Versuni Newsroom

Versuni is Proud to Introduce the Philips Café Aromis in North America: A New Era of Home Brewing Built on 70 Years of Innovation

The Philips Café Aromis elevates the at-home experience as the brand's most advanced and customizable system to date, offering one-touch mastery of more than 50 recipes wrapped in a premium, modern design.

BOSTON, March 10, 2026 /PRNewswire/ -- This year marks a major milestone for Versuni (global licensee for Philips Domestic Appliances) as it celebrates 70 years of Philips coffee heritage. Building this legacy, the company is introducing the Philips Café Aromis, the most advanced and premium addition to its fully automatic espresso machine lineup. Featuring a library of over 50 expertly crafted beverages and advanced customization technology; the Philips Café Aromis makes it easier than ever for users to personalize every cup to their exact taste, effortlessly delivering a rich café-quality experience at home.

"Philips has spent decades perfecting coffee, and the Philips Café Aromis is the natural evolution of our bestselling fully automatic espresso machines," said David Farmer, CEO of Versuni North America. "With the launch of Philips Café Aromis, we're showing consumers just how effortless it can be to enjoy café-quality coffee at home, while celebrating the range, innovation, intuitive technology, and thoughtful design that have defined our coffee heritage for 70 years."

Your Coffee, Exactly How You Like It

Inspired by world-class baristas, Philips Café Aromis brings more than 50 café-quality beverages to your kitchen. From classic espresso, Americanos, and cappuccinos to specialty drinks like cortados and cold brew lattes, each recipe is crafted effortlessly in just a few steps. Advanced customization features let users fine-tune bean strength, temperature, milk, and volume to create the perfect cup and save up to eight favorite recipes across five user profiles. The machine automatically grinds and brews each drink, with the built-in LatteGo Pro delivering smooth hot or cold foam in seconds.

New Technology in Every Cup – from Bean to Brew

At the heart of the Philips Café Aromis is BrewExtract+ technology, powered by a generously sized 13.5g brewing chamber, which automatically optimizes pressure, temperature, and brewing time to deliver rich aroma, balanced flavor, and perfect crema with every cup. Further, the Barista Assistant, our first conversational user experience, tailors each cup to individual taste preferences and bean characteristics. Simply follow the prompts on the machine or through the Philips HomeID app, and the Barista Assistant seamlessly adjusts internal settings. It can even recalibrate the machine based on the bean type and roast, ensuring every coffee delivers its ideal flavor profile without guesswork.

Upgraded Materials & Premium Experience

The Philips Café Aromis combines stainless steel and wooden accents with sleek, modern lines and a 4.3-inch color touchscreen for an intuitive, premium experience. Designed with user comfort in mind, SilentBrew technology minimizes noise during grinding and brewing, while the dimmable touchscreen preserves your serene morning ritual.

Additional Features of the Philips Café Aromis Include:

- **50+ Presets, Endless Possibilities:** Enjoy a full café menu at home with 50+ preset drinks, including espresso, cappuccino, iced coffee, and true cold brew made possible by a high-pressure cold-water system.
- **More Flavor, Fully Customized:** BrewExtract+ technology doses more coffee and extracts more flavor from fresh beans*, with 7 intensity levels for your perfect cup.
- **Cold Brew:** Create perfectly balanced, authentic cold brew taste in minutes
- **Ultimate Personalization:** Customize strength, size, and more and save up to five profiles so everyone gets their perfect cup instantly.
- **One Touch Brewing:** Automatically grinds, tamps, and brews at the touch of a button on full color intuitive touch display.
- **Velvety Foam, Your Way:** LatteGo Pro dual hot & cold milk system mixes milk and air at high speed to steam, froth, and foam both dairy and plant-based alternatives.
- **Brew it Fast, Brew it Right:** Use the conversational Barista Assistant to adjust your brew and discover new recipes. Access via the machine or connected app.
- **Fast & Quiet Brewing:** Start brewing in just 3 seconds with QuickStart, and enjoy quiet operation certified by Quiet Mark.
- **Connected Convenience:** Change brew settings based on personal preference while conversing with the Barista Assistant. Brew from anywhere and access personalized guidance through the HomeID app.

Pricing & Availability:

The Philips Café Aromis is priced at $1,699.99 and is available for pre-order now:Shop Philips Cafe Aromis.

For more information on the Philips espresso machines, including thePhilips 5500 Series Fully Automatic Espresso Machine and the Philips Baristina Espresso Machine, please visit the Philips Espresso Machines Home Page.

About Versuni

Versuni's purpose is turning houses into homes. As a house of home appliances brands, Versuni markets: Philips, Philips Baristina, Philips Walita, Preethi, Senseo, L'OR Barista, Saeco, and Gaggia. With more than 900 patents to its name, Versuni's portfolio spans coffee and kitchen appliances, garment care, climate care, and floor care.
Philips, Saeco and Gaggia products are sold under trademark license from Koninklijke Philips N.V. Products under the Philips brand include the Airfryer, Espresso Machine with LatteGo, Handheld Steamer, Air Purifier and AquaTrio Cordless Vacuum. Versuni is headquartered in Amsterdam, the Netherlands, with innovation, manufacturing, and commercial centers across the globe and a footprint in over 100 countries.

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