

Celebrate National Coffee Day with a Portfolio of Machines Built to Grow with You: Philips Coffee & Espresso for Every At-Home Brewer

Whether you're brewing your first latte or your fiftieth custom cold brew, Philips coffee portfolio meets you where you are and grows with you.

BOSTON, Sept. 29, 2026 /PRNewswire/ -- In celebration of National Coffee Day, Versuni (global licensee for Philips Domestic Appliances) is highlighting a coffee portfolio designed to meet consumers wherever they are in their coffee journey, from first-time espresso drinkers to passionate home baristas seeking deeper personalization. Anchored by the approachable Philips Baristina, expanded through the fully automatic Philips 3300 and 5500 LatteGo, and elevated by the premium Philips Café Aromis 8000, the lineup brings 70 years of Philips coffee heritage into one connected at-home coffee journey. Together, the machines are designed to meet both new and seasoned coffee drinkers where they are, keeping pace as their tastes, skills and expectations evolve.

"Coffee preferences are incredibly personal, and consumers shouldn't have to choose between simplicity, quality, and customization when making coffee at home," said Fatima Sobh, Coffee Marketing Manager, Versuni North America. "We've built the Philips coffee portfolio to meet people wherever they are in their coffee journey... from preparing their first freshly ground coffee with Baristina to exploring a wider variety of café favorites and personalized recipes with Café Aromis. At every stage, our goal is the same: to make exceptional coffee feel effortless and turn everyday routines into something people genuinely look forward to."

Philips is bringing this idea to life through its [Bored Barista](#) campaign, showing coffee lovers how to make their coffeehouse favorites at home. Whether it's a freshly ground espresso, a personalized latte, or a cold brew, the Philips lineup makes it easy to create the drinks you love, just the way you like them - leaving your favorite barista with a little less to do.

A Coffee Solution for Every Stage of the Journey

Whether you're pulling your first espresso shot or crafting highly customized café-style beverages at home, Philips offers a machine designed for your needs:

- Philips Baristina Collection (starting at \$449.99): Designed for newcomers who want a simple, approachable experience that delivers café-quality results without the learning curve.
- Philips 3300 LatteGo (\$899.99): Ideal for everyday coffee drinkers ready to expand beyond the basics with a broader menu of six hot and iced beverages and easy one-touch brewing.
- Philips 5500 LatteGo (\$1,299.99): Built for consumers seeking greater variety, personalization, and convenience, with twenty one-touch drink options and customizable settings.
- Philips Café Aromis 8000 (\$1,999.99): The ultimate expression of Philips coffee innovation, offering advanced customization, premium design, and an extensive menu of over fifty café-quality beverages for passionate home coffee enthusiasts.

A Portfolio Built to Grow with You

Together, the four machines form a single, connected journey rather than four separate products: the Baristina lowers the barrier to real espresso, the 3300 and 5500 LatteGo build out variety, personalization, and everyday convenience, and the Café Aromis delivers the full expression of what Philips' 70 years of coffee expertise can bring to a home kitchen. The full Philips Coffee portfolio is here to carry you throughout your routine with an indulgent (or fast and simple) cup of coffee wherever you are in your life.

Pricing & Availability:

- [Philips Baristina Latte Automatic Espresso Machine](#) — \$499.99
- [Philips 3300 LatteGo Fully Automatic Espresso Machine](#) — \$899.99
- [Philips 5500 LatteGo Fully Automatic Espresso Machine](#) — \$1,299.99
- [Philips Café Aromis 8000 Fully Automatic Espresso Machine with LatteGo Pro](#) — \$1,999.99

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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