

## A COFFEE WORTHY OF TWO GOLD MEDALS

**Pellini Top, the Veronese company's leading product, won two awards during the first International Coffee Tasting event.**

High quality ingredients as well as quality processing and roasting procedures: all elements of excellence found throughout the coffee production that go to make the blend *particular and unmistakable*. This level of quality not only pleases the consumer but also rewards the producer.

A demonstration of this could be seen at the first edition of the International Coffee Tasting competition during which Pellini TOP, produced by the well-known Veronese company, was awarded two gold medals (in the "Caffè Espresso" and "Caffè Moka ") categories

The competition, organised by the International Institute of Coffee Tasters together with the Taster Studies Centre, was aimed at recognising the quality of one of the most classic symbols of products *Made in Italy*, whilst providing the consumer basic guidelines with which to avoid "worthless" coffees found in bars and on supermarket shelves.

Pellini's exclusive TOP blend beat all other competitors. This victory was not due to the brand's fame but was won fairly during the competition: it's smooth, natural taste and refined aroma both received full marks from the three tasting panels who were asked to "blind" judge the coffees, meaning that their only means of judgement were the taste and smell of the products.

### **Pellini TOP: espresso or moka, always a symbol of high quality**

Pellini TOP is the product of a rigorous selection of coffee beans directly from the country of origin, of a slow roasting procedure and a natural cooling process. Together these factors further enhance the natural qualities of an exclusive 100% Arabic blend, a high quality product despite its low caffeine content (average 1,3%).

Pellini TOP has all the qualities of a "*caffè in tazza*" (cup of coffee), so dear to the Italians and increasingly appreciated abroad: a refined and fragrant aroma (in as much it is natural), sweet tasting (with a hint of chocolate, fruit and honey) and delicate yet decisive to be especially enjoyed without sugar.

Pellini TOP is an Italian espresso *per eccellenza*, the ideal healthy break for true coffee connoisseurs and lovers of high quality.

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**PELLINI CAFFÈ' S.p.A.**

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## International Coffee Tasting

A unique competition in its kind, the International Coffee Tasting event aims to single out and promote the best coffees available on the Italian market. The blends are classified according to origin and category and are subjected to careful examination by a panel of professional tasters who, by evaluating the sensory qualities of the products, determine their level of excellence.

The tasting method is stipulated by the International Institute of Coffee Tasters and uses a specific form and a method of statistical processing once data is collected.

"This is the first time that such a large number of coffees, 81, have been evaluated for their sensory qualities " said Luigi Odello, general secretary of the International Institute of Coffee Tasters.

"This kind of competition is common in the wine and grappa sectors, so much so that they now represent part of their history and tradition. However, in the coffee sector competitions are often aimed at the *barista* and almost never at the product itself. *International Coffee Tasting* aims to single out and award the best coffees by means of judging its sensory qualities ".

The first edition of the competition was held in Brescia on the 16th and 17th November 2006.

## The International Institute of Coffee Tasters

The International Institute of Coffee Tasters is a non-profit association founded in 1993 with the aim of creating and promoting a scientific method for coffee tasting. Since being set up the Institute has held hundreds of courses in which more than 4500 industrial workers and coffee lovers from all over the world have taken part (the handbook "Espresso Italiano Tasting", put together by the Institute in Italian and English has been translated into Spanish, Portuguese, German, French and Russian).

The International Institute of Coffee Tasters has an important scientific committee made up of University professors, technicians and professionals who plan research aimed at guaranteeing innovation in the coffee sector.

*For further information.*

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

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