

# HORECAROMA



MADE IN ITALY





# HORECAROMA

HorecAroma is a line of professional espresso pod machines, designed for all those who are looking for a reliable partner for their business. The choice of quality materials and the best Aroma patented technologies describe a line with new and elegant shapes. We designed the HorecAroma series by combining the versatility of the components and the simplicity of intervention, under the attentive female eye to create not a simple machine, but a furnishing element.

HorecAroma is a way of being, it is assistance, it is support, it is seeing a problem differently and finding the solution.





## THE ADVANTAGES OF THE POD SYSTEM COMPARED TO GRAINS

### **EXCELLENT DELIVERY WITHOUT WASTE**

The pod system ensures excellent brewing in just a few simple steps from the very first pod, with no need to know the blends, grind, brew and adjust the machine, avoiding waste and brewing great coffee as soon as it is turned on.

### **LOW CONSUMPTION**

Energy absorption is much lower than common Ho.Re.Ca. pod machines, but even more so than professional bean machines currently on the market.

### **CAN BE INSTALLED ANYWHERE**

Direct connection to shuko 220v, or a common household outlet, makes it suitable for any location, without any industrial set-up, unlike professional coffee bean machines.



## **AN EXCELLENT COFFEE EVEN WITHOUT A SPECIALIZED BARISTA**

With HorecAroma machines, everyone can prepare coffee to perfection: we have thought of a user-friendly product, capable of excellent extraction without the need for special skills. The immediate boiler discharge, the group modularity, the possibility to intervene on mechanical parts with extreme ease, make the use and maintenance of HorecAroma machines within everyone's reach.

## **A UNIQUE STYLE WITH SPACE-SAVING DIMENSIONS**

Italian design, new patented technologies Aroma, craftsmanship and elegant styling make our machines a must-have product. All at a reduced size compared to industry standards. HorecAroma machines are designed to take up as little space as possible and to be easily placed or moved to any location.

## **AFTER SALES SERVICE**

HorecAroma machines are a solid and reliable product not only from a technical point of view, but also thanks to the Aroma Assistance service. A trademark that guarantees a flawless after-sales service ready to support the customer for every need.



## EASILY DISASSEMBLED FOR CLEANING AND MAINTENANCE

HorecAroma machines are designed for easy disassembly of parts, making routine cleaning quick and easy and facilitating maintenance.

✓ EXTRACTABLE AND DETACHABLE  
FILTER HOLDER

✓ SCREWABLE FILTER

✓ REMOVABLE TRAY



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# THE BRASS GROUP

## ZERO RELEASE

HorecAroma machines are equipped with brass coffee brewing exchanger groups with patented Aroma technology.

The grey color is given by the surface treatment carried out exclusively on our groups.

The treatment meets strict German regulations on food contact and prevents the release of lead and other harmful substances, as brass is present in greater quantities than in the mixed brew group.

The brass group allows for particularly creamy brewing and temperature stability even after several consecutive coffees, making it ideal for frequent use.







# MADE IN ITALY

## ARTISAN PRODUCTION

Continuous technological research has led to publicly recognized results.

In fact, our products are protected by patents given the innovation that characterizes them.

All the components used are Italian and the entire planning, drawing, testing and production phase takes place strictly in Italy.

The mechanical groups represent a spearhead of the entire production line, which also stands out for its modern design and extremely high quality materials.

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The innovations are recognized by the UIBM and subject to patents.



# OUR STRENGTH POINTS



## SIMPLE REPAIR

We carry out repairs with a few simple steps.



## ENERGY SAVING

All our products have very low energy consumption, in line with European regulations.



## HAND MADE

Despite the production volumes, the production remains artisanal: only the care of a craftsman can give you a unique and precious product.



## ECO-SUSTAINABLE

From an eco-sustainable perspective, our lines reduce the use of plastic as much as possible, from packaging to bodywork, mainly built in stainless steel.



## PATENTED SYSTEM

Our products are protected by patent given the innovation that characterizes them.



## TECHNICAL ASSISTANCE

We take care not only of production but also of after-sales, following our customers with our technical assistance and customer care services.



## INNOVATIVE DESIGN

Our identity is highly recognizable for the simplicity and elegance of the products, always updated to always offer a functional but trendy product.



## LITTLE NOISY

Our machines are among the quietest, given the attention to even the smallest details during the production phase.







FORECAROMA

THE MODELS



# LA DOPPIA



La Doppia was born from the aim of offering a pod machine suitable for medium and large sized businesses such as: hotels, restaurants, resorts, catering and B&Bs.

The inclusion of the 1.5 liter storage boiler guarantees greater duration and homogeneity of the steam. It is also equipped with a hot water dispenser.

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STANDARD GROUP

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HEIGHT: 38 CM

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WIDTH: 51.5 CM

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DEPTH: 42.5 CM

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WEIGHT: 30 KG

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CAPACITY: 5 LITERS

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MAX 1600 WATT

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## COFFEE DISPENSER

Double with brass exchangers

## DISPENSING SYSTEM

Mechanical

## DIGITAL DISPENSING SYSTEM

(long and short coffee, stand-by)

Optional

## STEAM DISPENSER

Storage boiler

## HOT WATER DISPENSER

Default

## POWER SUPPLY

Tank

## CUP WARMER

Optional

## WATER CONNECTION

Optional

Tanks provided



**FSH**  
**HORECAROMA**

### ADJUSTABLE PRESS POD

An adjustable press pod is mounted on both models. This allows you to choose the optimal pressing depending on the various types of pods on the market. In fact, the pod press can be rotated manually without using tools.

### AUTONOMOUS BREWING GROUPS

With a simple click you can turn off the boiler and work only with the brewing groups. Each of these is entirely made of brass and works independently to guarantee optimal performance, especially in long-term uses.



The Bar 2.0 is ideal for small businesses such as kiosks, B&Bs, small restaurants, sports clubs and offices with a bar area.

It is built entirely of stainless steel and the components are all Made in Italy.

The unique and innovative design easily adapts to all locations.

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STANDARD GROUP

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HEIGHT: 38 CM

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WIDTH: 51.5 CM

---

DEPTH: 42.5 CM

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WEIGHT: 30 KG

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CAPACITY: 5 LITERS

---

MAX 1600 WATT

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# BAR 2.0



**COFFEE DISPENSER**  
Double with brass exchangers

**DISPENSING SYSTEM**  
Mechanical

**DIGITAL DISPENSING SYSTEM**  
(long and short coffee, stand-by) Optional

**STEAM DISPENSER**  
Exchanger

**HOT WATER DISPENSER**  
Optional

**POWER SUPPLY**  
TANK

**CUP WARMER**  
Optional

Tanks provided



# THE DIFFERENCES OF THE STEAM GROUP

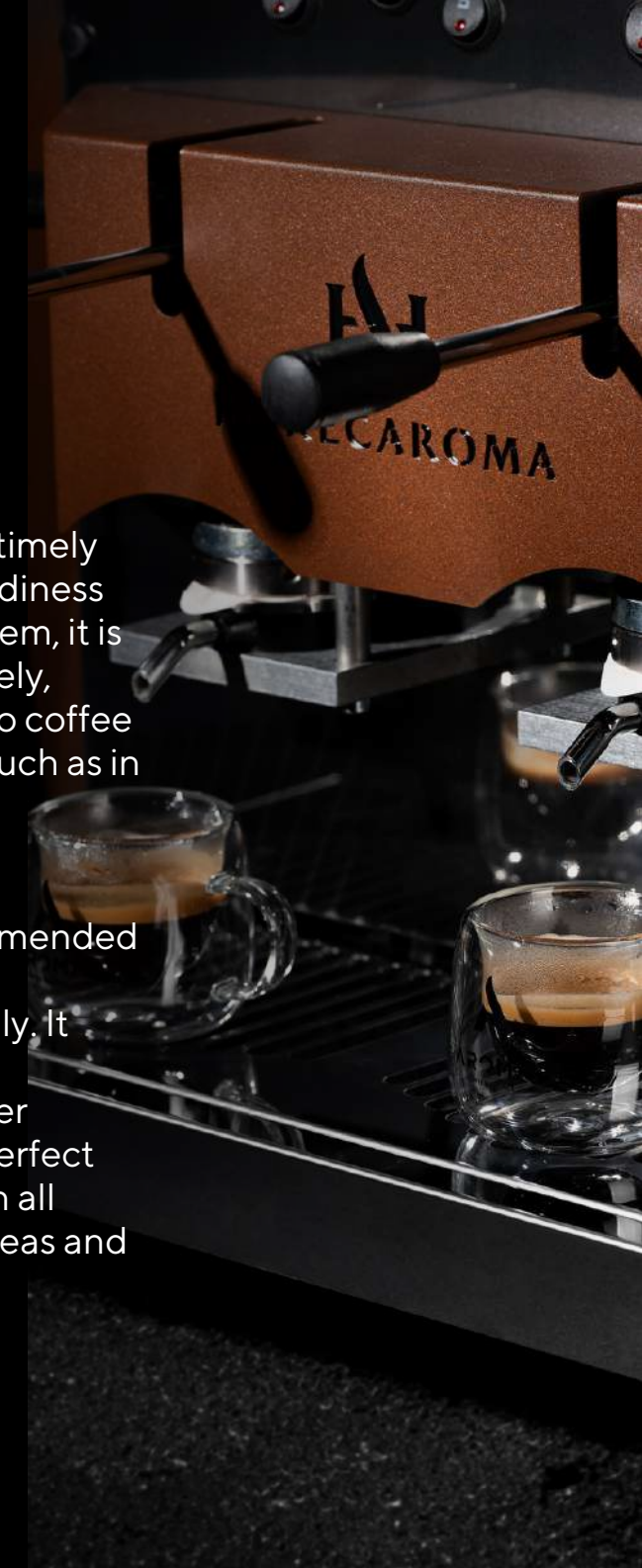
	LA DOPPIA	BAR 2.0
TURN-ON TIME*: Time calculated from when the machine is turned off until the temperature is reached.	15 min	2 min
STEAM DURATION*: Continuous and maximum duration of steam supply.	1.5 min	15 sec
STEAM RESTORATION*: Waiting time for the temperature to be restored to reuse the steam.	2 min	40 sec

## TWO EXCEPTIONAL MACHINES FOR TWO DIFFERENT USES.

The BAR 2.0 is ideal for streamlined and timely work, thanks to its quick start-up and readiness for start-up. Thanks to an exchanger system, it is suitable for those who use it less intensively, concentrating mainly on making espresso coffee and less on herbal teas or cappuccinos, such as in B&Bs, bistros, and small coffee corners in boutiques or beauty salons.

LA DOPPIA, on the other hand, is recommended for those who need to make different preparations frequently and professionally. It comes by default with a 1.5-liter boiler-supported system for steam and hot water delivery. The increased power makes it perfect not only for coffee shops but in general in all settings where the preparation of many teas and cappuccinos is required quickly and simultaneously.

\*The calculated times are indicative and may vary due to external factors such as temperature and humidity.



# THE HORECAROMA MACHINES THEY ARE AVAILABLE IN COLORS



BLACK



WHITE



CORTEN



# THE TEAM



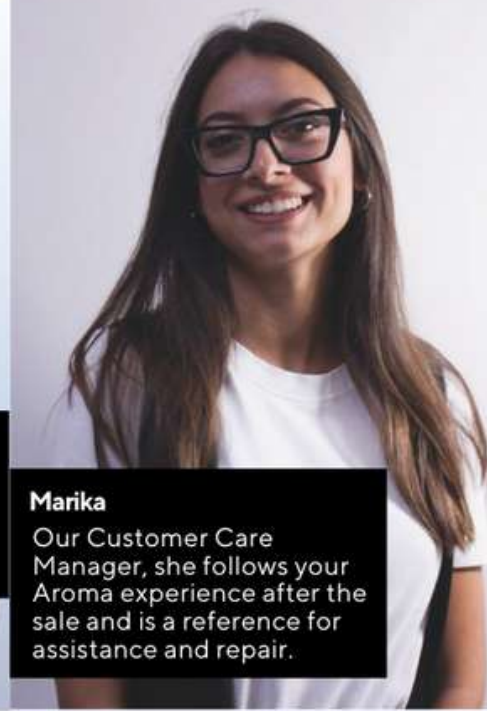
**Caterina**  
Aroma's CEO, she coordinates all the Aroma departments



**Martina**  
Our Project Manager, she follows all of your customization requests.



**Gianni**  
The Export Manager, defines commercial actions and policies for working with the foreign markets.



**Marika**  
Our Customer Care Manager, she follows your Aroma experience after the sale and is a reference for assistance and repair.



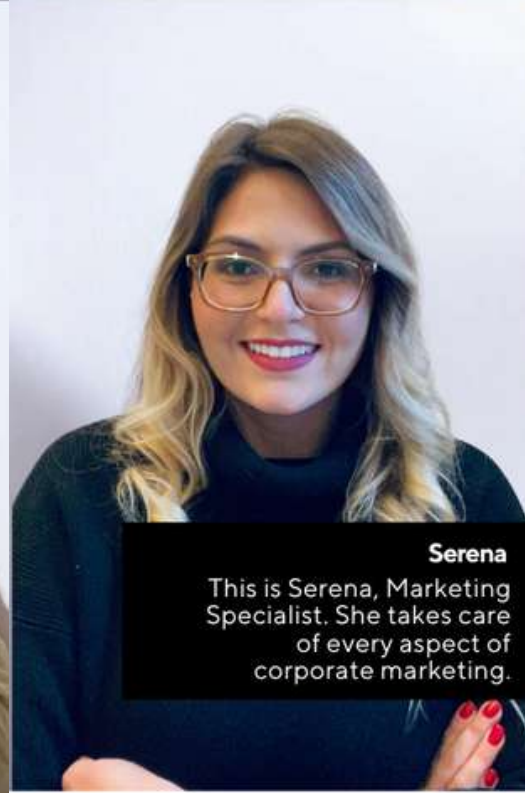
**Crescenzo**  
The Warehouse Assistant Manager, he follows your orders in production and takes care of logistic actions.



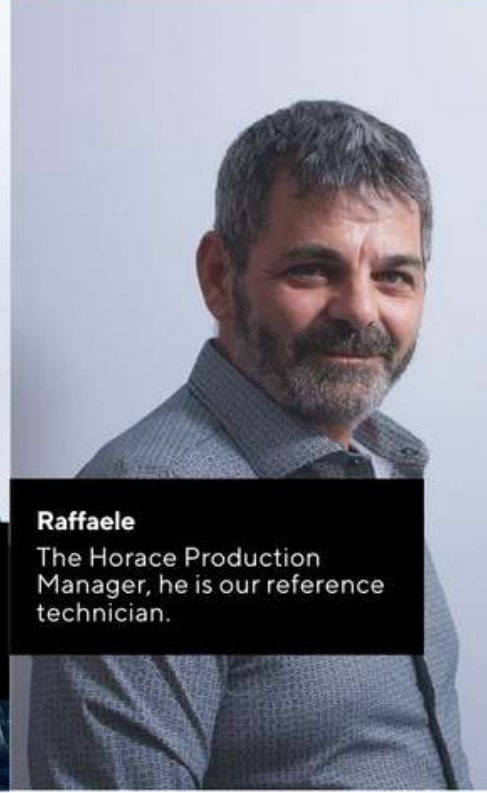
**Giuseppe**  
The Aroma company Founder and Developer of innovative solutions. He is the owner of all Aroma Patents and the main point of reference in the company.



**Luca**  
This is Luca, General Manager and Operational Problem Solver. Responsible for incoming quality control.



**Serena**  
This is Serena, Marketing Specialist. She takes care of every aspect of corporate marketing.



**Raffaele**  
The Horace Production Manager, he is our reference technician.



**Nicola**  
Our Warehouse Manager, defines the logistics of our business and coordinates all production lines.



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OPERATIONAL

HEADQUARTERS

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