

PRESS RELEASE

## PELLINI TOP: THE COFFEE WITH A *PARTICULAR AND UNMISTAKABLE* SWING

**During the most important event of Italian golf, the Italian *Salone del Golf* held at the Fair of Verona, Pellini Caffè sponsored from Saturday 28 February until 2 March the event “Teencontest”: an exclusive competition held on 7 fields of Garda lake territory.**

Golf Club Verona, Golf Club Villafranca, Circolo Golf Club Cà degli Ulivi, Golf Club Arzaga, Garda Golf Country Club, Chervò Golf San Vigilio and Golf Club Paradiso del Garda: these are the “magnificent seven” golfing sites where “Teencontest” took place. The event consisted in 2 days of competitions with the Final held at the Fair of Verona, followed by a third day of competitions for charity. Naturally, the brand Pellini TOP could not miss the opportunity to support such initiative.

Saturday 28 February was the day of the “4 balls single category shot gun” competition, with a simultaneous start from the 18 holes at 10:00; Sunday 1 March the competition was in three categories with the “Stableford” with the “shot gun” formula. The winners of both categories went to the finals on Sunday 1 March at the Fair of Verona.

One hole for every golf field has been customized with the brand “Pellini TOP” and Tuesday 3 March the participants were able to enjoy the *particular and unmistakable* pure blend of Arabic coffee of Pellini Top in the single-use capsules version for espresso machine.

The Company, following the policy to support events with a charity purpose such as the event “Basket for life”, joined with momentum the charity event of 3 March. The competition took place at the Golf Club Paradiso of Garda and consisted in a *Pro-Am* competition in which a professional teamed with four amateurs. The event was in favour of the not-for-profit organization “Un birdie per la vita”, founded by the Italian champion Costantino Rocca and engaged in humanitarian activities.

Pellini enters the “green” with the best product of its line, the Arabic coffee blend in single-use capsules, perfect for a break after the match.

The “Teencontest” was the ideal occasion for Pellini to be introduced at the golf world, in fact “Teencontest” means “meet on the T”, the starting point of the competition. A new challenge that the Company faced with the usual enthusiasm characterizing the Pellini brand, ready to leave a mark again.

## PELLINI CAFFÈ S.p.A.: COMPANY PROFILE

Wellness through the rite of coffee: for Pellini Caffè every break is a particular and unmistakable experience. The accurate selection of raw materials, the absolute product coherence recognised by the consumers and the great investment in modern technologies represented by the best production plant of Europe, guarantee the “made in Italy” excellence for which Pellini is worldwide renowned.

Faithful to the mission of diffusing the true coffee culture as a regenerating and fulfilling experience, the Company from Verona has always aimed for quality.

This effort has been certified by the most important certifications and by the choice to offer to the customers a further guarantee: voluntary traceability of the production line.

**PELLINI CAFFÈ S.p.A.**

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Pellini was established in 1922 in Verona and founded in 70s the renowned “Consorzio Sao Caffè”. In the last two decades Pellini Caffè decided to specialize in high quality products, strengthening its position in the market through attentive companies acquisitions: in this way the brands Caffè Roberta, Guarany, Incas, Mokaceste and Mokadi became part of the Pellini group.

This constant growth brought the Company in 20 countries around the world and among the first five coffee roasters in Italy. This success is evident even watching at the sales figures, awarded with the best index for the financial situation and economic performances (Rating 1) attributed by Dun & Braedstreet.

The new production plant of Bussolengo, working since 2005, guarantees the complete automation of all production cycle thanks to the MES system (Manufacturing Execution System), from raw materials until the finished product. Moreover, the MES system secures the traceability of the production line based on the production lot. This system is one of the characteristics of Pellini’s production plant, which features the highest safety and hygienic standards.

## PELLINI’S PRODUCTS RANGE

### **Pellini Top: particular and unmistakable.**

An exclusive blend of Arabic coffee, with the advantage of being low in caffeine.

A unique and rich taste and aroma, with a flavour of chocolate, fruit and honey, guaranteed by the exclusive roasting methods and continuously verified through Panel Test.

An excellence rewarded by consumers and prestigious international awards: gold medals in the categories “Espresso Coffee” and “Moka Coffee”, “Packaging Star 1997”.

### **Pellini Bio: the best seller of the organic coffees in Italy**

With a rich and a pleasantly sweet and intense taste, Pellini Bio is the ideal blend for those who love to combine quality and respect for the environment. The natural roasting and cooling processes exalt the prestigious features of the pure Arabic coffee blend.

The Ho.Re.Ca. sector is completed by “Espresso Aroma Oro”, “Espresso Gran Bar” and “Uik Natural decaffeinate”, the latter available also for the Vending.

The attention toward new lifestyles and consumption modalities brought the company to expand the product range with the products Top and Bio in single-use capsules.

**For more information**  
**[www.clabcomunicazione.it/pellini](http://www.clabcomunicazione.it/pellini)**

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