



ESPRESSO IN ITALY

COMPANY

PROFILE



A CONCERTO OF EXPERIENCE
AND INNOVATION

IN 1979 THE SEGAFREDO FAMILY, KNOWN FOR THEIR YEARS OF EXPERIENCE IN THE COFFEE BUSINESS, ESTABLISHED ESSE CAFFÈ IN BOLOGNA.

- The three S's: Science, Sapience, Specialization: three values, which sum up our Company's philosophy, which is based on our experience and oriented towards innovation.
- Specialists in Italian Espresso: an important figure in the world of coffee, with knowledge which ranges from the selection of raw coffee beans to roasting, from packaging to the professional equipment used in producing the espresso itself.
- Today Esse Caffè is a well-known brand in the Ho.Re.Ca sector, having earned a place among the Top Ten Italian Players (out of a total of about 700), now serving thousands of coffee shop.

COMPANY

OUR SALES NETWORK



2

IN ITALY

ESSSE CAFFÈ IS THE FIRST COMPANY IN ITALY TO HAVE OBTAINED A CERTIFICATION FOR ITS SUPPORT SERVICE. OUR SALES NETWORK RELIES ON EXPERIENCED PROFESSIONALS WITH A DEEP KNOWLEDGE OF THE INDUSTRY, WELL DISTRIBUTED ACROSS THE TERRITORY WHERE WE OPERATE, AND ON OUR OWN FLEET OF VEHICLES.

- All our agents are equipped with the technical instruments required to assist the operator in each phase of the delicate process of the transformation of the coffee beans into espresso.
- Our Sales Network offers an expert consultancy for entrepreneurs and is a partner for our client in the development of their business.

3

INTERNATIONAL GOAL

THE CONSISTENT QUALITY OF OUR COFFEE IS OUR AMBASSADOR THROUGHOUT THE WORLD.

- Our reliability guarantees constant support through time.
- Our training programme is the key to the success of our distributors.
- Contributing to the promotion of an Italian Espresso culture is our greatest satisfaction.

COFFEE COMPANY

AT ESSE CAFFÈ, QUALITY IS OUR TOPMOST PRIORITY: WE CAREFULLY VERIFY THE EXCELLENCE OF OUR PRODUCTS, THE SAFETY OF OUR WORKERS, THE FINANCIAL STABILITY OF OUR COMPANY, AS WELL AS RESPECT FOR THE ENVIRONMENT. THIS IS WHY WE DECIDED TO CERTIFY IT.



PRODUCT

Since 1998, we belong to the Istituto Nazionale Espresso Italiano (The National Institute of Italian Espresso), which has certified that our professional Esse Caffè blends meet the technical-sensorial specifications of Italian Espresso.



QUALITY

In 1996, our constant search for excellence was awarded with the certification of the Quality Management System.



SAFETY

Thanks to our efforts to carefully safeguard our employees, in 2011 we received the certification of the Quality Management System for Workers' Health and Safety.



FINANCIAL STATEMENTS

Beginning in 2004, we have had our financial statements certified.



THE ENVIRONMENT

Our objective is an environmentally sustainable production which safeguards the environment: the latest technologies, low-impact products and packaging, efforts to reduce emissions. As a result, in 2002 we received the certification of the Environmental Management System.

LA CLASSE DI ESSE

centro di
perfezionamento
per i professionisti
del bar

FROM THE VERY BEGINNING, ESSSE CAFFÈ HAS CHOSEN TO MANAGE THE CREATION OF OUR COFFEE BLENDS; WE DO SO FROM THE BEANS TO THE ESPRESSO IN THE CUP. THIS CHOICE HAS LED TO THE CREATION OF “LA CLASSE DI ESSE”, THAT IS, THE TRAINING CENTER FOR THOSE WHO WISH TO LEARN THE BARISTA PROFESSION OR BARISTAS WHO DESIRE TO HONE THEIR SKILLS.

TRAINING CENTRE LA CLASSE DI ESSE

A modern structure with avant-garde classrooms and numerous courses available in several locations, both in Italy and abroad. Five Training Sectors are available:



THE ART OF THE COFFEE SHOP

This sector is targeted to those people, who desire to enter the profession of barista, or for whoever wants to perfect their espresso-making technique and their style of presentation of all coffee shop products.



CERTIFIED ITALIAN ESPRESSO

Courses for baristas, who desire to obtain the title of Operator Qualified to Serve Certified Italian Espresso.



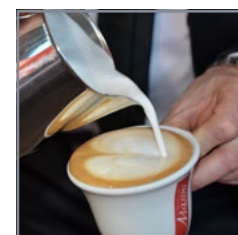
BARISTA ENTREPRENEUR

Group or individual courses where to learn effective instruments for economic-financial management and marketing abilities for running and promoting your business.



NOVELTY AREA

Decoration course: fruit and vegetable carving.



PERSONAL BAR TRAINER

An Esse Class professional comes to work with you at your coffee shop!

WORKING TOGETHER



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

FOR THE RESEARCH

UMBERTO VERONESI FOUNDATION

Involved in prestigious medical research projects aimed at developing innovative cures, as well as important cultural, environmental and socially useful activities.

PINK IS GOOD

Project, which helps finance the work of 25 researchers dedicated to the study and cure of women's cancers in the top Italian oncological research centers.

ALMA MATER UNIVERSITY OF BOLOGNA

From the beginning the Company has collaborated with the scientific expertise of the Agricultural Faculties of the Universities of Bologna, Cesena and Foggia and continues to do so.

FOR THE SPORT

SPORTFUND AND SILVIA RINALDI FOUNDATION FOR SPORT (NON PROFIT)

Works to support sport projects for disabled persons, intended to promote social inclusion through sports.

FOR THE QUALITY

ACADEMY OF MASTER ITALIAN CONFECTIONERS

This association represents the highest level of professionalism of national confectionary.

CONSORTIUM FOR THE SAFEGUARD OF TRADITIONAL ITALIAN ESPRESSO COFFEE

Since 2015, this organization has been working on the process to request UNESCO to include Italian Espresso in the World Heritage List.





AN AROMA WHICH GIVES INTENSE EMOTIONS.

An Espresso which is delicate and aromatic, but at the same time full-bodied and chocolatey. A unique taste which is able to blend strong character with fruity and flowery notes. A coffee which provides a sensorial and emotional taste experience which is capable of winning over the most experienced baristas and the most demanding clients. Qualified Blend for Certified Italian Espresso. Available in 1 kg and 3 kg bags.



AN INNOVATIVE IMAGE FOR A 100% MASINI CONSUMER EXPERIENCE.

The historical vertical red "strip", used since 1952, and the Esse Caffè logo, give the new Masini design distinctive features which valorize the Masini coffee bar and make it stand out. This effect is heightened through a line of personalized items, which are even more prestigious and innovative.

In this way, functionality, high-quality materials and a particular elegance make the Masini coffee cups and accessories part of the unique experience: it's a true union of high quality and aesthetic appeal.

- Coffee cup
- Cappuccino/tea cups
- Small glass
- Milk jug
- Packages of white or brown sugar
- Hopper sticker
- Sugar bowl for the coffee bar
- Sugar bowl for the table
- Napkin holder
- Change dish
- Tray
- Apron with bib
- Wall clock



WARM, INTENSE, DELICATE: DISCOVER ALL THE NOTES IN THE MUSIC OF ESSE CAFFÈ ITALIAN ESPRESSO. OUR BAR LINE, WITH BLENDS OF COFFEE BEANS FOR PROFESSIONALS, PROVIDES YOUR CUSTOMERS WITH TRUE EXCELLENCE.

ARABICA

The quality and persistent flavor of the blend guarantees an Espresso with fruity, floral tones, a delicate chocolatey after-taste and a balanced acidity. A velvety foam and the right consistency leave a pleasant after-taste. Qualified Blend for Certified Italian Espresso. Available in 500 g and 1 kg bags.

ESSE

A selection of the most prestigious and finest Arabica and Robusta coffees to make the traditional Italian Espresso. Quality and consistency guarantee a full-bodied and a creamy flavour with an intense chocolate after-taste. Qualified Blend for Certified Italian Espresso. Available in 1 kg and 3 kg bags.

CLASSICA

A careful selection of the best Arabica and Robusta coffees to make the traditional Italian Espresso. A well – balanced flavour and a full-body to offer a perfect coffee in cup with a strong and persistent after-taste. Qualified Blend for Certified Italian Espresso. Available in 1 kg bags.

SPECIALE

To get an Espresso coffee with a smooth aroma and still a good body, a selection of high quality Arabica and Robusta beans. Available in 500 g and 1 kg bags.

IDEALE

Full taste, half caffeine: an exclusive blend of Arabica, Robusta and fine decaffeinated coffee in whole beans, which yields a full-bodied and rich Espresso with half the caffeine (about 50% of a regular Esse Caffè espresso).

DECAFFEINATED

Blend of high-quality decaffeinated coffee beans, for an espresso with the same aroma as the traditional Italian Espresso but a caffeine content below 0.1%. Qualified Blend for Certified Italian Espresso. Available in 500 g bags. Also available in single-dose 7 g sachets of ground coffee.



ALL YOU NEED TO TURN YOUR LOCATION INTO A
100% ESSE CAFFÈ BAR.

- Coffee cup
- Cappuccino/tea cups
- Small glass
- Tea pot
- Milk jug
- Hopper sticker
- Sugar bowl for the coffee bar
- Sugar bowl for the table
- Napkin holder
- Change dish
- Tray
- Apron
- Wall clock
- Indoor or outdoor sign



THE COMPLETE MERCHANDISING LINE DEDICATED TO OUR SELEZIONE ARABICA:

- Indoor sig
- Apron with bib
- Napkin holder
- Hopper stickers

COFFEE SHOP ATMOSPHERE PANELS



ESSE CAFFÈ DECORATES ITS PREMISES WITH PROMOTIONAL MATERIALS HAVING THEIR OWN SPECIFIC MESSAGE: THERE ARE VARIOUS COMBINATIONS FOR EACH TYPE OF COFFEE SHOP, FROM MODERN TO TRADITIONAL.

1-HAPPY PEOPLE

Enjoy each other's company in a pleasant environment, sipping a delicious coffee: joy, complicity, friendship, love, family. Five panel combinations.

2-COFFEE WORLD

The journey of coffee from plantation to harvesting, from selection to blending: knowledge, experience, care, passion. Three panel combinations.

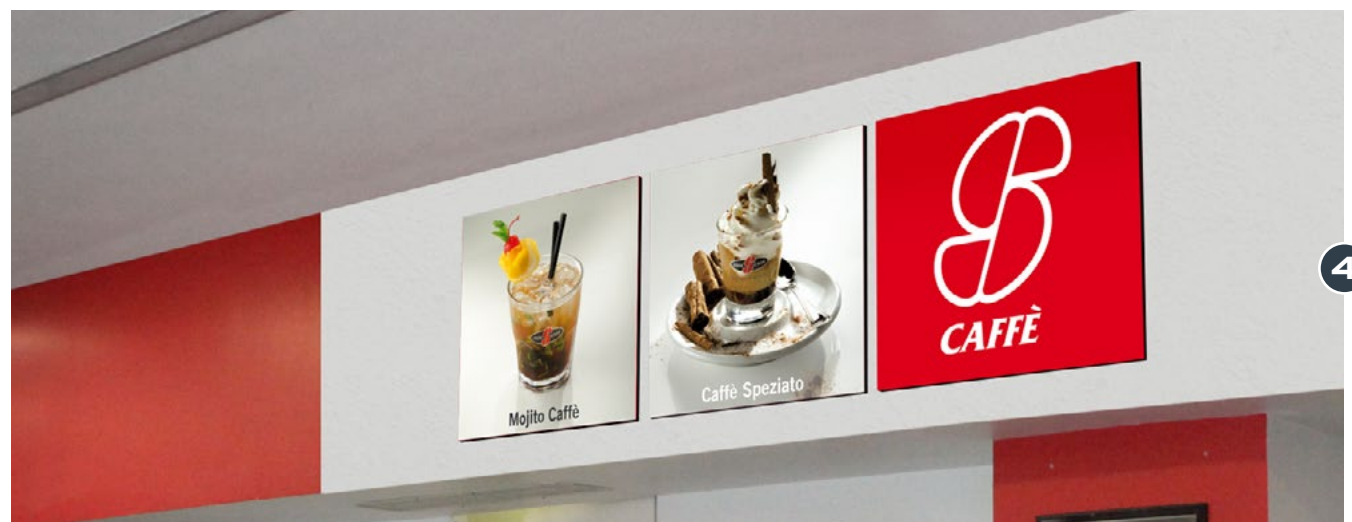


COFFEE SHOP ATMOSPHERE PANELS



3-POP

A pop-art graphic design style, with simple clean lines that highlight the taste and quality of the Esse Caffè brand. Two panel combinations.



4-COFFEE HOURS

Creativity and talent at the service of taste: a range of classical, surprising, delicious, and refined ideas dedicated to all coffee lovers. Fourteen panel combinations.



GLASS CUPS

Cup and saucer set, for Espresso and for cappuccino, in high-quality, sturdy glass.

TAKE AWAY CUPS

Paper board printed cups with plastic lids are available in three sizes: Espresso, cappuccino and american coffee.

GLASS AND PLASTIC GLASSES

Tall glass, glass with handle, Tosca bowl, Martini bowl and set of 12 wild animal glasses for children.

CLOTHING AND PROFESSIONAL EQUIPMENT



KIT CAPPUCCINO

50 ml milk jug, 75 ml milk jug, 18/10 stainless steel cocoa sprinkler and bottle for decorations, all made in Italy and with Esse Caffè logo, to make the perfect cappuccino.

PROFESSIONALE COURSE DVDS

Two boxed sets (basic and advanced courses) created by "La Classe di Esse" training center.

ABBIGLIAMENTO

Outfits for your coffee shop: from "Classe di Esse" dress shirts to polo shirts and hats with the Esse Caffè logo. All are pure cotton and embroidered in Italy. Dress shirts, polo shirts, hat.



- NO GLUTEN
- NO HYDROGENATED FATS
- NO GMOS

CHILLED COFFEE CREAM, LEMON SHERBET AND YOGURT CHILLED CREAM

Three exclusive recipes for refreshing creams with intense flavor and velvety-soft texture. They are fast and easy to prepare with the granita machine. May be spooned or drunk, created with high-quality ingredients which passed rigid taste tests.

PERSONALIZED ACCESSORIES

- Glasses for creams



S TEA STICKS



BREAKFAST TEA

The classic breakfast tea. It has a rich hazelnut aroma and deep copper color. Drink it at any hour of the day, with a slice of lemon or a drop of milk.

EARL GREY TEA

One of the most popular tea blends in the world, with a fruity and distinctive taste.

LEMON BLACK TEA

An enchanting tea, created by the union of black tea leaves and delicious lemon flavors.

LEMON GREEN TEA

An enchanting tea, created by the union of green tea leaves and delicious lemon flavors.

MOROCCAN MINT GREEN TEA

A green tea with mint flavor, the symbol of a warm welcome in the Moroccan tradition, with its refreshing and thirst-quenching properties.

FOREST FRUIT TEA

An infusion of black tea leaves, blended with the flavor of wild berries.

ORANGE TEA

An infusion of black tea leaves, blended with the fragrant, warm flavor of oranges.

ROOIBOS RED TEA

Rooibos tea, also known as Redbush tea, comes from South Africa. This infusion of Redbush leaves is naturally caffeine-free and therefore perfect for a hot evening drink.

ACCESSORIES

- Double-layer borosilicate glasses

GOLDEN RED TEA

A carefully selected blend of fine teas for an intensely coloured and strong-flavoured infusion. The tea break of true connoisseurs.

CAMOSILLA

A balanced blend of chamomile and aromatic herbs for a natural and pleasantly flavoured infusion with a very beneficial effect for the body.





TRADITIONAL LINE

- NO GLUTEN
- NO GMOS

A high-quality recipe which is ideal to prepare delicious hot chocolate, available in two forms of packaging:

- Single-dose sachet
- 1-kg can

ACCESSORIES

- Personalized ceramic cups and saucers with a warm and modern design

CHOCOLATE TRUFFLES

Tasty chocolates packaged singly, to be offered together with the espresso, available in two flavors:

- Toasted almond
- Toasted hazelnut



SWEETENERS

WHITE SUGAR

Available in Esse Caffè sachets / sticks or in Masini 1952 sticks.

BROWN SUGAR

Available in Esse Caffè sachets or in Masini 1952 sticks.

SWEETENER

Sweetener without aspartame in sachets.

GD
GIUGIARO DESIGN



MACHINES

S.12 (SINGLE)

Thanks to the style of Giugiaro Design, the S.12 machine has a light and modern shape, and its small size means it can be placed anywhere. This technology meets all the essential guidelines to improve coffee extraction. It is user friendly so that anyone at any time can prepare an excellent Italian Espresso.

S.130 (TWO GROUPS)

Professional machine with two groups for Sistema Espresso capsules. This machine is low-energy-consumption and include an automatic cappuccino maker, hot water spout, and cup warmer, which guarantee constant highquality in-the-cup results and enable the operator to offer a wide range of coffee and hot drinks with just one machine.

ACCESSORIES

SERVING KIT

Each kit contains 50 wrapped stirring sticks, 50 sugar sachets, and 50 cups.

NATURAL DESCALER

Made with natural raw materials: descaling and sanitizing effect all in one.

FILTER

Resin filter to soften and filter the water for the Espresso machine which uses capsules.

THE COFFEES



MAESTOSO

A blend of refined Arabica and Robusta coffees with a harmonious body, rich aroma and persistent taste, highly creamy, with a balanced bitter/sweet taste, a trace of chocolate and tones of vanilla and spices.

INFINITO

This is a blend of refined Arabica and Robusta coffees with a well-rounded flavour, a trace of chocolate, and spicy tones. The aroma is full and fragrant, the body rich and consistent, with a harmonious taste. Persistent aftertaste.

BAROCCO

A blend of selected Robusta coffee beans, rounded out by a touch of Arabica. Its aroma is intense, with a note of toasted bread. Its texture is dense and creamy and the result is a strong coffee with a long-lasting flavour.

ARABESCO

This is a blend of refined Arabica coffee that brings out its tart characteristics with fruity and flowery tonalities and with a delicate grain aftertaste. Full-bodied, sweet and pleasant.

VALZER

A blend of refined Arabica and prestigious Robusta coffees, blended to bring out the delicate and tart characteristics. Very persistent flavour with a pleasant aftertaste.

IDEALE

A special blend of refined Arabica, prestigious Robusta and decaffeinated coffees gives an espresso with half the caffeine and 100% of the taste, as full-bodied as the traditional espresso, to drink at any hour of the day.

DECAFFEINATED

A blend of Arabica and Robusta decaffeinated coffees, de-waxed to bring out the aroma, tartness and persistence. A pleasant and delicate taste.

INSTANT HOT DRINKS

LEMON TEA

It's the right drink for people who seek a moment to relax and enjoy the flavour.

CHAMOMILE

It has relaxing properties to regale yourself with a natural experience of well-being.

GINSENG

A sweet and regenerating energy boost.

BARLEY

Balanced and natural, at any moment of the day.

HOT CHOCOLATE

All the intense and seductive aroma of cocoa for special sweet moments during the day.

MILK-FLAVOURED DRINK

Mellow and delicate, it gives the milk-flavour to our complete line.

HOT WHOLE-LEAF DRINKS

WILD BERRY INFUSION

A rich herbal tea, made up of wild berries, with an intense and entrancing aroma.

LEMON AND GINGER INFUSION

An enjoyable natural mix which blends the healthful properties of Ginger with those of Lemon.

EARLY GREY GREEN TEA

The antioxidant qualities of Green Tea together with the fragrant aroma of Bergamot.



COMPATIBLE CAPSULES WITH NESPRESSO®* MACHINES



INTENSO

INTENSE AND PERSISTENT

This is a blend of prestigious Arabica and Robusta coffees with a well-rounded flavour, a trace of chocolate, and spicy tones. The aroma is full and fragrant, the body rich and consistent, with a harmonious taste. Persistent aftertaste.

100% ARABICA

SWEET AND MILD

Has acidulous characteristics, with fruity and floral tonalities and a delicate aftertaste of grain.

DECAFFEINATED

A blend of Arabica and Robusta decaffeinated coffees, de-waxed to bring out the aroma, acidity and persistence. A pleasant and delicate taste.

For use in the dedicated machine. Capsules are self-shielded and compatible with machines CITIZ, PIXIE, ESSENZA, LATTISSIMA, U, MAESTRIA and INISSIA Nespresso®*.

*Third-party brand name, with no link whatsoever with Esse Caffè S.p.A.



CAPSULES COMPATIBLE WITH LAVAZZA® ESPRESSO POINT®* MACHINES

Compatible capsules with Lavazza® Espresso Point®* machines. Not usable on Esse Caffè Sistema Espresso machines. Available in three references in 100 capsules boxes.

INTENSO

A well balanced blend of Arabica and Robusta varieties in single-dose capsules, for an intensely scented and a creamy taste coffee.

CREMOSO

A blend of fine Arabica and fine Robusta coffees, structured body, rich aroma and persistent taste, with high cream, a balanced bitter / sweet taste, with hints of chocolate and nuances of vanilla and spices.

DECAFFEINATO

Blend of high-quality decaffeinated coffee varieties in single-dose capsules, for a coffee with an intense aroma and traditional flavour but a caffeine value under 0.10%.

*Third-party brand name, with no link whatsoever with Esse Caffè S.p.A.



Single-dose pods of roasted ground coffee separately packaged in protective atmosphere. Available in two references in 100 pods boxes.

INTENSO

A well balanced blend of Arabica and Robusta varieties in single-dose pods, for a coffee with intensely scented and a creamy taste.

DECAFFEINATO

Blend of high-quality decaffeinated coffee varieties in single-dose pods, for a coffee with an intense aroma and traditional flavour but a caffeine value under 0.10%.

GROUND COFFEE

250 G TIN

METALLIZED, RE-USABLE, CUT-RESISTANT AND TOTALLY RECYCLABLE.

MOKA

The coarser grinding of the selected qualities exalts the unmistakable delicate body of a Moka prepared coffee.

ESPRESSO

The selected quality and finer roasting enables us to prepare a soft and velvety tasting coffee merging scent and aroma.

DECAFFEINATED

It has a traditional flavour and contains no more than 0.10% caffeine. For moka and espresso coffee machine.

IDEALE

Full taste half caffeine. A coffee that you can enjoy many times throughout the day, both during the afternoon or evening, without having to exceed your dose of caffeine. For moka and espresso coffee machine.

250 G PACKAGE

Vacuum-packed, available in the Moka version.





FILTER COFFEE

Ideal for the perfect American coffee, it is light bodied and has delicate aroma. Available in two forms of packaging:

- 250 g tin
- 500 g package

COFFEE

Plexiglass display for tins



S TEA STICK

S Tea Stick display unit



Tea list (10 pieces)



S Tea Stick display board



CHILLED CREAMS

Chilled coffee cream display board



Yogurt chilled cream display board



CHOCOLATE

Chocolate display board





ESPRESSO IN ITALY

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