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Franke launches new A Line in Southeast Asia and opens regional flagship showroom in Singapore

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Franke Coffee Systems has officially launched the New A Line in Southeast Asia, bringing its next generation of Swiss-engineered fully automatic coffee machines to the fast-growing and strategically important region. The launch is anchored by the opening of Frankeâ??s new Southeast Asia flagship showroom in Singapore, which will serve as a regional hub for product experience, training and collaboration.

Designed for todayâ??s professional operators, the New A Line represents the evolution of Frankeâ??s fully automatic coffee solutions, combining Swiss precision, advanced technology and modular flexibility to deliver consistent, premium in-cup quality at scale, while addressing operational efficiency and sustainability needs.

Built on the legacy of the Classic A Line, the platform debuts with the new A600 and new A800, two models sharing a single platform and a comprehensive set of innovations. Key highlights include New FoamMaster, which creates silky, barista-style foam with less waste, hot and cold; IndividualClean, a usage-based hygiene system that keeps quality high and frees up staff time as well as reducing usage of cleaning products; and HeatGuard, Frankeâ??s new boiler technology, lowering energy loss by up to 44 per cent (new A600NM vs. classic A600NM), while stabilising temperature for efficiency. Additionally, FrankeOS offers an intuitive, connected software platform for guidance, updates, and smooth operations.

The New A Line supports a wide range of configurations and beverage choices, including dairy and plant-based options, allowing operators across hospitality, foodservice, convenience retail and workplaces to meet evolving consumer expectations with ease.

Following its Southeast Asia launch, the New A Line will be rolled out across individual markets through local partner initiatives, customer activations and trade shows, further strengthening Franke Coffee Systemsâ?? presence and support network across the Asia-Pacific region.

â??Demand for premium coffee solutions continues to rise across global markets, while operators face growing operational and sustainability pressures,â?• says Marco ZancolÃ², CEO, Franke Coffee Systems.

â??With the regional launch of the New A Line and the opening of our showroom in Singapore, we bring Swissâ??engineered innovation closer to our partners and customers, enabling them to consistently deliver premium inâ??cup quality at scale, while streamlining everyday operations.â?•

â??Consumer these days expect near-unlimited choice of drinks tailored to their mood, delivered fast and consistently. Our Franke machines allow you to do just that simply and cost-effectivelyâ?•, saysÂ Lily Chiu, Regional Marketing Manager APAC, Franke Coffee Systems.â?•