



WWW.PASCUCCI.IT

EXCELLENCE AND HARMONY BEING PASCUCCI

Probably, the dream of every entrepreneur, executive and manager is to achieve his/her company excellence.

With total quality, efficiency and constant improvement, attaining this aim is quite difficult but not impossible. Achieving a complete harmony inside the company is certainly the "wish" to fulfil. The harmony of every individual is linked to many factors; an entrepreneur or a manager cannot turn a switch on in order to put it in the human soul.

Anyway, the entrepreneur has to feel the desire of a global harmony and convey this feeling, craving for it. He must promote and communicate it.

At Pascucci we know that promoting harmony and sowing its seeds at work is a good way to improve the human being and its actions.

At Pascucci we know that working with the utmost respect for human dignity and for the surrounding environment let us find again balance and cooperation until reaching the right harmony.

At Pascucci we promote a balanced relationship with farmers, as well as with our suppliers, our working staff and our customers, in order to drive them to work better and better.

We want you to be richer.

A HEADY PASSION

Matching two words like passion and work could seem a bit excessive, but how could you call that stream of feelings which draws each component of the family and the whole staff of Pascucci to work together in the best way and in every company sector?

The link with coffee and its brand name is the real motivation for



Pascucci, the biggest spur to search for excellence.

Passion, enthusiasm, wish to improve: the Pascucci gift for every operator.

At Pascucci we learnt the existence of two work methods: work well or work well with passion.

We know that the result of these two work methods is not really the same.

Spreading this sensitiveness among all operators is not an easy thing.

But the human resources of Pascucci are the real company treasure. This is what we trade together with coffee.

COMPANY



Being the search for quality the major aim of Pascucci, the company has moved its headquarters to a new and important plant. Many instruments and techniques, along with the historical main office, have been kept.

The analysis laboratory is managed by specialized technicians

and agronomists and guarantees the quality of raw coffee. Various analyses are conducted on coffee beans (about distinctiveness, moisture, presence of defects, moulds, etc...); strong relationships with peasants are built; informative instruments are created for those less-trained farmers; the soil characteristics are analyzed in order to select the best productive areas all over the world; gathering centres are studied in order to detect, support and, in case, organize, so that to be able to operate with the quality criteria.

The tasting area has been created to study sensory perceptions (visual, olfactory, gustatory) which are released from every single bean and from the obtained blend. Only after this phase we can determine if raw coffee is fit for becoming a Caffè Pascucci blend. Every year we carry out more than 5.000 taste tests.

RIPENING

Ripening: along with the Human Resources, the selection, the blending process and each correct manufacturing phase, the real nucleus of the plant is the deposit of raw coffee. In this basement, with a constant moisture always kept under control, the directly imported eleven blends of raw coffee are led to the suitable ripening. In this particular environment, for a quite long period (depending on raw coffee characteristics), the moisture contained in each green coffee bean is well balanced.

RAW COFFEE MANUFACTURING

Raw coffee manufacturing: in the deposit there are a series of machines cleaning the different kinds of raw coffee; this process is useful to guarantee the purity of this raw material. The dust removal system, the machinery for the elimination of coffee sack residuals, the metal detectors, the system for the removal of stones and other foreign bodies, the sieves for the granulometry of the beans and the machinery for the colour selection eliminating unripe or irregular beans: each of these instruments are operating in sequence on every single raw coffee parcel. Should raw coffee already being cleaned, these interior cleaning process are repeated in any case, with the aim of achieving the best purity as possible. This repetition is also useful to eliminate possible residuals which could have been brought together as a consequence for the long journeys. This automatic system conveys the raw product firstly in the appropriate storage silos, then, after being weighed, they are brought to the blending process area in order to conclude the manufacturing operations.





EXPERIENCE AND TECHNOLOGY

Experience and technology: besides the respect for the quality of the manufacturing procedures, Pascucci also owns an important license which is useful to check the ideally perfect roasting. The tradition taught us that roasted coffee has to be “listened”. During the roasting process, coffee makes a creaking sound, which, along with colour and time, permit reaching the best balance peak. This sound can be compared to each of the other tra-

ditional roasting parameters; in this way we can obtain and certify the best roasting process as it is possible nowadays. From the roasting area, coffee is brought to the blenders and put into the storage silos, then to different packaging machinery depending on the necessary size. All the transfers are protected in order to safeguard aromas and food safety.



CAFFÈ PASCUCCI



THE TERRITORY

The territory: The production and roasting place, but also of life. The house of the maturation of the product, but also where the personal relationship are strengthened.

This is Montecerignone. Place and house of Pascucci roasting Company. Mild microclima and above of all ideal percentages of humidity, the composition of the ground, the unsullied ecosystem, is the characteristics of the place destined to receive and to preserve the product because this oxygens and is become richer.



THE SELECTION

The selection: The coffee is between the products that better express the character, the scent and the wealth of the earth from which they have origin. To select the more valuable qualities of the coming cultivations from all the world is a task that demands experience, will and economic effort. Every producer can obtain excellent or mediocre coffee, according to the love of the persons who cultivate them, for this reason every year comes introduced in company new procedures of selection of the suppliers. The cultivators change aspect and became partner of Pascucci in order to obtain the maximum of the quality.



THE TRANSFORMATION

The transformation: The coffee is an alive, precious, special product. The result of as it reaches the palate is fruit of many transformations of human and technological nature. To carry the quality to the consumer is the main purpose of Pascucci.

The customers change aspect and become partner of Pascucci for the improvement of the quality.



THE TASTE

The taste: We think that drink a coffee is an event that re-enters in the emotional sphere and from the indications of who it follows to us we pick the cues in order to modernize our visions. To taste a Pascucci coffee is a moment of total harmony which we mean to donate concentrating of tastes, scents, culture, traditions, stimuli, and sensibility with. To this exceptional result they contribute all: who it cultivates the green beans proudly from, to who blends and roasts with wisdom, from who extracts from this precious powder a creamy drink, to who, at last decides to abandon itself to savour this stimulating lifetime share.

BEING PASCUCCI BLENDS



GOLDEN

Caffè Golden Sack Degustazione: It was born in 1990 and consists of washed and natural single origins. It reflects the evolution in the cup and in the taste of Italians. The body is constructed with a smooth and successful balance between sweetness and aromatic acidity. In the smell and in the aftertaste you can note cocoa, dried fruit, white mature flowers. The woody notes, barely perceptible, give character and point out fresh spices as cinnamon and cardamom. The percentage of caffeine is around 1%, synonymous with quality and sought coffees for this blend.



MILD

Caffè Extra Bar Mild: Coffee blend made with natural and washed origins. Borned in 1975 to revolutionize and overturn tactile, olfactory and gustatory sensations in the Italian habits, this blend evolves the Classic blend in use until then. Natural "Arabica" coffees give substance to natural and strong chocolaty notes. Washed Arabica coffees make a clean and understandable blend, while the low percentage of "Robusta" gives personality, compactness of the cream and adds spicy notes remembering molasses and fine Indians rum.



EXTRA BAR CLASSIC

Caffè Extra Bar Classic: This kind of coffee blend consists of natural origins. It reflects the refined taste of tradition and values in our country until the mid-70s. Austere structure, with character and high levels of caffeine, the nose is refined with hints of spice and new wood. The balanced bitterness is protagonist. with peaks tending to dessert. An ancient coffee blend, but still carefully constructed. The balance of strong flavors will surprise you.



HAITI

P ROGETTO B IOLOGICO

Big Bio Haiti è un progetto di commercializzazione del caffè crudo coltivato e raccolto dalle famiglie contadine di Haiti, con metodi completamente naturali, nel rispetto dell'agricoltura biologica. L'obiettivo principale del progetto Pascucci-Montebello, realizzato in collaborazione con Gino Girolomoni (uno dei padri fondatori del biologico in Italia) è far sì che ai coltivatori di caffè venga pagato un prezzo tale da garantire una corretta remunerazione delle attività agricole, migliorando le capacità operative e organizzative della comunità locale, fornendo assistenza tecnica per la produzione e la lavorazione del caffè, rafforzando le abilità nel campo della gestione e del monitoraggio nell'agricoltura, migliorando le coltivazioni tradizionali, introducendo

coltivazioni di caffè più moderni ma sempre compatibili con il territorio, favorendo un'agricoltura sostenibile che abbia come obiettivo la salvaguardia dell'ambiente attraverso la gestione razionale delle risorse produttive. Con l'assistenza gratuita fornita dal Servizio Agricolo Pascucci, attraverso la collaborazione dell'agronoma Diane Nsenyumva, si consente ai coltivatori di trarre vantaggio da un programma di formazione all'avanguardia e al contempo all'azienda viene garantita la qualità necessaria per ottenere caffè eccellenti. Combinando visite presso aziende agricole e seminari l'agronomo riesce ad insegnare ai coltivatori le tecniche per migliorare la qualità consentendo maggiore guadagno. Durante la formazione vengono



AD HAITI PER UN PROGETTO EQUO E SOLIDALE

THE FAIR TRADE PROJECT IN HAITI

forniti anche strumenti da lavoro, come guanti, stivali, forbici e altre attrezzature. Viene inoltre insegnato l'uso dei concimi organici per incrementare la produttività del suolo. La permanenza presso le comunità agricole ed un rapporto diretto con il loro modo di lavoro e di vita consente di raggiungere un rapporto fiducia e scambio reciproco che sono elementi fondamentali per la buona riuscita del progetto, che diventa molto più importante di un passaggio di competenze e conoscenze.

Da questo rapporto prima umano che tecnologico nasce la passione per la cura del caffè, dalle sue origini, dalla terra in cui affondano le sue radici.

Tutto questo perché l'amore è alla radice del processo produttivo che porta alla miscela del caffè biologici Big Bio Pascucci.

Questa miscela nasce per soddisfare le esigenze di tutti coloro che fanno attenzione non solo al gusto, ma anche alla storia del prodotto che consumano, alla sua tracciabilità, alla correttezza sociale del-

le sue origini, alla sua storia. Big Bio è un caffè speciale dal punto di vista umano, ma lo è anche dal punto di vista del gusto.

Big Bio Haiti is a project for marketing the raw coffee grown and harvested by Haitian peasant families using completely natural methods in line with organic farming practices. The main objective of the Pascucci-Montebello project, launched jointly with Gino Girolomoni (one of the founding fathers of organic farming in Italy) is to ensure coffee producers are paid a fair price, thus improving the local community's productive and organizational capabilities, providing technical support for coffee production and processing, consolidating skills in agricultural management and monitoring, improving traditional cultivating methods, introducing more modern methods of growing coffee which are still compatible with the environment and encouraging sustainable agriculture with the objective of protecting the environment through a rational use of the production resources.

With the free assistance provided by the Pascucci Agricultural Service, and the input of the agronomist Diane Nsengiyumva, farmers can benefit from a cutting edge training programme whilst ensuring the company gets the quality it needs to make excellent coffees.

With a combination of farm visits and agricultural seminars, the agronomist can teach farmers the techniques for improving quality and increasing income. The training also provides work equipment such as gloves, boots, scissors and other tools. The use of organic fertilizers to increase soil productivity is also taught.

The location within the agricultural community and the direct relationship with their way of working and living enables a relationship of mutual trust and exchange of ideas to be established, which is essential for the success of the project, which becomes much more important than a course of skills and knowledge. From this relationship, which is primarily human than technological, arose the passion for coffee, its origins, and the land where his roots lie. This is all because love is at the root of the production process that brings the world Big Bio Pascucci.

This blend of organic coffees was developed for everyone who cares not only about taste, but also the history of the product they consume, its traceability and the fairness of its social origins. Big Bio coffee is special not only from a social point of view, but also for its flavour.



**LO SCOPO DEL PROGETTO
È CHE ALLE FAMIGLIE DI AGRICOLTORI
VENGA PAGATO UN PREZZO EQUO.**



**THE PURPOSE OF THE PROJECT IS TO ENSURE THAT
FARMING FAMILIES ARE PAID A FAIR PRICE.**

PASCUCCI CAFE' COCANO

That's a single origin for espresso that makes us proud of our fair project on the Caribbean island. We are speaking of a natural coffee cultivated in a biological system by 120 families, collected in a cooperative. Bypassing a lot of actors in the global trade coffee chain and trading directly with the cooperative, allow the families to receive compensation per kilo far higher, with the ability to not only expand productive acres, but also to build a future of study and prosperity for future generations. The implementation of production with 15,000 acres of coffee plants ensures a constant product quality, security of future work for the local population and, through photosynthesis activated by coffee plants, the reduction of polluting gases produced by roasting. In this way they achieve the important goal of 'zero emission'.

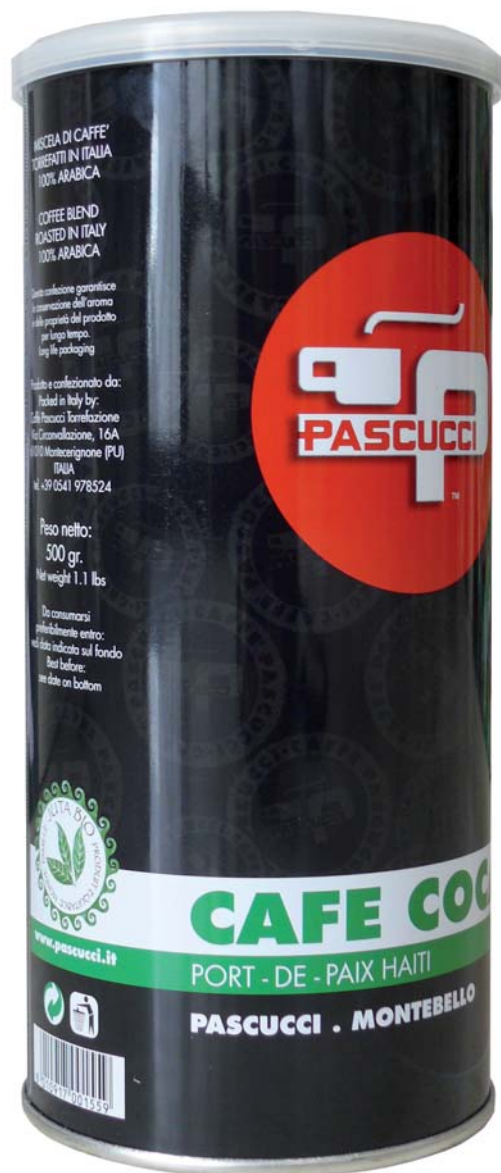
CAFE COCANO

BT 500 g

CODE 31140

ROASTED COFFEE COMING FROM THE PLANTATIONS
OF HAITI - COOPERATIVA COCANO - ORGANIC AND
FAIR TRADE PROJECT PASCUCCI BIO - MONTEBELLO.
GROUND FOR FILTER COFFEE MACHINE

(*) AVAILABLE ONLY ON DEMAND / MINIMUM QUANTITY:
192 PIECES / DELIVERY TIME 3 WORKING WEEKS (DEPENDING
ON AVAILABILITY OF COFFEE "COOPERATIVE COCANO")



CAFFE PASCUCCI SHOP THE CONCEPT

CAFFE PASCUCCI SHOP is the evolution of coffee shop concept, a brand able of being a complete experience and an answer to all the solicitations.

An aware choice of style sharing and ideals;

Caffe Confuso: the recipe

Baroque: the style

The mosaic: the art

The pastry: the flavors

Brand: CAFFE PASCUCCI SHOP

The product

Espresso and not only. A range of innovative and eclectic products satisfies the curiosity of who is always looking for new new ideas.

Recipes that have the force to recover the relationship with the young and consumers inclined to the experimentation.

The solutions of CAFFE PASCUCCI SHOP as trade union between the tradition of the Italian espresso and the innovations of the new tastes and draft of life. High quality in the raw materials, high professionalism in order to offer unique recipes to the customer, reproducing recipes as they are illustrated.

The design

Wellness and slow life, the correct acclimatization so that a place enters tuning with the customer, makes spokesman of the intimate necessities and of it gives to answer... baroque frames, long white sofa; steels, plating and elegance of the great black mirrors... the design is decidedly one of the strengt of the style CAFFE PASCUCCI SHOP.

The service

CAFFE PASCUCCI SHOP is FOOD FOR MIND, it is the right place for social relations and where all sence are involved:



Sight: Armony TUNING. An environment to high design; attractive packages; cured merchandising and look of the staff. The customer enters in symbiosis with the place, he gains special and personal space. It is harmony; quality of life and of relations.

Smell: AROMAS. The aroma of freshly ground coffee and the fragrance of fresh pastries fill the store and capture the tasting....

Taste: SPECIALITY. the traditional espresso and the innovative specialties will be the strength for the taste of the consumer. With the coffee always first...

Tact: PRODUCTS. In a free atmosphere, the customer touches the machine of the coffee that wishes to acquire, sees the cups of valuable china, reads to the information on the jar of coffee satisfying also this sense....

Hearing: LIQUID NETWORK. A fluid system of management of music, with a measured and aimed communication, always linked to the rhythms of the other senses.... In order to guarantee standard of excellence in the products, in the services, staff the Pascucci is structured in order to directly follow the creation of every sale point and the training of the staff.

CAFFE PASCUCCI SHOP



Caffè Pascucci Shop Rimini - interiors



CAFFÈ PASCUCCI SHOP



Caffè Pascucci Shop - Seoul



PASCUCCI BIO . RICCIONE



RECIPES



PASPUCCIO

(ESPRESSO GOLD, PAS-CIOK, CREMA DI LATTE, CARAMELLO)



CAFFE CONFUSO

(ESPRESSO GOLD, CREMA CONFUSO, PAS-CIOK, CROCCANTINO)



CAFFE CONFUSO SCURO

(ESPRESSO GOLD, CREMA CONFUSO SCURA, PAS-CIOK, CROCCANTINO)



SALCEDINO

(ESPRESSO GOLD, CIOCCOLATO, LATTE LIGHT)

OTHER BIO RECIPES



GIANDUIO

(espresso riserva bio, milk, foamed milk, hazelnut syrup, hazelnut, whipped cream)



CONFUSO AL MALTO D'ORZO

(espresso riserva bio, confuso cream, barley malt syrup, hazelnut)



SORBETTO ORZO E MALTO

(iced barley cream, barley malt syrup)



CONFUSO

(espresso riserva bio, confuso cream, pas-ciok)



CAFFE PASCUCCI

ESPRESSO SCHOOL

Giving our collaborators the best possible training is a priority. This is why we decided to create the Pascucci School. The aim is to train skilled staff so that they can transform the characteristics of very high quality raw materials into something exciting, unique and unmistakable. At the end of this course our collaborators will be able to transform a simple espresso into an unrepeatable emotion.



CAFFE PASCUCCI



ICED PASCUCCI

DISTINGUISHING FEATURES: ICED

The Pascucci take-away products arise from the desire, growing in Italy, to combine the delight of coffee with a stroll through the streets of downtown. With the arrival of summer, Pascucci introduces 5 new ICED recipes to enjoy comfortably seated or admiring a shop or an historical monument.



COFFEE CREAM

(FILTER COFFEE, VANILLA ICE CREAM, WHIPPED CREAM, DATE SYRUP)



ICED RECIPES



ICED COFFEE

(FILTER COFFEE, ICE)



ICED CAFFELATTE

(FILTER COFFEE, MILK, ICE)



ICED MOCHA

(FILTER COFFEE, MILK, ICE, CHOCOLATE)



ICED MOCHA CARAMEL

(FILTER COFFEE, MILK, ICE, CHOCOLATE,
WHIPPED CREAM, BARLEY MALT SYRUP)

