**La Specialista Arte: Coffee styled to any occasion.**

**De'Longhi [name of DL subsidiary] introduces its newest member to the La Specialista Family.**

De’Longhi’s La Specialista Family is now complete with its most recent addition, La Specialista Arte, a compact and stylish manual coffee machine that will be available to purchase from [date of launch]. Joining La Specialista Maestro and La Specialista Prestigio in the family, the launch of La Specialista Arte is just one more way De’Longhi is reinforcing their leadership in the premium manual coffee category.

La Specialista Arte opens a world of barista quality coffee to those interested in barista style coffee and looking to recreate the authentic cafè experience at home. Approachable and playful, the inclusion of a complete barista kit assists in eliminating mess whilst griding and helps to guide for precise tamping. The tagline ‘Coffee styled to any occasion’ speaks to the versatility of recipes that can be made, as well as its sleek and robust design, which makes it the perfect accompaniment to any kitchen setting.

La Specialista Arte has been designed to enhance every coffee and milk preparation experience, from getting the best out of each type of beans and unlocking their aromatic flavours, to experimenting with hand-crafted latte art. Thanks to De’Longhi technology, experience and know-how, coffee explorers can experience an effortless yet refined adventure in coffee preparation.

La Specialista Arte allows full control over the coffee preparation process by providing 8 grind settings and 3 infusion temperature levels. Together, this creates the ability to adapt to any variety of beans and their level of roasting, unlocking all their aromatic flavours.

La Specialista Arte features include:

**8 Setting Grinder**. The integrated grinder technology ensures a consistent single or double dose and grind size each and every time. The settings range from a fine grid to a coarse grind and can be adjusted according to the blend of coffee beans.

**Premium Barista Kit**. Inspired by professional barista tools, the kit includes a professional tamper, a tamping mat, a dosing and tamping guide, a milk jug and two sizes of single wall filters. Together, this ensures a 100% mess free operation and an always constant and precise tamp, while enabling a fuller-bodied extraction to exalt all the flavours of the coffee beans.

**Active Temperature Control**. Advanced temperature controls reduce temperature fluctuations and ensure optimum stability for a perfect brew and extraction. Choose between three temperature profiles depending on the coffee beans used.

**Three Pre-set Recipes**. La Specialista Arte offers three pre-set coffee recipes: Espresso, [Americano/ Long Black if AUNZ or UK markets] and Hot Water, which you can then combine with milk to create your favourite beverages.

**My LatteArt system**. Use La Specialista Arte’s My LatteArt steam wand to manually create silky smooth textured microfoam. Perfect for hand-crafting and personalising creamy latte art, the ideal ritual for those looking to style their coffee at any occasion.

**Espresso Cup Support**. When making an espresso, use the cup support to raise the espresso glass closer to the coffee dispenser. Designed to avoid coffee splashes when brewing, but also to ensure the crema is preserved, for a more enjoyable and authentic taste.

La Specialista Arte is available at an RRP of [local price] from De'Longhi as well as [name of local retailer - optional]

\*\*\*END\*\*\*

**De' Longhi Group**

The De’Longhi Group is one of the world’s leading players in the small domestic appliance sector dedicated to the world of coffee, cooking, air conditioning and home care.

Listed on the Borsa Italiana’s main stock market, MTA, since 2001, De’Longhi distributes its products in more than 120 markets worldwide and employs over 9,000 people. In 2020, the Group generated revenues of €2,351 million, an adjusted EBITDA of €366 million and a net profit of €200 million.

Espresso coffee machines for domestic use are the core of the Group's strategy, since they account for about 50% of total turnover. This market is worth close to €3 billion, is continually expanding and the De'Longhi brand is a global leader in it.

In addition to DE’LONGHI, a historic brand established in 1974, the Group’s brand portfolio includes KENWOOD - acquired in 2001 - which is among the world leaders in the food preparation sector, BRAUN - for which the Group acquired a perpetual license in 2012 in the cooking and home care segments - which is global leader of hand blenders and is continually growing in the food preparation and ironing segments, and ARIETE - acquired together with Kenwood in 2001 - which offers innovative and design solutions in the cooking, ironing and cleaning sectors.

On December 2020, the Group acquired Capital Brands, a world leader in the segment of personal blenders with the NUTRIBULLET and MAGIC BULLET brands, which entered the Group’s portfolio.

The company is led by Giuseppe de'Longhi (Chairman), Fabio de'Longhi (Vice-Chairman) and Massimo Garavaglia (Chief Executive Officer and General Manager).

www.delonghigroup.com