

Pellini Caffè

Quality Coffee

The coffee ritual as a
conscious act of wellbeing:
for Pellini Caffè,
every coffee break is a
unique and unforgettable
moment
coverstory

Careful selection of raw materials, consistent product quality

and investment in cutting-edge technology making its facilities the best in Europe are what guarantees the excellence of made-in-Italy Pellini Caffè.

Pellini Top is the flagship brand, followed by Pellini Bio, the best-selling organic coffee in Italian large-scale retailers. In 2009, the company aims to promote its capsule and pod formats in response to market demand. The company is present in 20 countries and is one of the top five Italian coffee roasters.

“We are aware that even in a moment of great financial crisis the U.S. market is the place where the superior quality of our products can best be appreciated,” said Giancarlo Stangoni, Pellini Caffè’s sales director in an interview.

How will you win over U.S. distributors and consumers?

The approach to the U.S. market is linked to the single-serving format, in paper and capsules.

Within this segment, we will offer the prestigious Pellini TOP 100% Arabica and our organic version, which has been the market leader – though it is a niche market – in Italy, and for which we have verified high potential on the U.S. West Coast.

The strength of our organic product is that we are unique among Italian espresso producers. Pellini Bio is a part of a larger industrial bioethics project which supports the development and protection of natural

resources and life cycles, and responds to growing consumer awareness about the importance of ecology and equilibrium. Fancy Food will give us the opportunity to present the single-serving “e-smart” project which gives consumers an Italian-made capsule espresso machine that guarantees the highest quality of coffee.

How will you confront the U.S. premium espresso market?

We are finally ready to introduce ourselves to the U.S. market with a full range of premium products: home and outdoor; hotel, restaurant and catering; retail and vending. The products offered satisfy strict U.S. market rules for certifications, high product quality and exclusivity.

How was last year go and what do you expect for 2009?

The 2007 year closed with a turnover of 58 million euros and we came close to 60 million euros for 2008. For 2009, we hope to consolidate this growth, especially in the high-quality/premium-price segment