



COFFEE SHOP 1882

CAFFE' VERGNANO

1882



1882

THE COFFEE “SPOT”

Just like the worldwide mark, the coffee “spot” which symbolizes intimacy, warmth and peasant moments in front of a cup of coffee, the time spent at a Caffè Vergnano Coffee Lounge 1882 should leave a charming and unforgettable impression.

1882

EXCLUSIVE LOCATIONS.

Coffee is a moment of relaxation and intense daily pleasure. So that you can enjoy it in a unique setting, Caffè Vergnano has created an exclusive space where you can soak up a young and cosmopolitan atmosphere with all the warmth and familiarity of your very own living room.



THE UTMOST MODULARITY AND CUSTOMISATION

The elements featuring the Caffè Vergnano Coffee Lounge may be combined in different solutions, ranging from small shops to roasting-bars, to the creation of coffee-corners inside shopping centres and hyper-markets.



1882

NOT THE USUAL CAFÉ

Every detail is original and exclusive: the furnishings and materials are natural, the products and blends innovative and unique, the merchandising and complements unprecedented and particular. The taste of traditional Italian dishes on the Menu 1882 and the uniforms of our bar staff complete the project of the Coffee Lounge 1882 Caffè Vergnano to take the culture of all things Made in Italy all over the world. So you feel at home wherever you are.



ECO SUSTAINABILITY

Defence of the environment is an everyday habit for Caffè Vergnano. Like that of coffee. This is why the new Coffee Lounge 1882 Caffè Vergnano are conceived as a completely eco-friendly space. Takeaway napkins and cups are made of recycled paper and the furnishings are inspired by eco-design principles: to guarantee that all waste can be correctly recycled, throughout the coffee shops there are recycling containers.



1882 BLEND

Only in a Coffee Lounge 1882 Caffè Vergnano you can taste the superior quality of the new 1882 blend, born from the selection of the best ingredients and an extraordinary production process. Made exclusively for the Coffee Lounge, this surprising blend with its original aroma is the product of the best varieties of coffee in the world.



NEL MONDO DI
CAFFÈ VERGNANO
ITALIA

CAFFÈ
VERGNANO
1882

CAFFÈ VERGNANO
1882
NEL MONDO.
ITALIA

PRIMA
L'ESPERIENZA DI UNO DEI PIÙ FAMOSI
CAFFÈ AL MONDO. LA QUALITÀ
DELLA MATERIA PRIMA, LA TRADIZIONE
DELLA FABBRICAZIONE, IL
MESTIERE DEL BARISTA.

SECONDA
L'AMBITO DI UNO DEI PIÙ
FAMOSI CAFFÈ AL MONDO.
LA QUALITÀ DELLA MATERIA
PRIMA, LA TRADIZIONE
DELLA FABBRICAZIONE,
IL MESTIERE DEL BARISTA.



**COFFEE LOUNGE'S EQUIPMENTS
AND MERCHANDISING**



1882

MENU

"BELLE EPOQUE" COFFEE MACHINE



The **BELLE EPOQUE** represents the Italian design and authenticity of 1882 coffee shops. The original espresso machines were true works of art in the inimitable Italian style. Massive, ornate, and impressive steam machines designed to brew coffee and foam milk in a stimulating and entertaining ritual.

Much of the enjoyment of this exotic Italian classic was watching the Barista prepare an espresso with this elaborate piece of machinery with skill and showmanship.

Where possible this unique, elegant and yet modern espresso machine can be found taking center stage behind the bar. A center piece in New York, Qatar, Casablanca and Munich to name but a few.

L'ESSENZA DELLA
NOSTRA STORIA?
LA QUALITÀ //
THE ESSENCE
OF OUR STORY?
QUALITY

La qualità superiore delle miscele Caffè Vergnano nasce dalla selezione delle migliori materie prime e da un processo di produzione straordinario. Tutto il sapere di 130 anni di storia di caffè è a disposizione all'interno dei Coffee Shop Caffè Vergnano, per essere gustato tanto in loco, in un ambiente rilassante, quanto comodamente a casa propria. //
The superior quality of the Caffè Vergnano blends begins with the selection of the highest quality green coffee and ends with an extraordinary production process. All the know-how and experience of 130 years is on display within the interior of the Caffè Vergnano coffee shops, to be enjoyed here or at home.



LATTONE PET 2 KG

Dedicata esclusivamente ai Coffee Shop, Caffè Vergnano 1882 è la massima espressione del vero caffè italiano, ottenuta dalla torrefazione dei migliori Arabica dell'America Centrale miscelati con il Sidamo, che conferisce alla miscela un aroma complesso, che evoca sentori di fiori e agrumi. //

2 KG PET CONTAINER

A blend which is exclusively available within the 1882 coffee shops. The ultimate expression of passion and experience is sealed within this exclusive 1882 blend by Caffè Vergnano. The best Arabica beans from central America have been singularly roasted and then blended with an Arabica "Sidamo" of Ethiopia. A unique coffee which adds a complexity of aromas and evokes subtle hints of flora and citrus fruits.

LATTINA 250 G

La stessa combinazione di miscele, con il suo gusto unico, è disponibile anche nella Lattina da 250g. Per offrire ai clienti la possibilità di portarsi a casa un ricordo dell'aroma assaporato presso i Coffee Shop. //

250 G COFFEE TIN

The same combination of blends are available with their unique taste in a 250gr tin. Offering the clients the possibility to take home the aroma and flavors enjoyed while at the 1882 Coffee Shop.

SACCHETTI PER CAFFÈ SFUSO 250 G - 500 G

Tutto il gusto inconfondibile della tostatura firmata Caffè Vergnano è disponibile anche nei sacchetti per caffè sfuso, con etichetta personalizzata. Con la possibilità di scegliere tra le diverse miscele, macinate o in grani, da gustare comodamente a casa. //

PAPER BAGS FOR BULK COFFEE 250 G - 500G

All the unforgettable flavors of Caffè Vergnano roasted coffee is available in take home bulk bags with their own individual labels. A large range of blends and single origins are available and may be taken home either ground or whole bean.



INSEGNA ESTERNA //
EXTERNAL SIGNAGE



PANNELLO MISCELE SFUSE //
BULK COFFEE PANEL



QUADRO ESPRESSO®1882 //
PHOTO FRAME ESPRESSO®1882



LUCE SOSPENSIONE GRANDE //
LARGE HANGING LIGTH



LUCE SOSPENSIONE PICCOLA //
SMALL HANGING LIGTH



LUCE TERRA //
STAND ALONE LIGTH



LUCE TAVOLO //
TABLE LIGTH



PANNELLO GREEN //
GREEN PANEL



PANNELLO ISTITUZIONALE //
INSTITUTIONAL PANEL



PANNELLO COFFEE SHOP //
COFFEE SHOP PANEL



QUADRI COFFEE SHOP //
PHOTO FRAMES COFFEE SHOP



QUADRO FINE ART 01 //
FINE ART PHOTO FRAMES 01



TAVOLO //
TABLE



SEDIA //
CHAIR



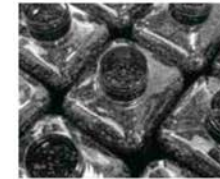
POUFF //
POUFF



POLTRONA //
LOUNGE CHAIR



QUADRO FINE ART 02 //
FINE ART PHOTO FRAMES 02



QUADRO FINE ART 03 //
FINE ART PHOTO FRAMES 03



QUADRO FINE ART 04 //
FINE ART PHOTO FRAMES 04



QUADRO FINE ART 05 //
FINE ART PHOTO FRAMES 05



PANCA //
BENCH



SCABELLO //
STOOL



COLONNA PORTARIVISTE //
BOOKCASE



SCAFFALE PRODOTTI //
PRODUCT DISPLAY SHELVING



TARGA //
EXTERNAL PLAQUE



POSTER PREPARAZIONI //
DRINK POSTERS





VASSOIO TONDO //
ROUND TRAY



VASSOIO RETTANGOLARE //
SMALL RECTANGULAR TRAY



PORTA TOVAGLIOLI //
NAPKIN HOLDER



TOVAGLIOLI //
NAPKIN



TAZZINA ESPRESSO //
ESPRESSO CUP



TAZZA CAPPUCCINO //
CAPPUCCINO CUP



TAZZA CIOCCOLATA //
HOT CHOCOLATE CUP



TOVAGLIETTA //
DINING PLACE MATS



PORTAPOSATE //
CUTLERY HOLDER



POSACENERE //
ASHTRAY



PORTASCONTRINO //
RECEIPT HOLDER



MUG //
MUG



BICCHIERINO VETRO //
SMALL WATER GLASS



TEIERA //
TEAPOT



LATTIERE //
MILK JUG



SEGNAPREZZO //
PRICE TAGS



PREZZINO DA BANCO //
BAR TOP PRICE TAGS



MENU PREPARAZIONI //
1882 DRINKS MENU



MENU //
LOCATION MENU



BICCHIERE TAKE AWAY 100ml //
100ml TAKEAWAY CUP



BICCHIERE TAKE AWAY 250ml //
250ml TAKEAWAY CUP



BICCHIERE TAKE AWAY 300ml //
300ml TAKEAWAY CUP



TAKE AWAY FREDDO //
COLD TAKEAWAY CUP



DIVISE
ABBIGLIAMENTO //
UNIFORMS
CLOTHING



GREMBIULE //
LONG APRON



DAVANTINO //
SHORT APRON



CAPPELLINO //
CAP



BICCHIERE MAROCCHINO PICCOLO //
SMALL IRISH GLASS



BICCHIERE MAROCCHINO GRANDE //
LARGE IRISH GLASS



BICCHIERE COCKTAIL //
COCKTAIL GLASS



BICCHIERE LATTE MACCHIATO //
LARGE MACCHIATO GLASS



CAMICIA DONNA //
LADIES SHIRT



CAMICIA UOMO //
MENS SHIRT



PORTAZUCCHERO PICCOLO //
SMALL SUGAR HOLDER



PORTAZUCCHERO GRANDE //
LARGE SUGAR HOLDER



RENDIRESTO //
CHANGE PLATE



UNA COMUNICAZIONE
ENERGICA,
COME IL CAFFÈ. //
AN ENERGETIC MARKETING,
JUST LIKE THE COFFEE.

Anche la comunicazione è buona, quando si parla di Caffè Vergnano. Tutti i materiali sono stati pensati per essere perfettamente coerenti e abbinabili tra di loro, con uno stile raffinato e semplice, immediatamente riconoscibile. Proprio come l'atmosfera che chiunque può assaporare mettendo piede in un Coffee Shop Caffè Vergnano. // When it comes to Caffè Vergnano even the marketing is appealing. All of the marketing materials have been designed to reflect the style and image that is part of the Caffè Vergnano experience. To be immediately recognizable, to be refined and yet simple.



COMUNICAZIONE
INAUGURAZIONE
LOCALE //
OPENING
COMMUNICATION



CAMPAGNA STAMPA //
MEDIA MARKETING



INVITO //
INVITATIONS



COMUNICAZIONE
PER CLIENTE //
CLIENT
MARKETING



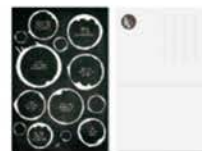
BROCHURE ISTITUZIONALE //
STITUTIONAL BROCHURE



BROCHURE MISCELE //
COFFEE BLENDS BROCHURE



PORTA BROCHURE CARTOLINE //
BROCHURE DISPLAY STAND



CARTOLINE ADESIVI //
POSTCARD STICKERS



FIDELITY CARD: 20 ESPRESSO //
LOYALTY CARDS: 20 ESPRESSO



FIDELITY CARD MISCELE SFUSE //
LOYALTY CARDS: BULK COFFEE



SHOPPER CARTA //
PAPER SHOPPER BAG



SHOP IN SHOP //
SHOP IN SHOP



LATTINA 250 G //
250 G TIN



LIBRO Espresso //
Espresso BOOK



ESPOSITORE BANCO LIBRO Espresso //
Espresso BOOK DISPLAY STAND



COFFEE SHIRT //
COFFEE SHIRT



KEEP-CUP: PICCOLO - MEDIO - GRANDE //
SMALL (4OZ) - MEDIUM (8OZ) - LARGE (12OZ)

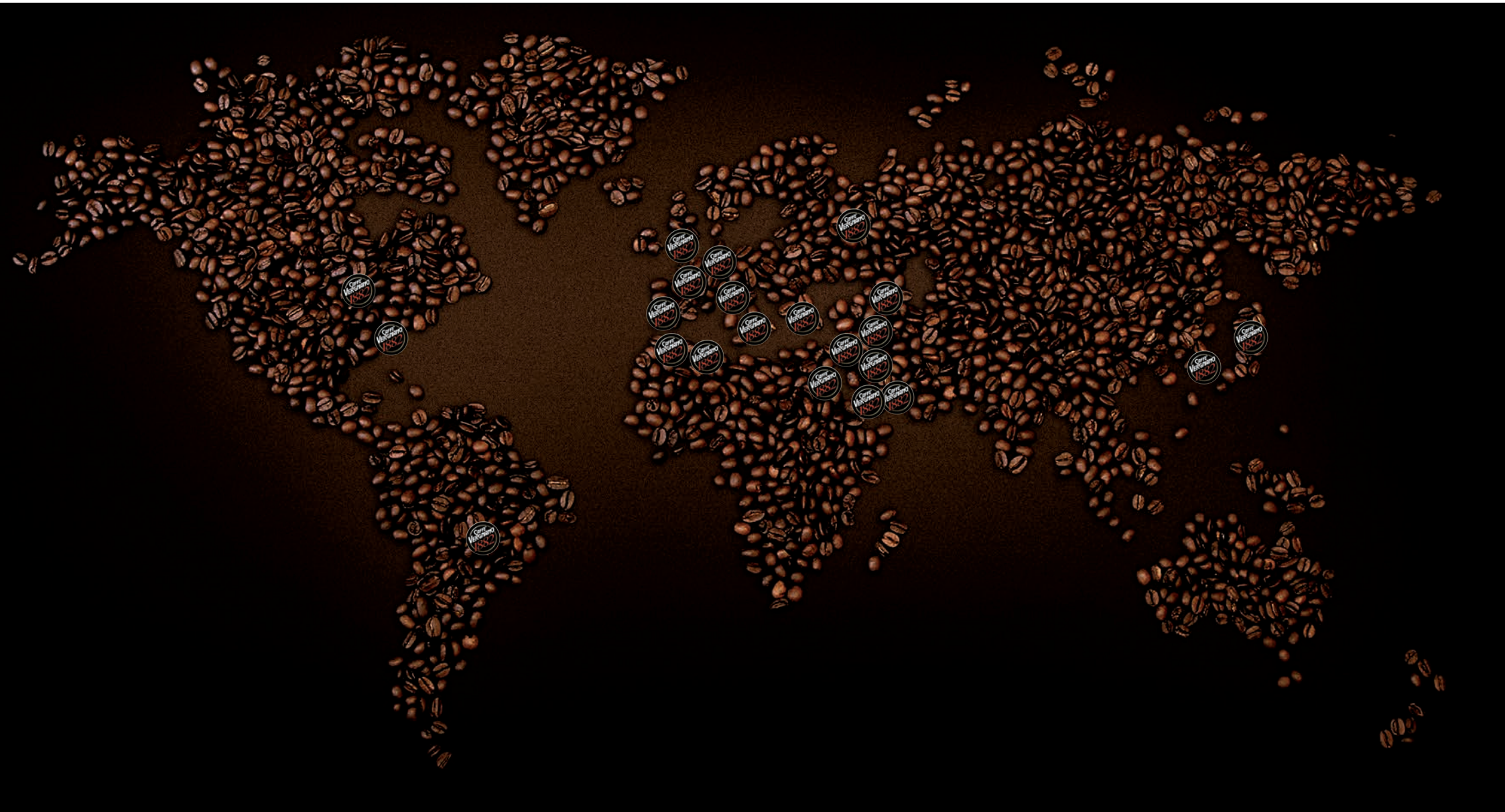


GIFT BOX 2 TAZZINE //
2 CUP GIFT BOX



THERMOS //
THERMOS

90 COFFEE SHOPS 1882 ALL OVER THE WORLD



REACHING 20 COUNTRIES

COFFEE LOUNGE

1882

our flagship
PROJECT 2015

TURIN-EATALY
CHIERI
MOLE ANTONELLIANA

MONDOVI
ITALY

ASTI
ITALY

IMPERIA
ITALY

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C.C. IPERCOOP

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C. C. EUROMA2, ITALY

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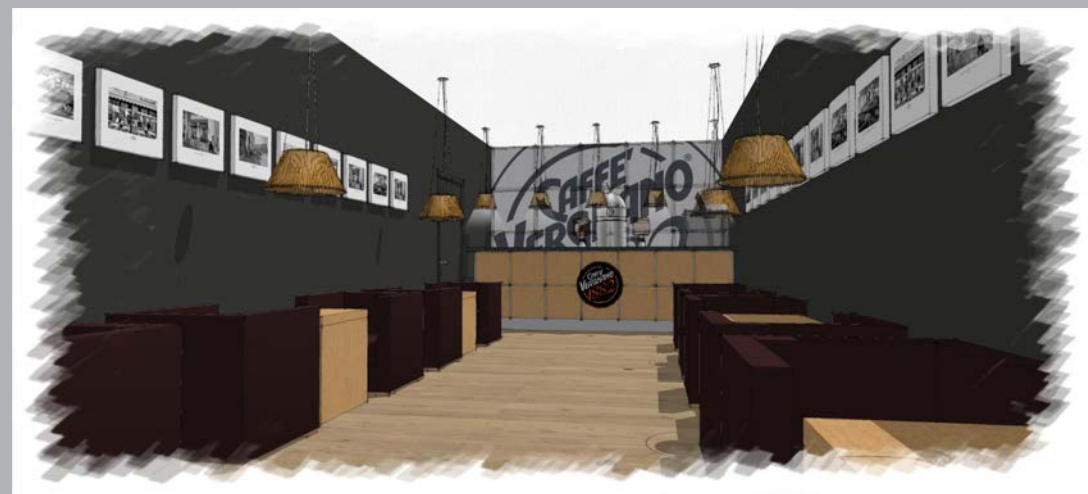
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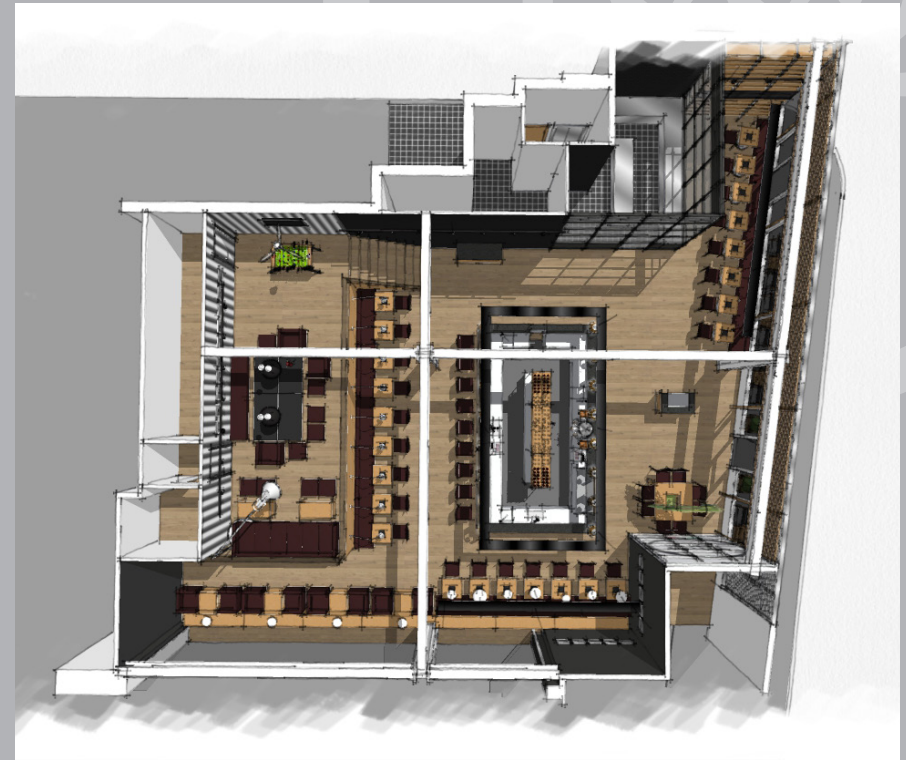
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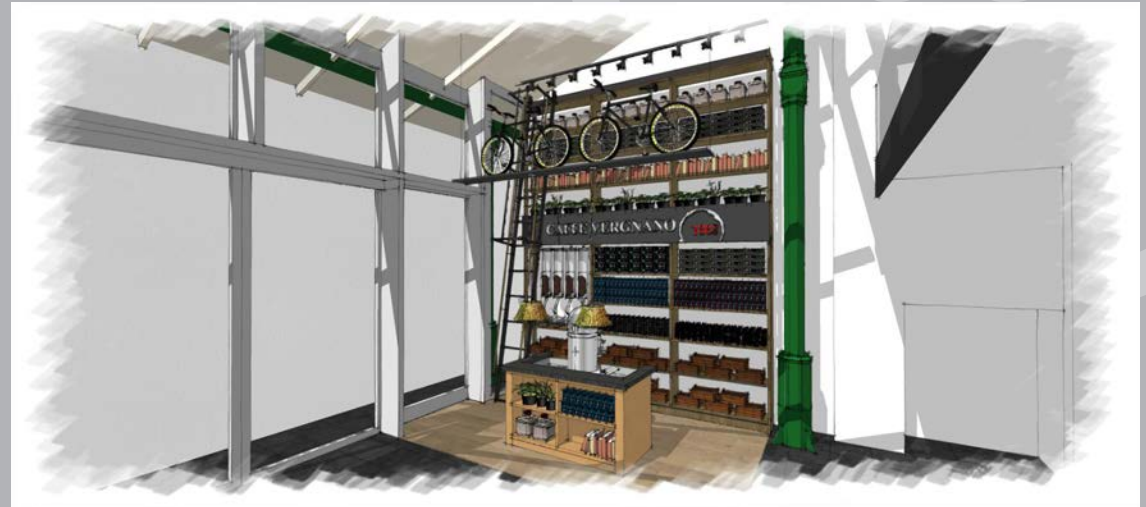
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1882

PARTNERSHIP

WHOM IS IT INTENDED FOR?

We address to partners stimulated/motivated by the idea to start up an activity of coffee-bar, who choose our brand to spread the culture of coffee and the tradition of a real Italian-style coffee-bar, and to people who want to present very high quality products in a warm and stylish environment.

“CAFFÈ VERGNANO 1882” STORE: THE FORMULA

Step 1: the possible partner will look for a location and contact a member of the 1882 team.

Step 2: an architect, selected from the 1882 team, after a survey of the location will develop a project of the 1882 concept, suitable for the specific location.

Step 3: once approved by the partner, the project will be sent to a bar fitting company previously selected by Caffè Vergnano, in order to obtain a cost estimate for the realisation that will have to be born by the partner.

Step 4: the signing of the contract and the order of the furniture to the fitting company.

Step 5: Caffè Vergnano will deliver the partner “turn-key” premises, ready to be opened

IDEAL LOCATION PROFILE

- Capital or town of primary importance
- Downtown, shopping malls, department stores
- Preference given to locations where it is possible to install a dehor
- Minimum 50sqm of sales area for traditional bar
- For shopping centre, airport also smaller area will be considered
- Minimum 8sqm of external windows

AVERAGE INVESTMENT COSTS

- 1000-1500 €/sqm

SUPPLIES INCLUDED:

- counter and back bar counter
- complementary furnishing, flooring, lighting
- sign and external window
- installation
- coffee espresso machine equipment (espresso machine and grinders) and chocolate machine
- merchandising (quantity required for the set up of the activity)
- training courses at the Vergnano Academy

SUPPLIES NOT INCLUDED:

- connections to main and utility service
- building works
- electrical, special system and mechanical system

1882

CONTRACT

Typology: commercial partnership

Terms of contract: the terms effective upon contract stipulation

Entry fee: € 15.000 for each coffee shop for Architect's fee and expenses (the fee covers all the architect's travel and board expenses)

Service fee (due yearly):

€ 5,000 for 1 store opened

€ 6.000 for 2 stores opened

€ 7.500 for 3 stores opened

€ 15.000 for 4-5 stores opened

Royalty; 3%

PAYMENT TERMS

Entry fee: € 15.000

To be paid for each opening as follows:

50% in advance

50% at the signing of the contract

The cost of the furniture has to be paid as follows:

50% in advance

50% before delivery of the furniture



LET US OFFER YOU THE BEST
ITALIAN EXPERIENCE