

Press Release

Federico Pellini, Vice-Chairman of Pellini S.p.A., elected President of the Italian Coffee Committee

**“It is important to redefine the standards of quality and
spread the culture of espresso abroad”**

Federico Pellini, Vice-Chairman of Pellini Caffè S.p.A., is the new President of the Italian Coffee Committee, the umbrella organization which contains all the main associations of the category that operate in the business of importing, transforming and marketing coffee. It is an important appointment, promoted by Aipa (the section of the Industrial Association that groups several of the most important roasters) whose turn it is this year to lead the organization. It was a pleasant surprise for Federico Pellini, but one that is certainly a tangible recognition of the fact that this rapidly growing company, based in Verona, is now a reference in the world of Italian coffee roasting.

With an exponential growth rate in the last ten years, Pellini Caffè has placed its entire focus on quality: the quality of the raw materials and processes (investing heavily in new technologies) and the quality of its relations with the suppliers at the origin. Federico Pellini, 52, (cousin of the current Chairman Marco, both members of the second generation of the family that founded the company in Verona in 1922) is the person who, since he joined the company, has made quality control and all the certifications that testify to that quality his mission.

Pellini, now the fifth largest Italian coffee producer with 68 million euro turnover, is the proud holder of UNI EN ISO 9001:2000 certification for its Quality Management System, and also holds certification from the Mediterranean Institute for the production and import of organically grown products, where it leads the market. In 2003 it obtained “Kosher” certification (that guarantees the compliance of Pellini products with the particular food regulations of the Hebrew religion). The most recent of these certifies the voluntary traceability of the chain in accordance with UNI 10939 published in 2001.

Pellini is a company that in 2004 was assigned Rating 1, the best index for the evaluation of the financial situation and for economic performance given by the well-known agency Dun & Bradstreet. It is another reward for quality that generates high reliability in every way, and the company management is clearly proud of these achievements. They also testify to an extremely farsighted managerial policy that the company also applies in other spheres. It is a tested school of thought that gives the maximum value to efficiency and guarantee of the extra value, that Federico Pellini expects to place at the disposal of the Committee which he now presides.

UNI EN ISO 9001:2000
UNI 10939:2001



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PELLINI CAFFÈ S.p.A.

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Pellini

il pallino del caffè

“In all these years I have traveled a lot to understand the important features of the countries of origin of the raw material, not just trying to identify the quality standards of the bean in line with the type of product we wanted to make, but above all reasoning about the best solutions to maintain that level of quality constant in time”.- explains the newly elected president, who adds: “I am happy about the confidence placed in me by my colleagues, who are also my competitors. Although the role of President of the Italian Coffee Committee is more formal than anything else, I feel the need, to the extent that my position allows me to do it, to promote a spirit of reflection involving all the members of the chain and enable them to find areas of general agreement that go beyond private interests to examine new strategies in support of the sector”.

For Federico Pellini it is absolutely essential to redefine market strategies in the light, above all, of a few problems that will not be easy to solve: effective elimination of customs barriers and the need of imperative hygienic and sanitary rules governing every step of the chain.

“To be more concrete I need to study the reports and analyses of my predecessors in depth, however I think I can say, on the basis of my own experience, that there is a need to promote activities in favor of support of the quality of the products making improvements in the countries of origin in order to stabilize the volatility of prices and safeguard the producers from uncontrolled speculation”.

The commitment of the new President is also to spread the culture of espresso coffee everywhere, systematically. In this, Pellini has always been a master, offering its consumers a new model of consumption: “Italian coffee is considered the best, qualitatively. We try to spread the concept that coffee is not something to submit to, not a habit, but a particular ritual that has to be experienced in accordance with certain rules of the art, in order to express all its added value” continues Federico Pellini “That is why I think it is important to define these rules and spread the culture, throughout the world. To do this I will try to involve the roasting company, inviting them to think creatively and with common goals in order to safeguard and promote the espresso culture”. This is one of the themes for discussion by the committee and we will propose some new technologies whose fundamental role will be to stabilize the quality standards in the location of raw material and in its storage and roasting, all the way to the espresso machine at the corner bar. It is not enough, for example, to have a good product to make good coffee: the machine and its maintenance, as well as the skill of the barman, are the last step in a long process that involves a lot of people and factors, but is just as decisive as any of the others.

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

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