

# Gaggia espresso journal

---

*GAGGIA MAGENTA SPECIAL EDITION*

**MAGENTA**  
/ma·gèn·ta/

*DECEMBER 2020 • SPECIAL EDITION*

---

# I N D E X

---

*INTRODUCING*

## **THE NEW GAGGIA MAGENTA RANGE**

The latest fully automatic range of coffee machines by Gaggia Milano. Technology, ease of use and quality, to free your contemporary home barista spirit!

*DEEP DIVING*

## **GAGGIA MAGENTA HUB**

A virtual showroom with plenty of engaging contents to discover every single detail of these fully auto machines.

*DISCOVERING*

## **THE MAGENTA DISTRICT**

Follow us and discover the area of the city that inspired the name of the Gaggia Magenta range. Let's take a tour together!

INTRODUCING

# THE GAGGIA MAGENTA RANGE

---



PROUDLY MADE IN ITALY

## FREE YOUR CONTEMPORARY HOME BARISTA SPIRIT!

The "contemporary home barista" needs an **outstanding**, high **quality** and **easy**-to-use espresso machine. So, here it is, the Gaggia Magenta range.

**100% designed and made in Italy**, the line is made up of three models: Prestige\*, Milk and Plus. All of them are characterized by an elegant and contemporary **design** that stands out in every kitchen. On the black bodywork, a red detail. It is like a "*fil rouge*" that identifies all the latest full automatic Gaggia machines.

The **user experience** is simple and immediate. The wide **interface** with **capacitive buttons** makes everything easier. All functions are on the same screen for an improved visibility. The machine guides you through the various procedures in the easiest way with clear instructions.

Another remarkable feature is the **stainless steel espresso tray**. It has been designed to ensure an impeccable espresso anytime.



*\*Gaggia Magenta Prestige will be available in 2021*

In order to get a homogeneous crema layer and to avoid splashes while brewing, you can just **take it and place it** with a simple gesture at the correct height. Then, adjust the coffee spouts and click to dispense your espresso. In this way, the **crema** layer will be **flawless**.

Then, to brew drinks that require taller cups, just take it out and put it back at its place. Super easy!

With Gaggia Magenta you can brew a variety of **beverages**: up to **12** with the Prestige model, **9** with Milk and **5** with the Plus version. T

From the classic ristretto to a strong americano, from a creamy cappuccino to a nice flat white.

You can easily adjust the various available **settings** to customize your drinks. Set the temperature of coffee and milk, coffee aroma (intensity), and the quantity of coffee, milk and water. Then, to **save** your **preferences**, click on the "V" to confirm, and dispense the drink.



Each model has a different **milk system**, to satisfy every need. Magenta Prestige has an **integrated milk carafe**.



Efficient, easy to use and to store in the fridge, it can be cleaned automatically thanks to the Quick Clean option (or the Deep Clean, in the CLEAN/SET menu)

Gaggia Magenta Milk is equipped with the **CAPPinCUP system**, plus a **new external and free-standing glass milk carafe**. High quality and hygienic, the carafe has graduation marks so you can check the milk quantity inside it in the easiest way.

Last but not least, the Plus version. It has an amazing **professional steam wand**. Made in stainless steel, it is perfect for the burgeoning home barista.

Moreover, all machines have 100% **ceramic grinders**, a removable **brew group**, a **ground coffee** compartment and the **Optiaroma** function.

DEEP DIVING

# THE GAGGIA MAGENTA HUB

The **Gaggia Magenta HUB** represented a different, modern and engaging way to introduce to our Partners the new fully auto range.

The project started with the successful **Learning Lessons**: a detailed product presentation, done via Teams.

We are glad that the majority of you joined, and we thank you again for participating.

During the next days, for a month, the HUB acted like a **digital showroom**. There, we could share various **contents** about the new Gaggia Magenta range.

The HUB has been a collection of interesting and useful materials. Amongst **Q&A stories**, GIFs, **How To** videos and professional **lifestyle pictures**, you also had the chance to virtually meet some **Gaggia Team members**, and to get a sneak peek of our **production line**.



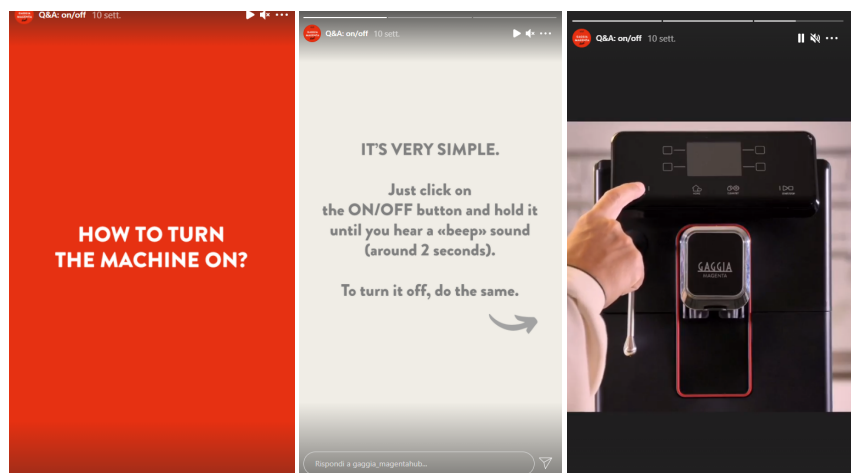


# A VIRTUAL SHOWROOM

The available materials are plenty, and you can freely share them with your audience and in your markets.

In the folders on our **FTP**, you can find:

- **ADV PAGES**
- **AFTERSALES DOCUMENTS** (Service Exploded View and Service Manual)
- **ICONS OF THE BEVERAGES** (.psd format)
- **DFU / USER MANUALS**
- **PACK LABEL**
- **PROFESSIONAL LIFESTYLE PICTURES**
- **HOW TO VIDEOS**
- **PRODUCT IMAGES**
- **GRAPHICS / VIDEOS FOR SOCIAL MEDIA**
- **PRODUCT RANGE PRESENTATION VIDEO**




All the mentioned materials, dedicated to the Gaggia Magenta range, are **downloadable** and **shareable**. In case you have missed the chance to download anything, please contact Monica Milanovich and Claudia Viola for info on how to access.



DISCOVERING

# THE MAGENTA DISTRICT

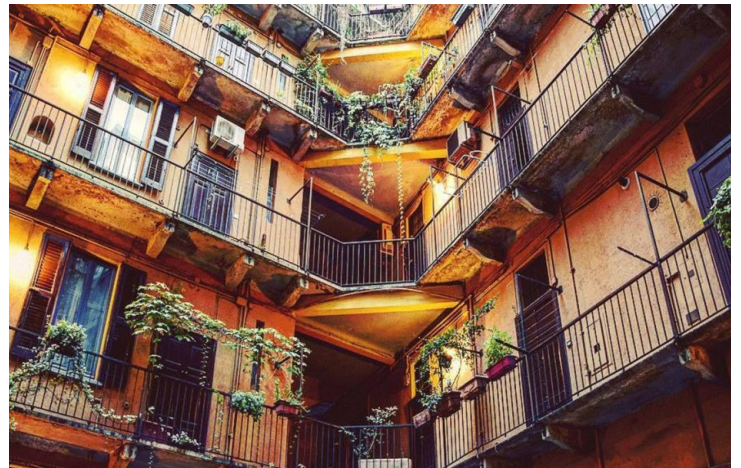
---



An area with a **dynamic vintage** spirit. That's the perfect description of one of the most **elegant** zones of the city of Milan. Here, ancient and **contemporary** merge. Welcome to the "Magenta district"!

First of all, where does this **name** come from?  
The area owes its name to its main street: Corso Magenta.  
In turn, the street was named after the city of Magenta, a small urban center near Milan.  
This city is still remembered today for its famous battle - dated June 4, 1859 - that was the first step in the history of **national unification**.

Coming back to Milan...**let's take a virtual tour together in this magic area.**



Until the **mid-1800s**, the district was characterized by cultivated fields, a few houses and some fountains. It was only between 1884 and 1889 that, thanks to the “Beruto plan”, the district was renovated for the new Milanese **bourgeoisie**.

Nowadays, the Magenta district is the area of Milan where the **Liberty** – the floral Italian variant of French *Art Nouveau* – has shown the most expressive and decorative variety. The style is eclectic, with references to historic buildings of the 15th or 17th-18th centuries. You will be amazed.

Some remarkable spots are: **Piazza Virgilio** and **Casa Donzelli** (designed in 1903 by the Florentine Ulisse Stacchini, architect of the Central Station), **Piazza della Conciliazione**, **Casa Binda** (splendid example of 1900's Liberty), **Casa Laugier** (1905, with amazing oriental-looking lion heads) and **Farmacia Santa Teresa** (one of the oldest pharmacies in town).



Along **Corso Magenta**, you can see **Palazzo Litta** (one of the most important examples of the Baroque architecture in Italy). Continuing our virtual walk, there is **Church of San Maurizio Maggiore**, that was the largest and oldest female monastery in Milan. Near here, you can find the incredible archaeological remains of the **Roman Palace in Milan**. Centuries ago, it was the imperial residence built by Emperor Maximian, when Milan became the capital of the Western Roman Empire!

Another must-see is “**La vigna di Leonardo**” (Leonardo da Vinci’s vineyard). It was Ludovico il Moro’s gift to Leonardo da Vinci, a reward for the beautiful artworks the artist was creating for the city. You can book a visit and discover a magical place, enclosed between a wonderful hidden **garden** and “**Casa degli Atellani**”.

Up next, the **Church of Santa Maria delle Grazie** and the bell towers of the **Canons of Sant’Ambrogio**. While, if you look to the left, there is the ultra-modern skyline of **Citylife**. Then, we find ourselves in what is the hub of the entire area: **via XX Settembre**. It’s like a green oasis in the neighborhood.



Now, let's visit some cool **places** and **shops**! Please take a moment to stop at **Spazio Rossana Orlandi**, where you can find vintage and modern accessories, furniture and much more,

Another "place to be" is **Raw&Co.**, which houses wonderful and rare furnishings. Right next to it, there is **Barberino's**, which recalls the atmosphere of ancient Italian barbershops. Nearby, you can also see **Bardelli M.**, a famous clothing and accessories boutique for men and women, which offers tailoring services.

If you are hungry, now, the Magenta area will not disappoint you. For example, book a table at **Cavoli a Merenda**, a splendid place to have lunch, in a magical and elegant atmosphere that could take you back in time. Other two peculiar and cozy places are **Bistrò96** with its Parisian vibes and **La Brisa** with its refined dishes.

Then, for a sweet break, please stop at **Marchesi**, one of the most renowned and appreciated pastry shops in town.



Since 1824, it is one of the reference points for Milanese people and tourists too. It will definitely satisfy your sweet cravings, from chocolate to the must-taste **panettoni**. Crossing Via Carducci you also encounter the historic **Bar Magenta**. Throughout the years, it welcomed all the students of the near **Università Cattolica del Sacro Cuore**.

We hope you found these tips interesting! Waiting to visit this fantastic neighborhood in person, we invite you to read the full article on our blog:

[www.gaggia.com/casa-gaggia](http://www.gaggia.com/casa-gaggia)

***Thank you for reading!***