

**Pellini will be present at the fair “Tutto Food” in Milan, from 10 to 13 June 2009**

## **Pellini Caffè introduces single-serve capsules It's time for e-Smart**

**Shortly Pellini Caffè will introduce a new coffee-pod espresso machine serving a high quality coffee with the *Made in Italy* guarantee.**

**This is the last technological creation of the Verona-based Company that will have a stand at the prestigious fair dedicated to the high quality/premium price food market sector.**

Verona – This will be the second year that Pellini Caffè will be one of the protagonists of the new edition of “Tutto Food”, the most important international fair about the Italian food market panorama.

Despite its novelty, “Tutto Food” is already a valid and effective meeting point between Italian and foreign food industry; Pellini Caffè will be present at the fair as part of the high quality / premium price food sector. The Company's mission is to promote the true culture of espresso as a regenerating and rewarding experience, based on the extreme attention for quality in every production step. This attention is evident from the very beginning, from the choice of raw materials to the investments in modern technologies. Thanks to this excellence, Pellini's products are now distributed in 20 countries and made the Company one of the first five coffee roasters of Italy.

Pellini is a company with a long tradition and excellent records certified by the best index rates for financial situation and economics performances (Rating 1), attributed by the Agency Dun & Braedstreet.

### **The Best of Pellini Caffè**

Pellini has been awarded with the Gold Medal at the International Coffee Tasting event thanks to its best product: Pellini Top. Pellini Caffè is a company with a passion for quality, producing in the most advanced factory in Europe, offering to its customers several certifications for the benefit of consumers (such as the voluntary traceability of the production line) and able to expand in 2008 its market share attracting new families in Italy. The coffee market has undoubtedly reached its maturity and therefore the excellence of the product is what, despite the recent economic recession, attracts consumers.

Pellini Caffè offers a variety of products, outdoor, ho.re.ca., retail and vending, both for the Italian and foreign markets

### **Research and Development at their best: e-Smart brings**

**PELLINI CAFFÈ S.p.A.**

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## wellness everywhere

In Italy Pellini Top is already leader in the distribution sector of coffee cans. Now it is also available in single serve portions, in pods or capsules.

In fact, during the Summer 2009 the Company will launch “e-Smart”, a high quality project that brings together a wide range of premium products and an espresso machine for capsules able to offer a coffee of the finest quality, with the *Made in Italy* guarantee.

“E-smart” is a compact machine for every environment, offering an exceptional performance thanks to its sophisticated technology combined to a captivating design.

At the origins of the project Pellini top “e-Smart” is the will to enter the vending sector as a quality partner with the aim to offer pleasure and wellness to all consumers who desire tasting a high quality espresso wherever they feel like: in the office, in a shop, in small communities and at home. E-Smart is very easy to use, with very simple commands and easy to charge.

Pellini Caffè wants to offer to its customers an espresso with an exceptional taste and to promote the ritual of coffee as an aware moment of wellness: every break must be a *particular and unmistakable* experience. Now this will be possible everywhere.

## Pellini Top and Pellini Bio, particular and unmistakable

Pellini Top is a coffee with a sweeter, delicate and soft taste that can be tasted even without sugar. Pellini TOP is characterised by an exclusive blend, the result of the selection of the best beans carried on in the countries of origin. Pellini Caffè has a top-class team of experts who systematically select the best cultivations: the Arabic coffee is a delicate plant to grow – 600/2000 meters of altitude – and it is not easy to keep its productivity stable; therefore it is preferable to identify the best plantation at every harvest. Moreover, in Pellini TOP the concentration of caffeine is very low, no more than 1,3%, thanks to the blend of only Arabic beans.

Pellini BIO has a rich taste and a low concentration of caffeine thanks to the well-balanced environment where the plants of pure Arabic beans grow: Pellini BIO invites the most attentive consumer to perceive its different aromatic notes. The production of Pellini BIO is part of a project of industrial bioethics that supports the development and defence of natural resources and life cycles and addresses the need of ecology and sustainability requested more and more everyday.

The family of Pellini products is completed by Espresso Aroma Oro, Espresso Gran Bar and Natural Decaffeinated Uik, the latter also available for the Vending sector.

**We wait for you at the Hall n. 15, stand B11-C12 for a particular and unmistakable moment of wellness with a Pellini TOP tasting.**

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

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