

Information to the press
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RISE is the new coffee machine by Delta Q designed by Philippe Starck with an inverted brewing system that defies gravity.

Delta Q and Philippe Starck present **RISE Delta Q with Starck**, the new RISE coffee machine, which incorporates a revolutionary inverted coffee brewing system. A worldwide technological innovation from Delta, that defies gravity and gives new meaning to the experience of drinking the “perfectly in reverse” espresso.

The innovative RISE system - Reverse Injection System Experience – arrives to the Portuguese market incorporated in a new Delta Q machine designed by the visionary creator Philippe Starck, who was invited by the Nabeiro Group’s CEO, Rui Miguel Nabeiro, to conceive the new domestic machine with the built-in RISE system.

“Today the future takes on a new meaning. We present one of the greatest innovations in Delta’s history, maintaining our commitment to providing a superior consumer experience and challenging the market with a revolutionary novelty for Portuguese homes. This is the greatest Delta Q innovation after the capsule and with it we want to turn the world upside down.”, underlines Grupo Nabeiro’s CEO, Rui Miguel Nabeiro. Adding about the collaboration with the world renowned creator Phillippe Starck: *“This experience marks a relevant moment for the brand, through **RISE Delta Q with Starck**, Philippe Starck shows how technology and design can cohabit and provide a superlative and perfectly reversed espresso.”*

*“The new **RISE Delta Q with Starck** is a technological miracle, a revolutionary coffee machine that defies gravity. From down to up, when your morning coffee is no longer subject to gravity, you can start dreaming your life and our future.”* Ph.S

Through the unique innovative RISE extraction system, the coffee is injected from bottom to top, through the base of the cup, which intensifies the taste and natural aromas of the coffee and brings out a persistent cream, maintaining the ideal temperature. It creates a superlative espresso.

The result of research and technological development, which includes more than 20 patents, the RISE ecosystem is based on 3 fundamental pillars: innovation, design and espresso, which help to explain the disruption that the system brings to the category of coffee capsules.

The idea was born at the Innovation Center of the Nabeiro Group - Diverge - fueled by the constant search for new coffee consumption experiences. The entire coffee extraction system has been redesigned and rebuilt, unique in the coffee industry.

For the first time, the cup is also an active and critical element in the extraction of the beverage. Created in perfect harmony with the development of the **RISE Delta Q with Starck** machine, the cup takes precedence in the creation of a drink that enhances all the organoleptic and sensory characteristics of coffee, resulting in a superlative experience. The collection of glasses – espresso and long drinks – also designed and entirely developed in Portugal, comes in different materials and colors.

The new **RISE Delta Q with Starck** machine is available in 3 colors – white, black and terracotta, and is already available for pre-order on risebydeltaq.com and in The Coffee House Experience stores. It will be available on traditional channels from the 17th of November with an RRP of €279. It will also be possible to purchase sets of glasses, 4 espresso glasses or 2 espresso glasses and 2 long drinks glasses, with the recommended RRP of €34.

For more information:

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