



Caffè Vergnano,  
The Authentic Italian Espresso.

# The Company

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**2014 Turnover:** 72.200.000 €

**Employees:** 124

**Production lines:** 24

**Factory surface:** 13.500 mq

**Italian retail clients:** 300

**Italian clients HORECA:** 5000

**Export Countries:** over 70

**Coffee Shops 1882:** 80



# Italy's Most Ancient Coffee Maker

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Caffè Vergnano was founded way back in 1882 and it's Italy most ancient coffee marker.

The company began as a small grocery shop in Chieri, a small town just below the Turin hills. It was set up by the current owners' grandfather, Domenico Vergnano.

The Vergnano family's true vocation soon became clear - within a few years, that small shop mastered all the secrets of roasting and selling coffee. The company grew at an astonishing rate, and the first three Italian coffee shops were opened in Turin, Alba and Chieri. But the true leap forward happened in the 1930s, and it was the outcome of a brave decision - the purchasing of a coffee factory in Kenya.



# A Family-Driven Business

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**PIETRO VERGNANO**  
Purchases and factory manager

**ENRICO VERGNANO**  
Commercial manager in Italy

**CARLO VERGNANO**  
Chairman

**CAROLINA VERGNANO**  
Responsible for  
the Espresso1882 project

**FRANCO VERGNANO**  
CEO



# An Accurate Choice of Raw Materials

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Caffè Vergnano follows the finest traditions, but at the same time it is one of the most dynamic and avant-garde producers. The superior quality of the blends comes from the meticulous selection of the best raw materials available, and an extraordinary production process.



# A Traditional Roasting Process...

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The roasting procedure is the most delicate moment of the coffee working process.

This is because the taste concentration and flavor of the beans depends on the exact level of roasting. Still today Caffè Vergnano carries out this stage following traditional methods.

The varieties of coffee are roasted separately, origin by origin, in order to guarantee the correct cooking level.

Unlike most modern coffee makers who work with the “turbo” industrial method, or rather with 5-6 minute cycles at high temperatures, Caffè Vergnano adopts a “**slow**” roasting process, with cycles that last between **18 and 22 minutes**. In each new cycle, the roasting of each individual lot is personally inspected, to guarantee the constant and perfect quality of the product.



# ... Without Ever Forgetting Innovation

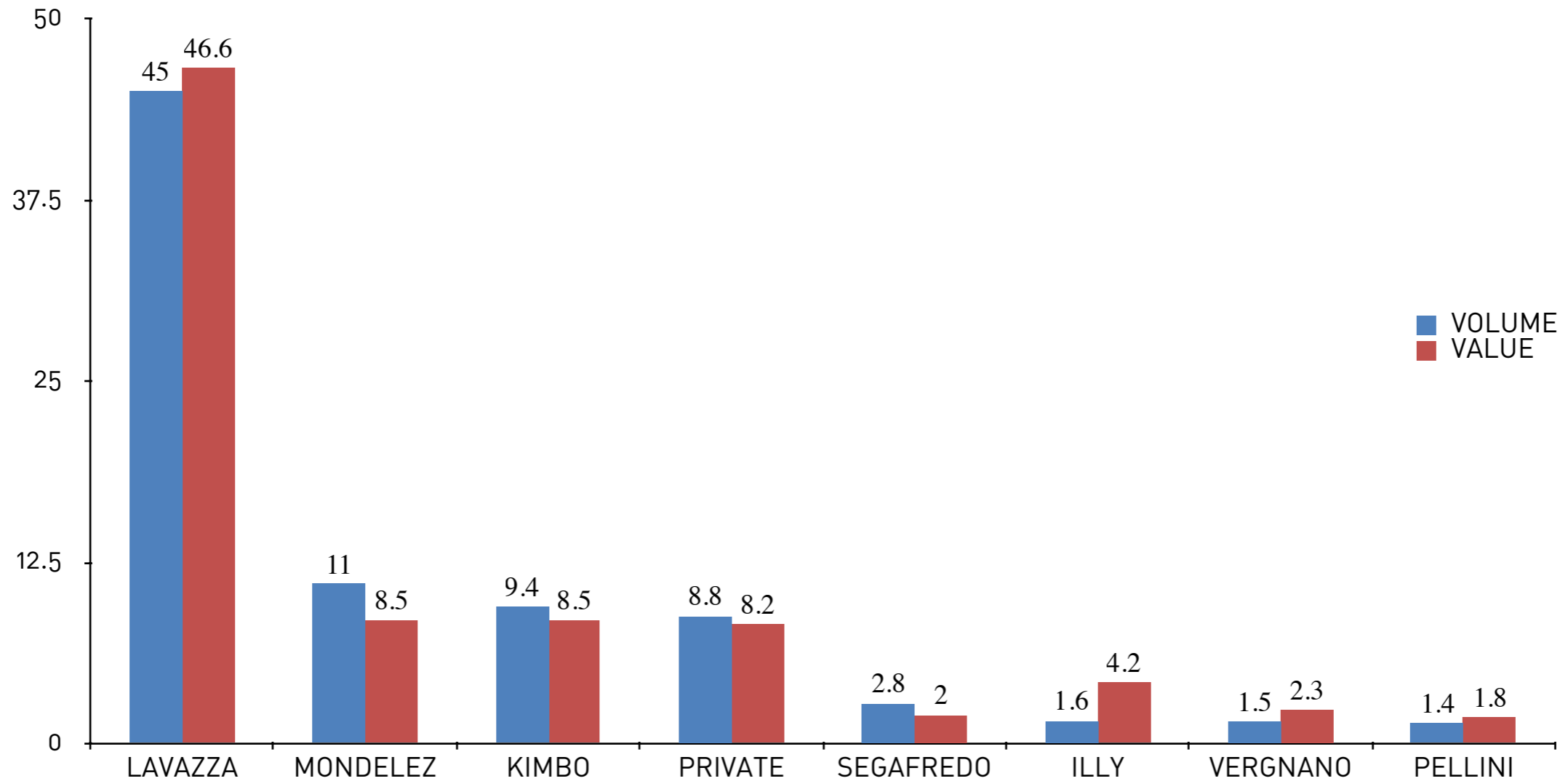
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The company is looking towards the future with serenity, standing strong on its 13,500 square meters factory and 22 automated production lines.

It ranks Italy's sixth company in retail market, with an Italian presence in 19 regions with over 5,000 HORECA clients. Furthermore, it successfully exports to more than 70 countries.



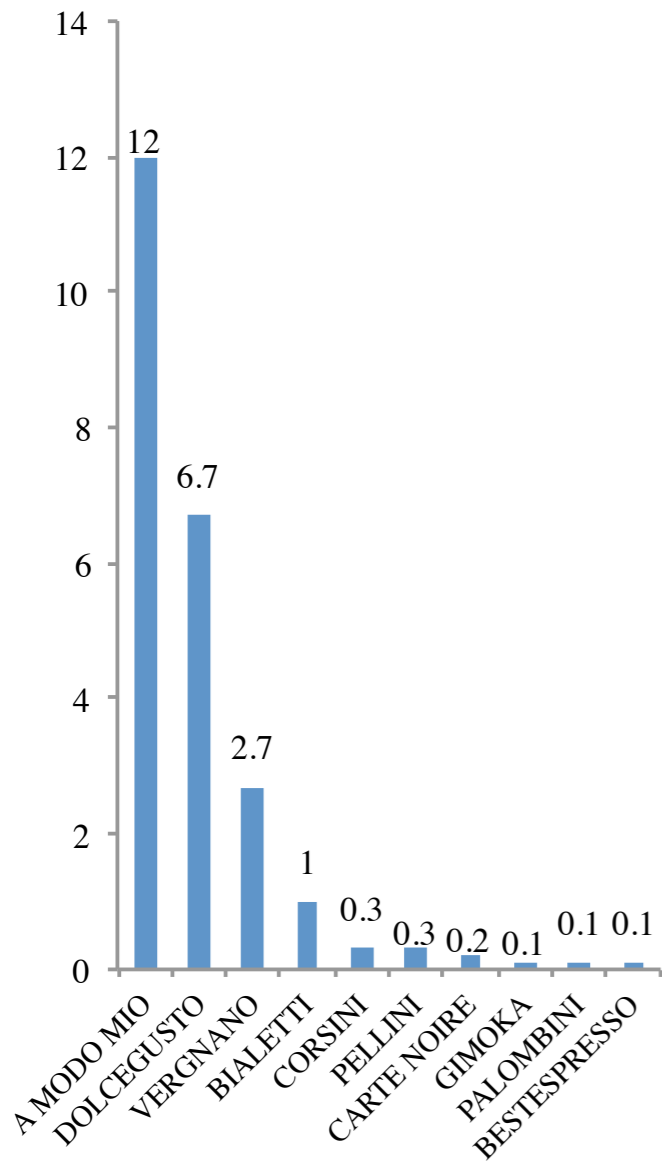
# The Coffee Market in Italy





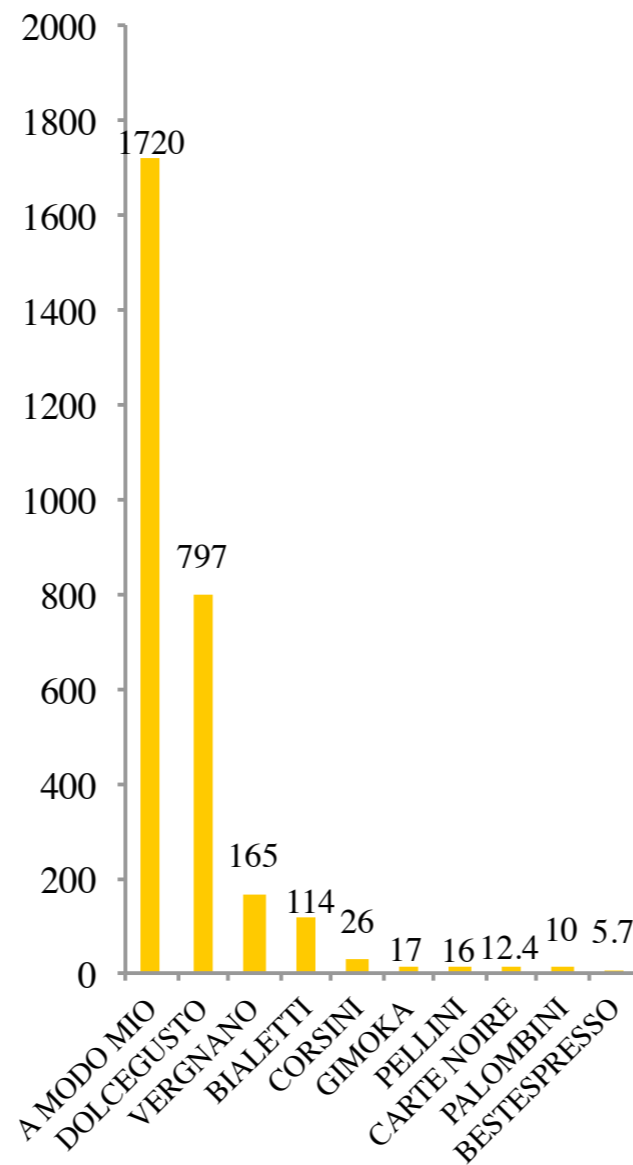
# The Capsules Market in Italy

**PACKS (MILLIONS)**



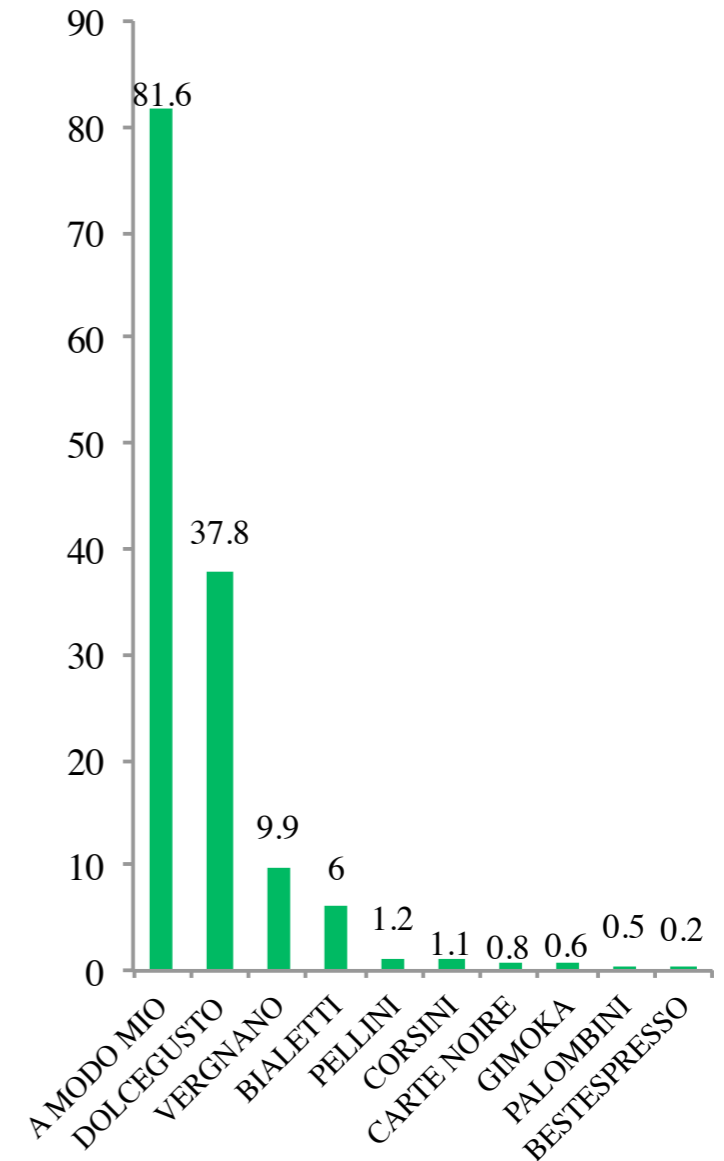
TOT MARKET PACKS = 28 MILLIONS

**VOLUME (IN 1000 KG)**



TOT MARKET VOLUME = 3.320.000 KG

**VALUE (IN MILLIONS €)**



TOT MARKET VALUE = 156 MILLIONS €



# The Èspresso1882 System

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Èspresso1882 is a Caffè Vergnano project that sprang from a desire to reinterpret coffee tradition in a contemporary way so as to offer consumers real Italian espresso.

The philosophy guiding the project revolves around the principles of 'Made in Italy' quality, professionalism and tradition combined with technological innovation for a final result that puts the highest quality at the very centre of its priorities.

The project began in September 2011 with the launch of Èspresso1882, the capsules compatible with coffee machines by Nespresso®\*.

With the December 2012 launch of TRÈ – the new coffee machine designed in-house by Caffè Vergnano and manufactured in Italy – Èspresso1882 is now a complete system allowing you to enjoy the perfect espresso in your own home.



\*The trademark is not the property of Caffè Vergnano S.p.A. or other connected companies.

## **IT'S ITALIAN**

Caffè Vergnano is the first company in Italy to offer a cup of coffee as good as you would find in a bar.

## **IT'S COMPATIBLE**

The capsules are compatible with coffee machines by Nespresso®\*.

## **IT'S DELICIOUS**

The range consists of various blends to satisfy the palates of connoisseurs of the real Italian espresso



# The Coffee Flavors

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**ARABICA:** blends of the best washed Arabica origins from Latin America bring floral and fresh fruit fragrances to your cup. With a pinch of Robusta, the acidity is nuanced and the delicate notes are enriched with sweet hints of cedar wood.

**CREMOSO:** the golden cream is dense and long-lasting. The clean aromatic notes bring oriental spices to mind, with interesting fragrances of vanilla and black pepper.

**DECAF:** a decaffeinated selection of fragrant African Arabica, strengthened by intense fruity hints with a touch of sandalwood from the prestigious origins of Asian Robusta, enriching the blend with a warm spicy aroma.

**INTENSO:** a full-bodied blend with the intense perfumes of the best Robusta coffees, a persistent cream and a deep hazelnut color.

**LUNGO INTENSO:** a sweet fragrance, a balanced mix. The velvety notes of the best Arabica origins combine a fragrant sweetness and a balanced mix to offer and enjoy.

**BIO:** a refined blend, born from the slow roasting of the best varieties of Arabica obtained through biological agriculture, respecting nature and the local ecosystem. A prestigious coffee, with a delicate flavour, full aroma - for the most demanding of connoisseurs.



# The Tea Flavors

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**EARL GREY:** The selection of the highest quality black tea with bergamot: a classic for the demanding palate.

**ENGLISH BREAKFAST:** Popular throughout the world, English Breakfast is the traditional blend of the best black teas.

**LEMON:** Strong, intense flavour, Lemon is the blend of selected black teas united with the fresh tang of lemon.

**GREEN:** Selected highest quality green tea. Fresh and pungent in flavour, it is popular for its beneficial, antioxidant properties.



# Three Different types of Capsules

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Normal



Compostable

It biodegrades for the 90% in 6 months. It can be thrown in the compost bin.



Aluminum

It is not biodegradable but it allows to have a more creamy espresso

# The New Compostable Capsule

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We've conducted a focus group in September in order to understand our target's sensitivity to the environment. More specifically, we wanted to verify the importance connected to the compostability of the capsule and the overall eco-packaging.

What came out from this test is that our consumers, the competitors ones (Nespresso and Lavazza in this case) and also people who do not buy the product consider the compostability of the capsule a **real added value** which would also, in some cases, generate a **shift** from the competitor to Caffè Vergnano. In addition, this innovation would contribute significantly to the brand image because it means that the company cares for the environment and has found an **effective solution**.

Moreover, there are **no risks** connected to this launch because the consumer is willing to pay a little bit more for this product and is not scared that the taste would change in some way due to the new capsule material.



# The new compostable capsule

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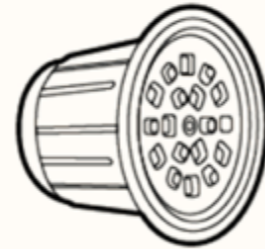
OUR NEW CAPSULE CAN BE THROWN IN THE COMPOST BIN, AND THE ENTIRE PACKAGING CAN BE RECYCLED AS FOLLOWS:



**BOX**  
PAPER  
RECYCLING



**FLOWPACK**  
PLASTIC  
RECYCLING



**CAPSULE**  
ORGANIC  
RECYCLING



**INDUSTRIAL COMPOST  
PLANT  
CERTIFICATION**



# The New Pack

# of capsules  
Blend name  
Coffee intensity

More weight to  
Caffè Vergnano  
logo

The real Italian  
espresso



Compostable  
capsules

On the back:  
recycling  
instructions

Nespresso  
compatibility  
sentence



# The Products Variety

## Big Packs (10 pieces)



## Small Packs (10 pieces)



# The range of products



# Other Products - RETAIL

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**TINS:** A balanced product, with a delicate taste and a rounded aroma, which is created by slow roasting the finest Arabica varieties. Packaging in a controlled environment assures the coffee's fragrance, keeps the coffee fresh and means it can be stored for longer. 3 references: Moka, Espresso and Decaffeinated.



**BLENDS:** Caffè Vergnano blends satisfy every taste: from the light and pleasant taste of 100% Arabica to the blends with a high percentage of Robusta, with a rich and full bodied aroma.



**ESPRESSO CASA:** Espresso Casa, for consumers who appreciate a slightly stronger coffee. With its chocolaty and full-bodied taste, Espresso Casa is perfect for creating a creamy and inviting coffee. using domestic espresso machines, that tastes like a bar blend.



# Other Products - RETAIL

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**PODS:** All the quality of Caffè Vergnano in a quick and easy to use pod. 4 references.



**NATURA:** Natura is made up of 50% of the finest coffee and 50% roasted barley. Conceived for those who prefer a drink which is rich in taste, but low in caffeine, ideal for breakfast and perfect when you don't want to give up a good cup of coffee.



**BEANS:** Caffè Vergnano chooses only the best beans to guarantee a quality coffee, taking care with every phase of the transformation, from the bean to the cup.



# Other products – HORECA

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**BLEND 1882 ESPRESSO:** Caffè Vergnano is celebrating years of tradition by releasing a superior quality, exclusive blend of the world's finest varieties of coffee. An exceptional product created for those looking for prolonged drinking pleasure.



**CLASSIC LINE :** A range to satisfy even the most demanding customer. From the full-bodied and fruity Espresso Dolce '900 to the sweet Espresso Crema '800, via the intense aroma of the creamy Espresso Ricco '700, the strength of the Espresso Classico '600 and the delicate taste of the 100% Arabica decaf.



# Other products - HORECA

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**CAPSULES:** The utmost of quality and the advantages of technology, the capsules Caffè Vergnano guarantee an excellent espresso, with a dense and lasting crema. Easy to use, 100% Biodegradables, the capsules are perfectly hygienic and the freshness and the aroma are always preserved.



**PODS:** An environmentally friendly espresso which is quick and easy to prepare, and fully satisfies your taste buds.



**COMPLEMENTARY PRODUCTS:** A wide range of complementary products completes our offer.



# Other products - VENDING

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**AROMA MIO:** the line in beans is designed specifically to be used in vending machines with three blends that satisfy all palates.



**PODS:** pods compatible with all devices that use the pods' system. Rich in aroma and taste, guarantee a very high quality product.



**CAPSULES:** aroma and intensity of our finest coffee beans encased in practical single-dose capsules biodegradable. The capsules Caffè Vergnano, respect the environment. They are in fact biodegradable plastic material Biodè.





# Our machines – Espresso1882 capsules

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**TRÈ**  
Single circuit for  
both tea&coffee



**TRÈ+**  
Double circuit: one  
for tea and one for  
coffee

# Our machines – PODS and FAP capsules

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Trè is also designed for pods. Available in 3 colours. Natural oak – black oak – white oak



Trè is also designed for **Caffè Vergnano fap capsules**. Available in 3 colours. Natural oak – black oak – white oak



# Where we mainly export



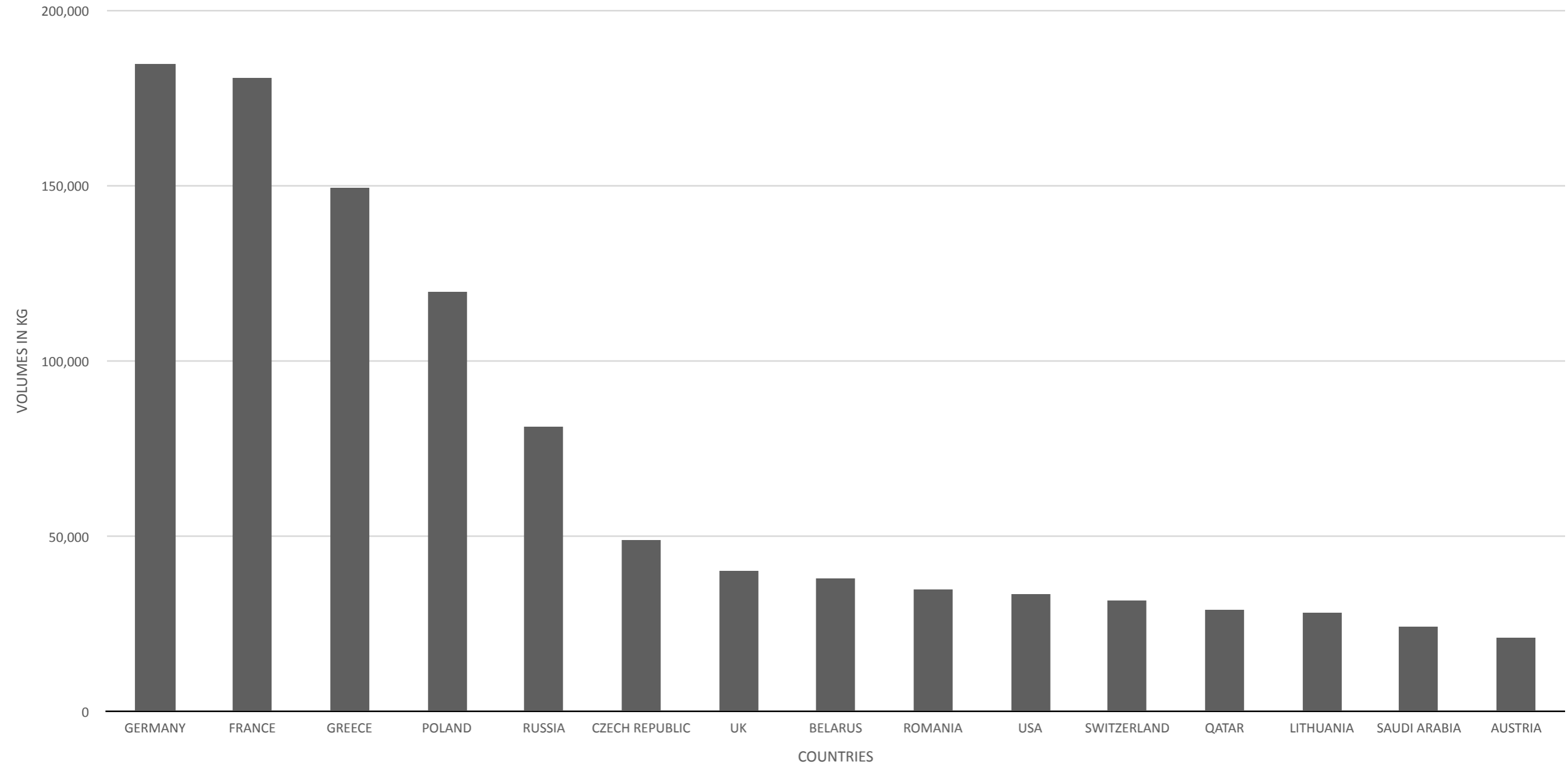
More than 50K kg



10K – 49K kg



# Top 15 countries (volume x year 2014)





Thank you for your attention!

