING
- HEALTH/EDUCATION/LEISURE



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Designed and built to enable an unparalleled **smoother workflow** thanks to **reactive technology**, resulting in **high- quality** in-cup **consistency**.

MORE EFFICIENT SERVICE

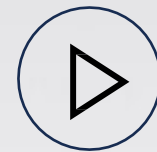
HIGHER PRODUCTIVITY

GREATER CONSISTENCY

LESS TRAINING

LESS WASTE

LOWER ENERGY CONSUMPTION



[Watch the video](#)

TECH-FOR-BARISTAS



Features & Benefits:

- Touchscreen display
- Autopurge
- E-steam microswitch dial
- E-Milk technology
- C-Automation (GX85W)

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TOUCH SCREEN DISPLAY

- 2.8" digital touchscreen display
- Programmable steam boiler pressure
- Group temperature
- Shot times
- 6 programmable espresso recipes
- 9 programmable milk recipes
- Weekly programming
- Cleaning cycle
- Energy saving program (MP)



AUTOPURGE

Automatic group head flushing. Assisting the smooth and efficient preparation of drinks while guaranteeing cleanliness. Automatic purging extends the life-span of machine components and results in reduced maintenance.

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E-STEAM MICROSWITCH DIAL

The new **electronic dial** replaces the old push-and-pull steam regulation system, making it **easier and faster** to use.

Built from aluminium and designed for maximum ergonomics. The barista can **rotate or press** the dial to steam or purge intuitively.



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SIMONELLI
The coffee machines you can trust

MILK STEAMING

Milk texturing is a **technical and difficult skill** for a new barista or trainee to master and equipment can be **intimidating**.

To add to this challenge, different **plant and dairy based milks** react differently to heat.

Training and 'learning on the job' can be an **expensive** use of resources, **slows productivity** and can **affect customer satisfaction** and reputation.

Fully Automatic Machines do not reproduce "trained barista quality" textured milk.





E-MILK

E-Milk technology enables automatic milk and plant based drink steaming with up to **9 customizable recipes, requiring the operator to simply push a button for **perfect foam without any training**.**

The operational scope and improved user experience with this technology are achieved through the innovation of **new materials** and **sensor** design.



E-MILK STEAM WAND

The wand is made of a high-performance, heat-resistant, and chemically stable engineering plastic (polyetheretherketone PEEK).

It remains cool when in use providing safety, improved accuracy of the temperature sensor, easy cleaning and comfort for the barista.

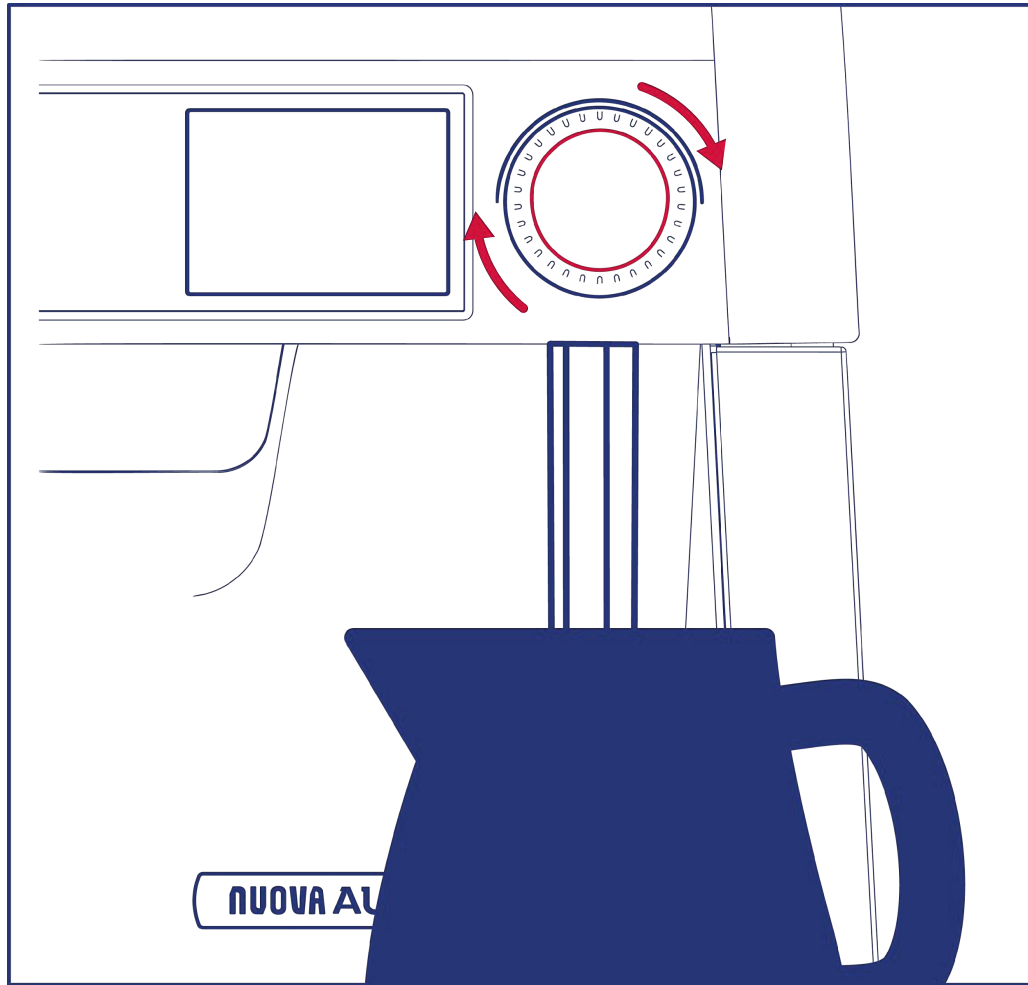
MILK PRESENCE SENSOR

The sensor recognizes when the E-Milk wand is immersed in the liquid and, if the automatic steaming function is active, the wand starts frothing once the milk pitcher is in position on the tray.

POSITIONAL SENSOR

The sensor recognises when the E-Milk wand is in the rest position. If no liquid is present, it will automatically purge.

This ensures consistent cleaning of the wand and reduces cleaning times, allowing for activities with higher added value.

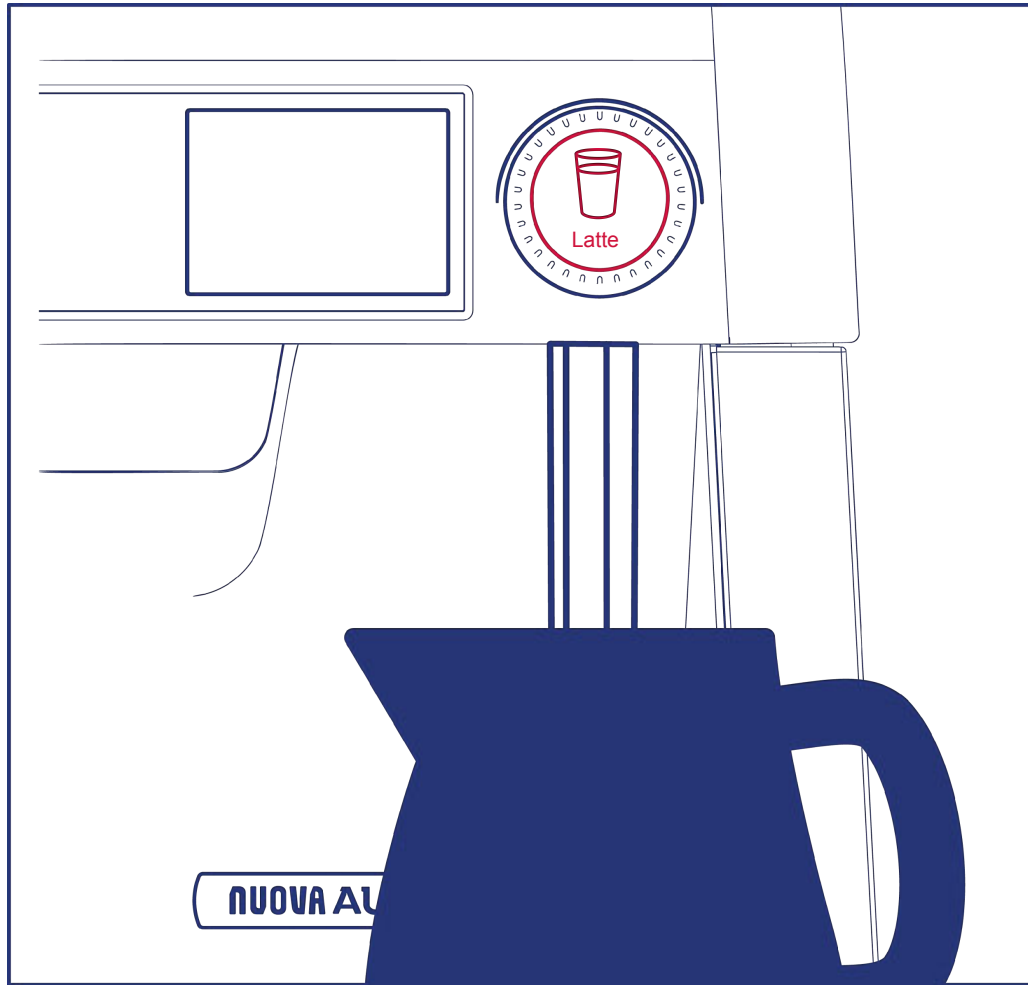


HOW IT WORKS

Milk Recipe Preparation

1

- Turn the dial to select the recipe.
- 9 programmable recipes.
- Drink icons can be assigned for each recipe and milk type.

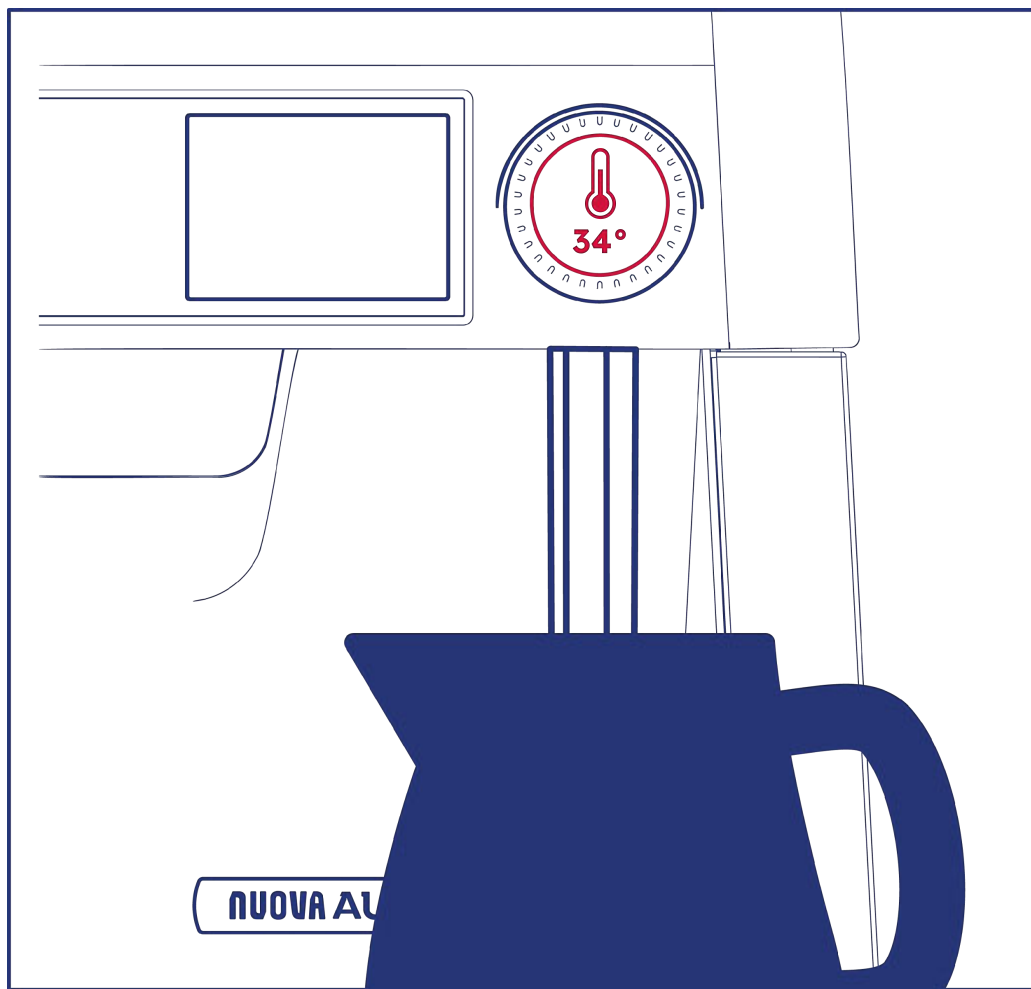


HOW IT WORKS

Milk Recipe Preparation

2

- Insert the wand into the milk jug.
- Milk steaming begins automatically.

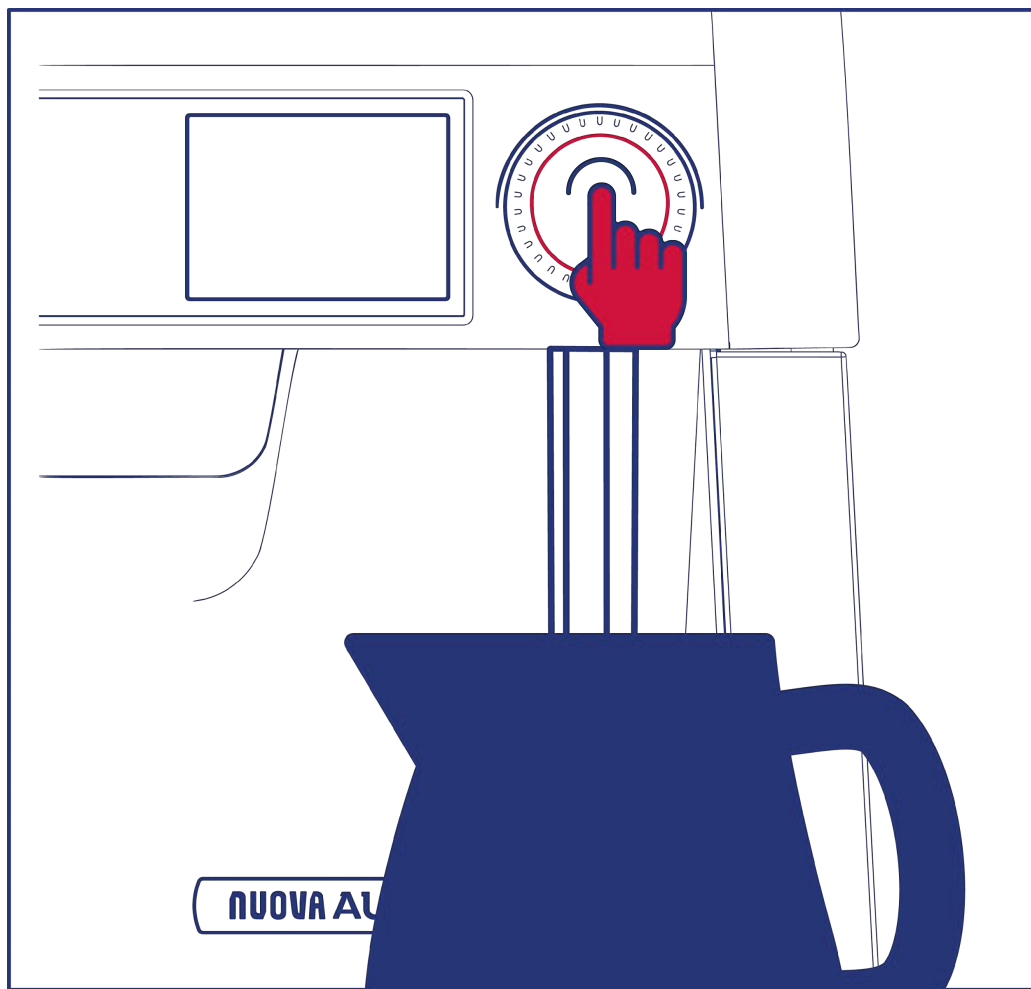


HOW IT WORKS

Milk Recipe Preparation

3

- The display on the dial indicates the current temperature of the milk.

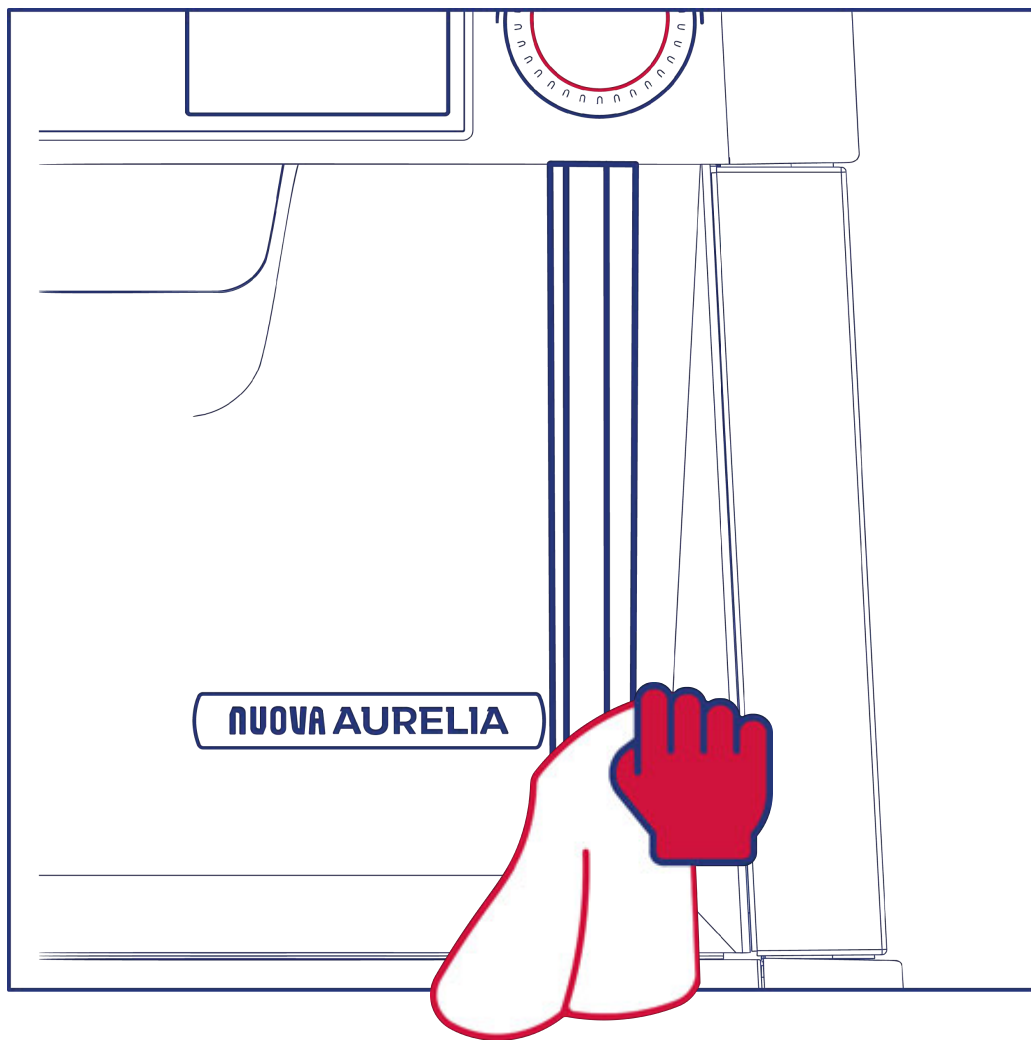


HOW IT WORKS

Milk Recipe Preparation

4

- Should extra hot milk be required, a pre-set “overheating” temperature is activated with a push of the dial.

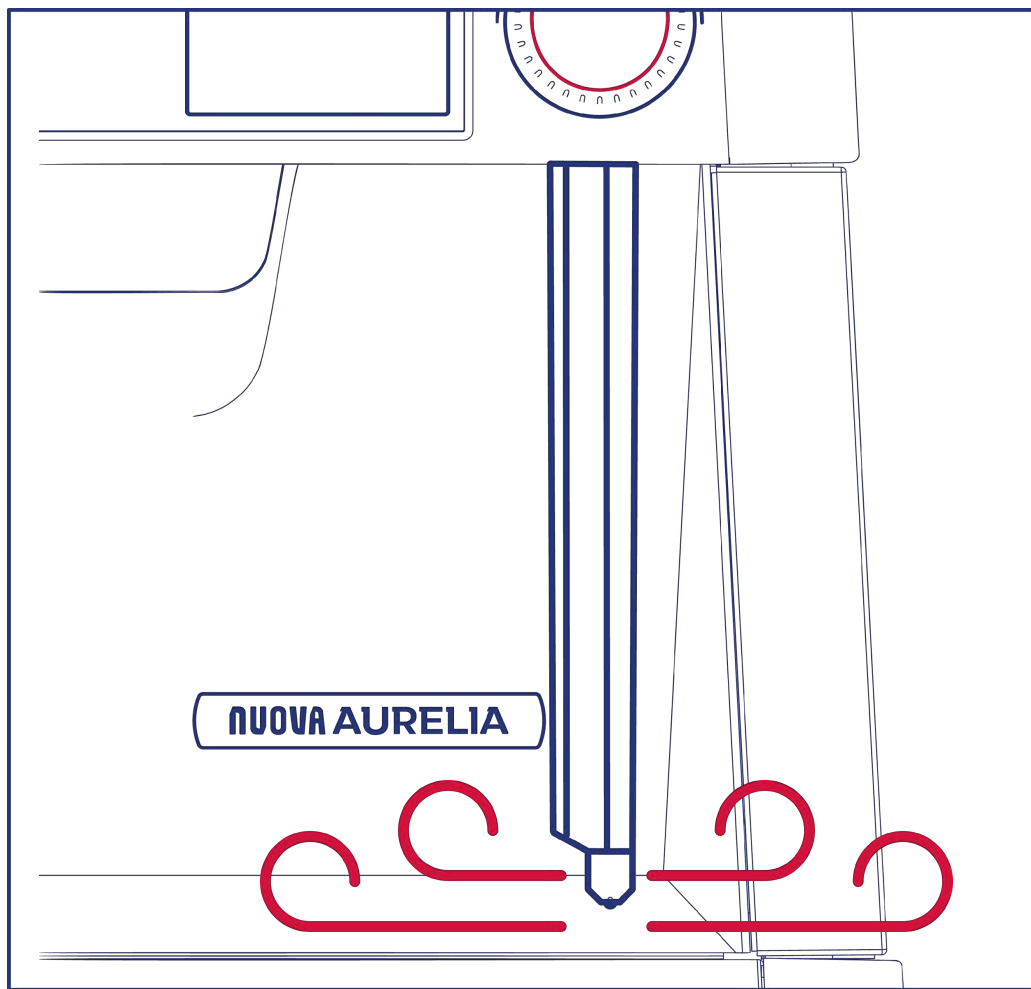


HOW IT WORKS

Milk Recipe Preparation

5

- Clean the E-Milk wand using a wet cloth.



HOW IT WORKS

Milk Recipe Preparation

6

- Return the E-milk wand to the rest position to activate the Autopurge.

E-MILK BENEFITS

- Versatility in milk drinks
- Recipe standardisation
- Reduced staff training
- Reduced waste
- Improved workflow
- Faster service (Autostart/Autopurge)
- No control tools required
- Consistent foam
- Consistent temperature
- More customer interaction
- Improved productivity



C-AUTOMATION

The automation of traditional coffee preparation to enhance workflow efficiency and elevate the customer experience.



Bluetooth connectivity



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GX85W



NO APPS OR INTERNET CONNECTION REQUIRED

Portafilters are equipped with **identification technology** which guides the recipe selection on both the machine and the grinder.





A dose, yield and extraction time are associated to each portafilter, and these **recipes are prepared automatically**, thus saving time



DOUBLE ESPRESSO

Dose in (g): 17g
Dose out (g): 36g
Time (s): 28s

The grinder recognises the **portafilter** and the associated recipe and automatically delivers the associated dose.





AUTO-BREWING

The NUOVA AURELIA dispenses the beverage according to the set parameters **without any action required by the operator.**



AUTOMATIC GRIND ADJUSTMENT

C-Automation Technology analyses the flow of each extraction and **automatically adjusts the grinder** settings to maintain consistency, without interrupting operations

C-AUTOMATION BENEFITS

- Continuous espresso brewing
- No dialling throughout the day
- Multiple espresso recipes
- Reduction of errors
- Non-stop operation

UP TO
20%
IMPROVEMENT IN
ESPRESSO WORKFLOW
EFFICIENCY



LOWER ENERGY CONSUMPTION

The Nuova Aurelia has been designed to reduce energy loss and minimise carbon footprint through a life cycle assessment.

- Mass reduction
- High performance materials
- Smaller boilers / higher pressure
- Improved insulation technology
- Improved thermodynamic design
- Weekly programming (daily on/off)
- Autopurge (espresso and steam)
- Single group off (MP)



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Laboratory Test:

Aurelia Wave T3 (previous model)

vs

Nuova Aurelia MP
(new model)

372 mixed milk/espresso

Energy consumption:

↓ **39%**

End-user utility bill:

≈ ↓£700 / annum / machine*

*Operating 300 days per year with UK commercial electricity @25p/KWh (January 2025)

AS STANDARD ON ALL UK VERSIONS



- Volumetric dosing
- Group display (shot timers)
- Soft-infusion system
- Raised groups
- Hot water economiser
- E-Steam microswitch
- Three hot water doses
- Automatic cleaning program
- Cool touch steam wands

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UK VERSIONS

Vol	XT	XT E-Milk	MP E-Milk	XT E-Milk C-Automation	MP E-Milk C-Automation
Heat Exchanger	Heat Exchanger	Heat Exchanger	Maximum Performance Multi-boiler	Heat Exchanger	Maximum Performance Multi-boiler
Mechanical Pressure Control	Digital Pressure Control	Digital Pressure Control	Digital Pressure Control	Digital Pressure Control	Digital Pressure Control
	2.8" touchscreen display	2.8" touchscreen display	2.8" touchscreen display	2.8" touchscreen display	2.8" touchscreen display
		E-Milk (Right-hand side)	E-Milk (Right-hand side)	E-Milk (Right-hand side)	E-Milk (Right-hand side)
		LEDs	LEDs	LEDs	LEDs
			Autopurge	Autopurge	Autopurge
			Water cooled motor		Water cooled motor
			Pulsejet Technology		Pulsejet Technology
				GX85W grinder	GX85W grinder

COLOUR PALETTE



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