

Press Release

PELLINI CAFFÈ', AUTHENTIC ITALIAN COFFEE GOES TO JAPAN

Pellini Caffè, the fifth roaster in Italy, wagers on the Japanese market: inauguration of the first "Pellini Coffee Corner" in Japan, with many more new sites to open soon in other major cities. The company, based in Verona, will be flanked in the project by H. Yamamoto & Co. Ltd., leader in the distribution of high quality products. The company's iconic product, Pellini TOP, will soon be available also in *gourmet* stores.

Pellini Caffè continues to focus on the future, and this time it is focusing on the Far East. The company, has stipulated an important partnership with H. Yamamoto & Co. Ltd., the leading operator in the import and sale of fine food products in Japan. Pellini and H. Yamamoto & Co. Ltd. will work side by side to open a series of "Pellini Coffee Corners" to launch the Pellini TOP product. The first corner was inaugurated in Kobe on September 2, while the next openings will involve other important cities still in the process of being decided. The company is also planning the distribution of Pellini TOP to chains of *gourmet* stores, thus continuing a policy of excellence that considers high quality coffee a gourmet product as well as a relaxing pause of pure pleasure that we always deserve.

The Japanese drink coffee. The challenge to Pellini is to demonstrate to them, with our product, the special appeal of a quality espresso, with a particular, unmistakable aroma containing natural notes of fruit and chocolate (thanks to the blend of pure Arabica coffee from accurately selected plantations) and a very smooth flavor, it is a coffee that puts you in a state of utter wellbeing. The culture of *Italian coffee*, with a product of the highest quality, will add leverage to the spread of a new ritual, a new model of consumption that can become a way to enjoy the best moments of the day.

In a country where tradition and technology have learned to live together, Pellini arrives with a new lifestyle fashion in total harmony with the Japanese philosophy of wellbeing and respect for the most genuine traditions, enriched with the modern concept of innovative research: coffee as a sophisticated gesture of wellbeing, a ritual to be enjoyed with a beverage of excellent quality thanks to the most advanced control procedures during every stage of production.

Pellini TOP, the *particular and unmistakable* the Italian espresso

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PELLINI CAFFÈ' S.p.A.

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Pellini

il pallino del caffè

Pellini TOP is the fruit of long, prestigious experience: an exclusive blend produced through careful selection of the beans made directly in the countries of origin. A coffee, that stands out from all the others for the intensity of its fragrances, its soft, delicate, naturally sweet flavor that invites the consumer to enjoy it as is, without even adding sugar

The company's key product, Pellini TOP has a low caffeine content thanks to the composition of its blend of 100% pure Arabica coffee, the finest variety of the plant that produces a very low percentage of the stimulant.

Pellini TOP is the Italian espresso for real connoisseurs of coffee, people who appreciate superior quality, who prefer its delicate flavor.

Pellini Caffè and H. Yamamoto & Co. Ltd.,

With a hundred employees and over 120 collaborators, Pellini is the fifth coffee roaster in Italy for volume (13,000 tons of coffee) and turnover (68 million euro). The company was founded in 1922 and has never stopped growing. The main focus of Pellini Caffè is on quality. The company has always worked to achieve the highest standards in terms of quality, research and wellbeing. Examples are its use of the panel test (sensorial analysis of the product made by a group of professional tasters) and the fact that it has obtained certification of its voluntary traceability procedures, that ensure quality control of the entire production process, through a specific system of rules and audits.

H. Yamamoto & Co. Ltd., founded in 1911, has achieved a position of leadership in import/export trade, wholesale and retail sales in Japan. The company is specialized in pastry, food products, gift items and souvenirs, which it imports mainly from Europe, the U.S., Australia and Asia.

In the last ten years, H. Yamamoto & Co. Ltd. has had the opportunity to gain extensive experience with the Italian market and is the exclusive importer of Caffarel products to Japan (in 2006 the turnover in Japan was second only to that of Italy). Now its partnership with Pellini, chosen in a coherent way to offer the Japanese market a product made in Italy that is not only one of high quality but one that can lay the foundations for a new lifestyle trend.

H. Yamamoto & Co. Ltd. with Pellini Caffè, will exhibit at the international Foodex fair held in Tokyo from March 13 to 16, 2007.

[For further information, see the website www.clabcomunicazione.it/pellini](http://www.clabcomunicazione.it/pellini)

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