la marzocco
handmade in florence

usa product collection
La Marzocco has been building world-class espresso machines by hand in Florence, Italy since 1927.

La Marzocco USA has been distributing espresso machines throughout the United States since 1979. We have offices, a warehouse, and a training facility located in Seattle, Washington and a team of sales and tech professionals around the country, so espresso machines, parts, and knowledgeable support are just a phone call away.

When you buy a La Marzocco in the United States, you can expect:

**Quality Handmade Machines**
- All La Marzocco machines are designed for performance and reliability. Across our product line, the baseline is best in class.
- Every machine is thoroughly bench-tested and checked before leaving our Seattle warehouse so it arrives to you ready to perform.
- Handmade craftsmanship combined with highest-quality materials give each La Marzocco a longevity that leads to higher resale value and lower operating costs over time.

**In-House Support and Inventory**
- Our in-house logistics team manages a constant inflow and outflow of machines so that we have what you need in stock and can get it out to you as fast as possible.
- Call and speak directly to a La Marzocco employee - our expert solutions team is here to help.
- Our support resources include full install and maintenance documentation and a network of third-party industry-leading technicians throughout the country.

**Connection to the Global La Marzocco Family**
- Every purchase connects you to a global community of passionate coffee professionals.
- Our factory outside of Florence, Italy is net-zero solar, as part of our commitment to sustainability and social responsibility.
- La Marzocco machines can be found in almost any major city around the globe, as a symbol of delicious espresso and a beloved tool for passionate baristas.
espresso machine considerations

The espresso machine is the heart of your business, so it’s important to discuss the following factors with a La Marzocco salesperson or reseller before deciding on your specific espresso machine. Considering these factors will guide you to purchasing the best equipment for your business.

Water

Proper water filtration is a must for any espresso machine, and your specific needs will vary by geography. Work with your reseller to determine your needs and if there are any constraints for the type of machines you can consider.

Power

Can you pull as much power as you need into your buildout, or are you constrained by budget, a historic building, or an older electrical grid? This consideration will primarily affect the size and model of machine you can consider. For example, more group heads equals more power needed.

Maintenance

Regular maintenance is part of owning an espresso machine, but some machine features require more attention than others. Make sure you account for your distance from a qualified service provider. If you’re in a service dead-zone, a simpler machine may be the way to go.

Bar Layout & Design

How much counter space can you dedicate to an espresso machine? Do you want the look of a traditional machine on the counter or the minimal footprint of an undercounter system? How will customers order, interact and move through your cafe? How big of a role does design play in that experience?

Coffee Menu

If coffee will be the star of the show in your space, you’ll need a machine that can keep up. Improved temperature stability, programming flexibility, and advanced features give you the power to deliver beautiful coffee to your customers even when things get hectic.

Volume

Busy shops with short ticket times benefit from more group heads and greater automation. If you expect to have a line out the door all day, you’ll be looking for a dependable workhorse with key functions automated. We will discuss how different configurations will affect work flow on the next page.
La Marzocco offers four different machine configurations to match the needs of your business. The more manual the configuration, the more engaged the barista will need to be in order to deliver consistent drinks in a timely manner. More automated configurations allow the barista to program a repeatable output and give more of their focus to customer engagement. Deciding on the style and volume of your business will be crucial in deciding which configuration to choose.

### espresso machine configurations

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<td>The barista manually controls pre-infusion and pressure during the shot. The barista starts and stops the shot to achieve the preferred coffee volume.</td>
<td>The barista starts and stops the shot with either a push button or paddle interface to achieve the preferred coffee volume.</td>
<td>The barista starts the shot and allows the machine to stop automatically once it has measured the correct weight of espresso in the finished cup. This is achieved by a scale built into the drip tray that gives live feedback to the machine.</td>
<td>The barista starts the shot and allows the machine to stop automatically once it has measured the correct weight of espresso in the finished cup. This is achieved by a scale built into the drip tray that gives live feedback to the machine.</td>
<td>Faster with more consistency</td>
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<tr>
<td>Slower with more ability to manipulate</td>
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La Marzocco USA distributes 3 categories of espresso machines. We offer 6 traditional bar machines, 3 under-counter components for customers wanting to differentiate the look and bar-flow of their cafe, and 2 light commercial/home machines for customers with space and electrical limitations.

### Traditional Bar

- **Linea Classic**
  - starting at: $18,100
  - no. groups: 1
  - configuration: Color

- **GB5**
  - starting at: $15,100
  - no. groups: 2
  - configuration: Color

- **Linea PB**
  - starting at: $18,100
  - no. groups: 2
  - configuration: Color

### Strada
- starting at: $10,400

- **Lever**
  - starting at: $20,800
  - no. groups: 2
  - configuration: Color

### Under-Couter

- **Microbar**
  - starting at: $12,400
  - no. groups: 1
  - configuration: Color

### Light Commercial / Home

- **Linea Mini**
  - starting at: $4,900
  - no. groups: 1
  - configuration: Color

### Configurations

- **MP / EP / LEVER (Manual)**
- **EE (Semi-Automatic)**
- **AV (Auto-Volumetric)**
- **ABR (Auto with Scales)**
# linea classic

A specialty coffee icon, the workhorse of a high-volume café.

The La Marzocco Linea Classic is the machine that has supported the development of the specialty coffee industry since 1988. The clean lines and familiar charm of the Linea Classic occupy many of the cafés, roasteries, and chains whose names have defined the industry. It is a heavy duty workhorse that performs reliably in high-volume settings. A tried and true machine, the Linea Classic is perfect for your new café, bar, or restaurant.

### Specifications

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### Features

- **PID**
  - The PID controller employs an algorithm to regulate when and for how long the heating element is engaged in the brew boiler. The PID controller allows more efficient and stable regulation of energy. With this level of control, temperature variability is reduced dramatically, making for a more consistent brew temperature.
  - The barista is able to adjust the brew boiler temperature to a precise numerical value using a simple keypad without having to remove machine panels.

- **Dual Boilers**
  - Separate boilers optimize espresso brewing and steam production.

- **Saturated Groups**
  - Ensure unsurpassed thermal stability, shot after shot.

- **Personalized Color**
  - Customizable colors based on the RAL color system on request.

- **PID + Cronos Keypad**
  - Keypad with digital shot timer to monitor the extraction time (AV version only).

* Special Order
A redefined standard for temperature stability in modern espresso equipment.

Equipped with a CPU board and designed for superior temperature control, the GB5 combines gracious lines and harmonious curves with powerful technological advancements, in line with classic La Marzocco design and spirit. The machine is an understated companion to any coffee bar. Its unmatched temperature stability provides steady brew water and steam even at the peak of the morning rush. The GB5 has redefined the standard for temperature stability in modern espresso equipment in light of “PID” technology.

**Features**

**Thermal Stability System**
A dynamic preheater assembly ensures that water entering the coffee boiler is at precisely 170° F. The 170° F water replaces hot water exiting the group, reducing temperature swings in the coffee boiler. An algorithm-based PID temperature controller further reduces temperature fluctuation in the coffee boiler.

**Dual PIDs (coffee & steam)**
Allows you to electronically control coffee & steam boiler temperatures.

**Dual Boilers**
Separate boilers optimize espresso brewing and steam production.

**Digital Display**
Intuitive programming makes it easy to adjust machine parameters.

**Barista Lights**
LED lighting allows you to focus on your extraction and the cup.

**Hot Water Economizer**
Enables you to fine-tune the tap water temperature for rinsing.

**Ruby Flow Restrictors**
Ruby flow restrictors resist scale formation and erosion.

**Personalized Color**
Customizable colors based on the RAL color system on request.

**Specifications**

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The Linea PB represents the first full update to the Linea Classic in the nearly 25 years it has been in production. The Linea PB features the iconic La Marzocco polished stainless steel body, updated with refined and sharpened design elements and a lower profile. To complement its stylistic updates, the Linea PB features improved component longevity and new electronics that give the barista control over functions directly from the machine interface— including boiler temperatures, brewing volume, hot water tap dose, and auto-backflush, among others.
strada

A machine developed by baristas for baristas, featuring sleek Italian design that can be customized.

Over the course of two years La Marzocco worked with thirty of the world’s finest coffee professionals to design a machine. This group was known as the “Street Team”; the Strada, Italian for street, was named in their honor.

A lower profile invites customer engagement in a café setting, while also providing the barista an open, expansive work area. The Strada platform has been designed to encourage creativity and customization so that each machine can be unique.

Features

Independent Boilers
Separate boilers for each group head allow barista to optimize temperatures for individual coffees.

Thermal Stability System
As water passes through each element, temperature is further stabilized.

Dual PID (coffee & steam)
Allows you to electronically control coffee & steam boiler temperatures.

Hot Water Economizer
Enables you to fine-tune the tap water temperature for rinsing.

Exposed Groups
Ergonomics and workspace visibility.

Digital Display
Intuitive programming makes it easy to adjust machine parameters.

Exposed Boilers
Ergonomics and workspace visibility.

Auto Backflush (EE & AV only)

Insulated Boilers
Reduce energy consumption while contributing to temperature stability.

Auto Touch Steam/Wand
Vacuum-insulated double-walled steam wand remains cool to the touch while delivering high-volume dry steam.

Conical Valve (MP only)
Improved longevity and increased pressure manipulation ability.

Personalized Color (special order)
Customizable colors based on the RAL color system, on request.

Periscope Pressure Gauges
(MP only)
Monitor pressure at coffee during extraction.

La Marzocco Electronics (AV only)
Proprietary electronics first introduced on the Linea PB drive intuitive programming and provide heads-up information and systems monitoring.

Flow Meter (AV only)
A precision flow meter measures the flow of water applied to the coffee bed during brewing.

Amp Service Required
(Onboard & AV only)
Precision scales incorporated into the electronics system provide the barista control over beverage mass.

Specifications

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Reimagining what a lever-actuated espresso machine can be.

Featuring eye-catching design and a lower profile to invite customer engagement, Leva re-invents the iconic lever machine design with more ergonomic elements. Leva is a cutting-edge café centerpiece that encourages engagement, barista experimentation and coffee conversations, while delivering a delicious coffee extraction. Leva brings with it design, focusing not just on the physical beauty, but also on the satisfaction only found in a truly mechanical system. The user can intervene in the pre-infusion pressure, shot volume and extraction pressure on each group. Leva also greatly improves temperature stability of the traditional lever machine thanks to an innovative PID temperature control.

Features

- **Independent Boilers (X only):** Separate boilers for each group head allow baristas to optimize temperature for individual coffees.
- **Smart PID (X only):** An advanced PID control greatly improves the machine’s temperature stability.
- **PID (S only):** Allows you to electronically control steam boiler temperature.
- **Hot Water Economizer:** Enables you to fine-tune the tap water temperature for tea.
- **Saturated Groups:** Ensure unsurpassed thermal stability, shot after shot.
- **Military-grade steam potentiometer (X only):** Proportional steam valves facilitate machine usability and maintenance while improving its durability.
- **Eco Mode:** Can be programmed to enter stand-by mode, improving energy efficiency.

Specifications

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The ultimate workflow machine featuring the straight-in portafilter.

The KB90 is the ultimate evolution of the Linea PB form. Designed specifically to optimize the workflow for baristas in the world’s busiest bars by improving the ergonomics and features of the machine. The Straight-In Portafilter improves the movements of brewing and removes the strain on the barista that causes repetitive stress injuries. Efficiency is also increased thanks to Steam Flush: after each extraction, a burst of steam from the steam boiler purges the brew path and is followed by a flush of hot water, keeping the group clean even during the busiest hours. This innovative function minimizes coffee residue in the group, and reduces the number of times baristas need to backflush during service. The KB90 allows for a new level of expression in machine aesthetics. Based on 70’s retro design and the La Marzocco shield, the panels have been designed to allow for easy customization.

Starting price: $22,400
Number of groups: 2 | 3
Configurations: AV | ABR

Straight-In Portafilter

- Designed to simplify the motions required to engage the portafilter and reduce the strain by 12 times on the barista for even greater performance and everyday usability.
- High volume coffee environments demand that a barista can work fast and efficiently to produce drinks during busiest periods of the day. The Straight-In Portafilter can noticeably mitigate repetitive stress injuries through its ease of action improving the natural workflow and output of the barista.

Features

- Dual Boilers: Separate boilers optimize espresso brewing and steam production.
- Independent Boilers: Separate boilers for each group head allow baristas to optimize temperatures for individual coffees.
- Dual PID (coffee and steam): Allows you to electronically control coffee and steam boiler temperature.
- Saturated Groups: Ensure unsurpassed thermal stability, shot after shot.
- Thermal Stability System: Brew water is pre-heated before entering the boiler for increased temperature stability.
- Auto Brew Ratio/Drip Prediction (optional): Precision makes incorporated into the drip tray improves beverage consistency by stopping the extraction based on mass. The machine uses an algorithm called Drip Prediction to improve shot accuracy and ease of dialing in.
- Pre Touch Steam Wands: High performing steam wands that are cool to the touch.
- Easy Rebuild Steam Valve: Engineered so the valve can be serviced directly from the front of the machine without needing to be removed.
- Hot Water Economizer: Enables you to fine-tune the tap water temperature for rinsing.
- Digital Display: Intuitive programming makes it easy to adjust machine parameters.
- Barista Lights: LED lighting allows you to focus on your extraction and the cup.
- Eco Mode: Can be programmed to enter stand-by mode, improving energy efficiency.
- Programmable Doses: Auto-volumetrics ensure repeatability and consistency in high-volume settings.
- Personalized Color (special order): Customizable colors based on the RAL color system, on request.

Specifications

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Espresso System

Make an instant design statement with the Modbar AV. Based on the technology of the Linea PB, Modbar AV delivers absolute consistency and reliability.

Steam System

More than just a steam station, Modbar Steam delivers a minimal, modern aesthetic coupled with power and control.

Pour-Over System

Brew by hand using one of the two included spray tips, or teach the machine different recipes accessible at the touch of a button.

Modbar

The freedom to focus on customers.

configurations: AV | ABR

Specifications

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*Listed for electrical safety in US and Canada, complies with UL-197 and CSA22.2; listed for sanitation, complies with NSF/ANSI Standard 4
linea mini

A La Marzocco classic redesigned for the kitchen.

Inspired by the Linea Classic, the Linea Mini comes with dual boilers and an integrated brew group that allows the machine to achieve the temperature stability and energy efficiency of the saturated brew group in a reduced footprint. The Linea Mini is handmade with the same components used in our commercial machines to ensure the same durability that the Linea Classic has become famous for. With PID and a temperature adjustment wheel, the Linea Mini provides all the features necessary to make the pursuit of the perfect espresso attainable at home.

Features
- Dual Boilers
- Integrated Group
- Indicator Lights
- Hot Water Spout
- Thermal Stability System
- Internal Pump
- PID Control
- Water Reservoir
- Barista Lights

Specifications
- Height (in): 15
- Width (in): 14
- Depth (in): 21
- Weight (lbs): 71
- Voltage (VAC): 120
- Element Wattage: 1600
- Steam Boiler Capacity (liters): 3.5
- Amp Service Required: 15

Certifications
- UL-1082, NSF-8
- CAN/CSA-C22.2 No. 64

gs3

Professional grade espresso equipment, built for the home.

The La Marzocco engineering group set out to take the most advanced La Marzocco technology and translate it for a home espresso machine. The GS3 features the thermal stability system used in the La Marzocco Strada, including a preheating system, digital PID controller, saturated groups, a dual-boiler system, and digital display. These features make for a luxury espresso preparation platform: everything you could hope for as someone who wants to enjoy the best-quality espresso at home. All that’s left for you to do is to grind, dose, and tamp.

Features
- Dual Boilers
- Saturated Group
- Digital Display
- Thermal Stability System
- Internal Pump
- Dual PID (coffee & steam)
- Water Reservoir
- Ruby Flow Restrictors
- Half Power Mode
- Periscope Pressure Gauge (MP only)
- Conical Valve (MP only)

Specifications
- Height (in): 14 / 15 (for GS3 MP)
- Width (in): 16
- Depth (in): 21
- Weight (lbs): 72.75
- Voltage (VAC): 120
- Element Wattage: 1600
- Steam Boiler Capacity (liters): 3.5
- Coffee Boiler Capacity (liters): 1.3
- Amp Service Required: 15 (20 full power)

Certifications
- UL-197, NSF-8, CAN/CSA-C22.2 No. 109
You can customize any of our machines using RAL colors.

La Marzocco USA offers a wide range of colors to create your unique machine and will install the panels during the bench test procedure. Custom color starts at $750.

Strada customization.

La Marzocco USA offers walnut custom options on the Strada to further customize your machine. You can order these with your machine and they will be added to your machine before shipment. Pricing available upon request.
Have a question about La Marzocco equipment? 
Looking for the right equipment for your business? 
Need spare parts? We’re here to help.

Seattle, WA: La Marzocco USA HQ
1553 NW Ballard Way, Seattle, WA 98107
Our office is open 9:00am-5:00pm Pacific Time, Monday-Friday.

Parts
(206) 706-9104 x103
Or email us at parts.usa@lamarzocco.com

Showroom
(206) 706-9104 x152

Sales Inquiries
Exploring what equipment might be right for your business?
(206) 706-9104, press 0.
Or email us at: info.usa@lamarzocco.com

Technical Support
Our technical solutions team is available 6:00am-5:30pm Pacific Time 
Monday-Friday.
(206) 706-9104 x101
Or email us at solutions.usa@lamarzocco.com