



**FINELLI GROUP**  
ITALIAN EXPERIENCE



**FULL FLAVOR ZERO BURN**

**the coffee you love without compromise**



**FINELLI GROUP**  
ITALIAN EXPERIENCE

**- FUTURE**  
**- EXCELLENCE**  
**- INNOVATION**  
**- MADE IN ITALY**

*Once upon a time, in 2015, a project was born that combined tradition and innovation, springing from the special bond between a father and a son: Cristiano and Nicolò Finelli.*

*Together, they decided to create something unique, a venture that would bring the excellence of Italian products to the world. Thus, Finelli Group SRL was founded, with a clear mission: to export the quality of Italian espresso coffee, recognized as a UNESCO heritage.*

*Their adventure began with a journey, a passionate quest for the finest raw materials. Father and son traveled across continents, visiting coffee plantations in every corner of the globe. From Latin America to Africa, from Asia to Oceania, each stop on their journey was an immersion in unique aromas and flavors, in search of the perfect beans.*

*Each plantation visit enriched their knowledge, not only of coffee but also of the people and cultures that cultivated it. They soon realized that coffee is not just a beverage but a work of art, a tradition, a bond between the producer and the consumer.*

*Over time, their experience grew, and Finelli Group SRL distinguished itself for its dedication to quality. It was in this context that they met Leonardo, a master roaster with an innate talent for creating extraordinary blends. With Leonardo by their side, they began to experiment and perfect, studying every detail of coffee varieties: from the sweet and delicate Arabica to the strong and robust Robusta.*

*Leonardo turned roasting into an art, blending beans with the skill of a painter creating a canvas. Each blend was a sensory journey, designed to satisfy all tastes and preferences. Their creations captured the essence of the plantations visited, bringing a piece of those distant lands into every cup.*

*The passion and commitment of Cristiano and Nicolò made the company a symbol of excellence in the world of coffee. They were not just exporting coffee; they were spreading a culture, a way of life, an authentic Italian experience.*

*Cristiano, a sommelier of espresso coffee registered with the professional board at Aicaf (Italian Academy of Coffee Masters and Sommeliers), played a crucial role in this quest for excellence. Thanks to his expertise and passion, Cristiano personally tested the blends and the origins of the raw materials, ensuring unmatched taste and quality.*

*The success of Finelli Group SRL did not go unnoticed. Over time, the company received numerous quality awards, earning a prestigious reputation. In 2023, their Espresso blend received the Gold award in the International Taste Awards section at the World Class Food and Beverage event, while in 2024, the same recognition was given to their Ristretto blend. Additionally, the prestigious magazine Lux and Life named them Best International Coffee Brand.*

*As time went on, Finelli Group SRL evolved further. The inclusion of new people in the corporate structure enriched the board, bringing fresh ideas and skills that contributed to the company's growth. This diversification allowed Finelli Group SRL to tackle new challenges and expand its influence in the global market.*

*Another acknowledgment of this success came when the Global Awards for the 2023/2024 biennium named Nik Café, a brand owned by Finelli Group, as Company of the Year.*

*Finelli Group SRL proudly owns several prestigious brands: Nik Café - Il Vero Italiano, roasted coffee that represents the authentic Italian espresso; Luwak Energy, an energy drink with coffee; and Nik Finelli, a clothing brand that combines Italian style and quality. Each brand represents an aspect of Italian excellence, offering products ranging from the authenticity of traditional Italian espresso to the energy and innovation of new blends, and the elegance of Made in Italy clothing.*

*Today, Finelli Group SRL continues its journey, faithful to its roots and open to the future. Every cup of coffee they produce tells a story of tradition and innovation, of a father and son united by the same passion. And every sip is a tribute to the beauty of Italian espresso coffee, a UNESCO heritage and the pride of a nation.*

*Thus, Finelli Group SRL, born from the project of Cristiano and Nicolò, has become a beacon of quality and tradition, exporting not only coffee but a piece of Italy's heart to the world.*

# A true Italian masterpiece that will satisfy your palate without irritating your stomach

## ***Distinguishing features:***

**Low Acidity:** Our coffee is carefully selected from low acidity beans, reducing the risk of stomach irritation. The superior quality of our product is reflected in the care with which the beans are grown and roasted.

## ***Controlled Roasting:***

We have perfected the roasting to achieve a harmonious balance between the rich, rounded flavor and the delicacy for the stomach. Controlled roasting preserves flavors without compromising gastric tolerability.

## ***Italian Provenance:***

Our passion for authentic Italian coffee is reflected in the choice of beans from the best plantations. The Italian tradition and art of coffee come together in every cup of Nik Cafè

## ***Sensory Experience:***

Immerse yourself in a unique sensorial experience with Nik Cafè. Enjoy the enveloping aroma, the velvety texture and the balanced taste that will delight your palate without causing discomfort.

## ***Versatility:***

Whether you prefer an intense espresso or a lighter coffee, Nik Cafè is extremely versatile. Suitable for any preparation method, you can enjoy this delicacy any way you want.

***Our customers, industry experts testify to their satisfaction with Nik cafè, underlining its goodness for the stomach without compromising the authentic taste of Italian coffee.***



Bar Espresso wins the 2023 Gold award at the World Class Food and Beverage - international Taste in Dubai



Nik Cafè is named by the prestigious magazine Lux Life as Best International Coffee Brand 2023



Bar Ristretto wins the 2024 Gold award at the World Class Food and Beverage - international Taste in Dubai



Nik Cafè winner Enterprise of the year



the real Italian coffee

# Where Every Encounter Begins with Exceptional Coffee

In the tapestry of life, myriad threads find their origin in front of a cup of coffee: a business deal, a delightful meeting with a special someone. For many, the memory of that first shared coffee lingers, marking the commencement of something new. Recognizing that initial encounters often set the tone for what follows, why not elevate those moments with the richness of a high-quality coffee?

As a philosopher once mused, "We have something extraordinary let's not reserve it for a select few but give everyone the opportunity to enjoy it." This sentiment encapsulates the essence of Nik Cafè, a brand that emerged as an artisanal laboratory, lovingly crafted by its founders in reverence of coffee tradition.

## **Nik Cafè is not just a coffee**

t's an experience, a catalyst for meaningful connections. The meticulous attention devoted to the proliferation of coffee culture and the production of premium blends has allowed Nik Cafè to extend its historical brand, honoring the time, honored Italian tradition. This is achieved through the creation of roasted coffee blends, meticulously crafted, and the conscientious selection of raw materials; a journey certified by chains around the globe.

In the spirit of sharing the extraordinary, Nik Cafè embraces the ethos that everyone should have the opportunity to savor the richness and nuances of exceptional coffee. With a foundation steeped in tradition, Nik Cafè beckons individuals from all walks of life to partake in a coffee experience that transcends borders, connecting people through the shared delight of a cup of finely brewed coffee

## **Nik Cafè: A Dynamic and Innovative Coffee Blend with Strong Italian Identity**

Nik Cafè embodies youthfulness and dynamism, offering a coffee experience infused with innovative features that cater to a global palate while proudly preserving its robust Italian identity. This coffee blend is crafted to satisfy a spectrum of tastes worldwide, introducing innovative elements that set it apart. While embracing diversity in flavor preferences, Nik Cafè remains firmly rooted in its Italian heritage, ensuring that each cup exudes the essence of Italian coffee culture. In a world where preferences vary widely, Nik Cafè stands as a testament to adaptability and quality. Its innovative approach allows it to navigate the diverse landscape of global coffee preferences while staying true to the rich traditions that define Italian coffee craftsmanship. In every sip of Nik Cafè, you encounter not just a coffee blend but a journey that seamlessly blends the contemporary with the traditional. It's a testament to the brand's commitment to delivering a coffee experience that transcends borders, inviting coffee enthusiasts from around the world to savor the unmistakable taste of Italian excellence.

Nik Cafè is a vibrant and dynamic coffee brand with innovative features designed to cater to diverse global tastes while proudly maintaining its robust Italian identity. It offers traditional extractions such as the renowned espresso found in the finest Italian bars, Moka extraction following Italian artisan tradition, and Nespresso System-compatible capsules crafted with the ideal granularity for an unforgettable taste.



“We have something extraordinary ... let’s not reserve it for a select few but give everyone the opportunity to enjoy it !”



**ESPRESSO** is a blend of Brazilian Arabica and Vietnamese and Ugandan Robusta coffees, which has achieved high-level recognition as the winner of the World Class Food and Beverage:

- **Brazilian Santos Arabica:** This component adds a sweet and soft base to the blend, with light fruity notes and a medium body. Brazilian Arabica contributes a balanced and pleasant taste, with sweetness that can be particularly appreciated in espresso.

- **Vietnamese Robusta and Ugandan Robusta:** The addition of Vietnamese and Ugandan Robusta enhances the blend with greater intensity and a fuller body. These coffees can bring a more pronounced crema and a fuller mouthfeel. Additionally, Robusta adds a hint of bitterness that can balance the sweetness of Arabica.

Overall, this espresso blend promises an interesting balance between sweetness and robustness, with a rich crema and depth of flavor. The recognition as the winner of the World Class Food and Beverage certifies it as a high-quality blend with remarkable taste, suitable for espresso lovers seeking an exceptional taste experience.



**AVAILABLE FORMATS:**

- 1 kg bag of coffee beans
- 250 g can of ground coffee
- box of 40 Nespresso system capsules\*

**ESPRESSO**  
il vero caffè Italiano

Intensity	●●●●●
Aroma	●●●●●
Body	●●●●●
Sweetness	●●●●●
Caffeine	●●●●●



**CLASSICA** 100% Robusta from Vietnam and Uganda offers a unique and distinctive flavor profile:

**Intensity:** Thanks to its exclusive Robusta composition, the Classica Blend delivers an intense and bold espresso experience. It is characterized by a robust and full-bodied taste that is evident from the first sip.

**Powerful Aroma:** The combination of Robusta from Vietnam and Uganda imparts a potent and persistent aroma to the blend. Earthy and woody aromas blend with hints of cocoa and hazelnut, creating an enveloping and inviting aromatic bouquet.

**Smooth Crema:** The Classica Blend produces a dense and velvety crema that persists on the surface of the cup. This crema results from the natural creaminess of Robusta beans and adds a pleasant texture to the beverage.

**Excellent Body:** Due to its high Robusta concentration, this blend offers a full and round body that envelops the palate. Each sip is rich and satisfying, leaving a lasting and fulfilling mouthfeel.

**Low Acidity:** Robusta is known for its lower acidity compared to Arabica, and this characteristic is reflected in the Classica Blend. The low acidity allows the full complexity of flavors to be appreciated without any sharp or unpleasant notes.

**Persistence of Flavor:** The Classica Blend leaves a lasting impression on the palate, with a persistent and pleasantly bitter aftertaste. This flavor persistence encourages another sip, making the coffee experience even more gratifying.

The Classica Blend offers an authentic expression of Robusta coffee, with intense flavor, powerful aroma, and rich texture. It is the ideal choice for those seeking a robust espresso full of character, without compromising on quality and authenticity.



**AVAILABLE FORMATS:**

- 1 kg bag of coffee beans
- 250 g can of ground coffee
- box of 40 Nespresso system capsules\*

**CLASSICA**  
il vero caffè Italiano

Intensity	● ● ● ● ●
Aroma	● ● ● ● ●
Body	● ● ● ● ●
Sweetness	● ● ● ● ●
Caffeine	● ● ● ● ●

RISTRETTO 100% ARABICA is composed of various origins of Arabica coffee:

- **Ethiopian Arabica:** Offers hints of flowers and herbs.
- **Guatemalan Arabica:** Sweet and creamy chocolate notes, rich and complex.
- **Brazilian Santos Arabica:** Caramel or hazelnut aftertaste.
- **Colombian Arabica:** Slightly acidic fruity notes, with hints of raspberry.
- **Indian Arabica:** Spicy cinnamon notes, adding depth and complexity to the flavor profile.
- **Costa Rican Arabica:** Caramel notes.
- **Nicaraguan Arabica:** Nutty notes akin to walnuts, adding a nourishing and rounded undertone to the overall flavor.

This combination of various notes creates a coffee with unique complexity and depth of flavor, appealing to those who enjoy exploring different coffee flavor nuances and those seeking a rich and fulfilling beverage experience.



AVAILABLE FORMATS:

- 1 kg bag of coffee beans
- 250 g can of ground coffee
- box of 40 Nespresso system capsules\*

**RISTRETTO**  
**100% ARABICA**  
il vero caffè Italiano

Intensity	●●●●●
Aroma	●●●●●
Body	●●●●●
Sweetness	●●●●●
Caffeine	●●●●●

# ***New natural energy drink based on coffee and ice water infused for 18-24 hours***

Luwak Energy is a coffee-based beverage obtained through the cold infusion of coffee beans in water for an extended period, specifically 24 hours. This slow and ambient temperature extraction process allows for the extraction of coffee aromas and compounds.

The energizing properties of Luwak Energy include:

**Caffeine:**

Caffeine is the primary stimulant present in coffee, responsible for the energy-related effects associated with consuming this beverage. Luwak Energy contains a significant amount of caffeine (86 mg per 100 ml). **Gradual Release of Caffeine:**

The cold infusion process of our blend enhances the solubility of aromatic compounds and caffeine itself, resulting in a beverage with a more gradual caffeine release compared to traditional coffee. This provides a sustained and prolonged energy sensation without sudden spikes.

**Lower Acidity:**

Luwak Energy tends to be less acidic than coffee prepared with other methods. This can be advantageous for those who experience stomach acidity issues associated with coffee consumption.

**Intense Flavors and Aromas:**

The cold infusion process of our Luwak Energy blend specifically extracts aromatic oils and coffee compounds, producing a smoother, sweeter, and richer taste. These intense flavors contribute to enhancing the overall beverage consumption experience.

**Low Calories:**

When consumed without additional calories, Luwak Energy is a very low-calorie beverage, making it an ideal option for those seeking a lighter alternative. Only 5 Kcal

**Hydration:**

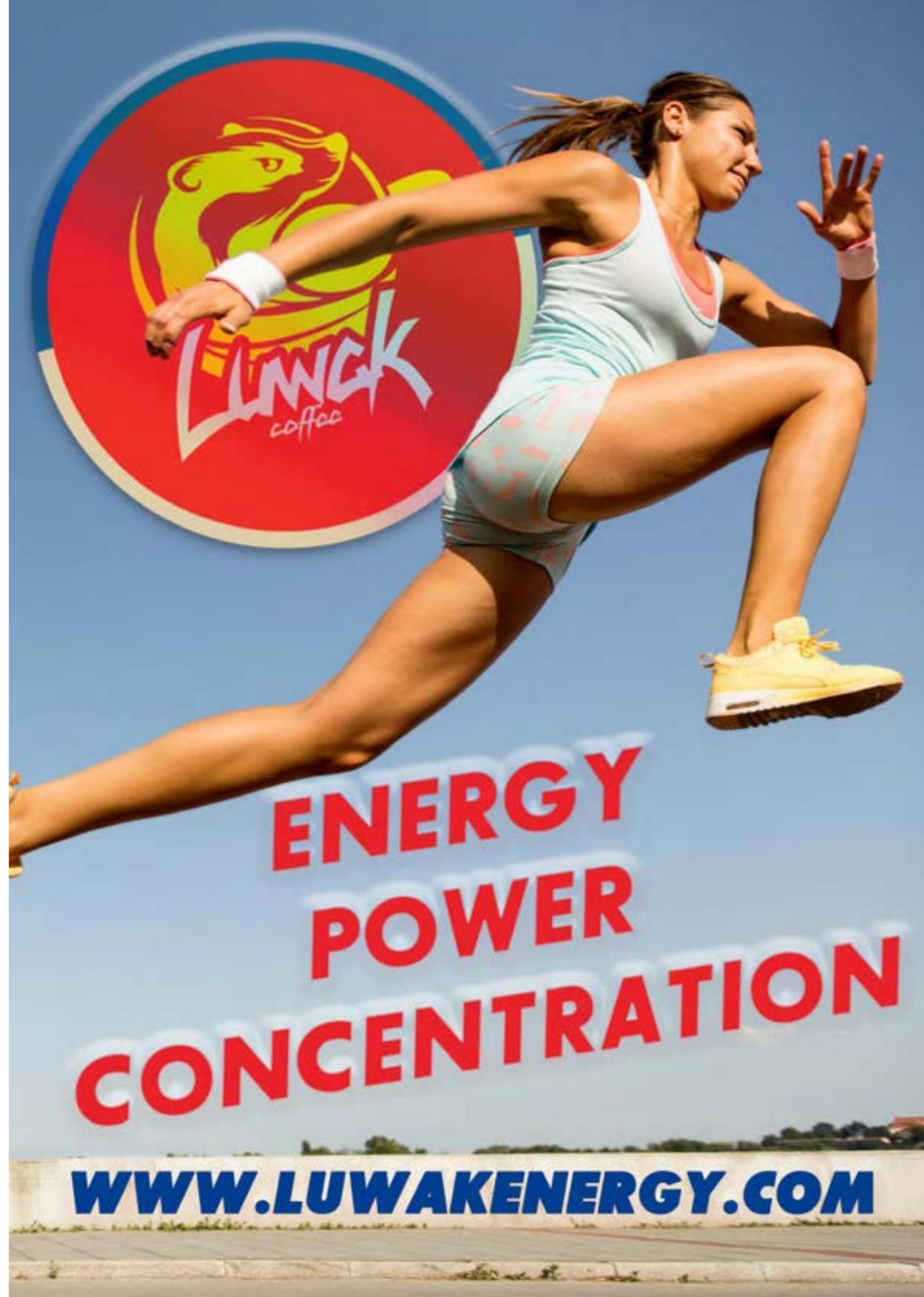
While coffee may have a diuretic effect, Luwak Energy still contains a substantial amount of water and contributes to the overall hydration of the body.



**ENERGY**

**COFFEE**

AVAILABLE FORMATS :  
- 125ml bottle.





## FROM THE BEAN TO THE CUP:

### SLOW ROASTING AND AIR COOLING

A perfect espresso, obviously!

Don't be surprised if it's perfect!

Even though this is not an exact science, only when you get passion and knowledge you'll be able to offer an excellent coffee!

Nik Cafè blends have a secret recipe made of:

- careful research and selection of raw materials
- import the best coffee directly from the native countries
- exclusive blends
- slow roasting, in accordance with the best tradition
- natural air cooling
- innovative packaging
- passion for our product

## The Roasting process is the alchemy which changes and mixes remaining magic and secretive.

It gives the unmistakable aroma and the typical taste of the brew universally acknowledged as " coffee ", which makes it unique and essential for billions of people worldwide. Taking a step back to modern alchemy, the roasting process is one of the essential phases in coffee production. In addition to making green coffee edible, gives the aromatic and organoleptic profile to each coffee blend. During roasting process, by heating beans, transformations take place which form and develop a mix of aromas and components. Roasting is the process in which coffee beans are heated up increasing in accordance with specific parameters, time and temperature. In the traditional roasting process, beans are placed in a rotating drum and be subject to heat source which gradually increase, with temperatures between 200-230 °C for 12-15 ( sometimes up to 20 ) minutes.

- **100°C beans dry up and begins to brown. Roasting aromas are in the air.**
- **Over 150-180°C beans gain volume, getting bigger and bright. At this stage they are golden brown.**
- **200-230°C roasting process reached the perfect temperature, beans lost weight, getting crumbly and darker. Coffee gets its own aroma. Beans start releasing CO2, a process that will continue for days after roasting.**

The hottest roastings can reach temperatures up to 240 °C, as beyond coffee beans start to burn. By extending the roasting time, we move the balance between acidity and bitterness. If the time gets too long, volatile aromas deteriorate, impoverishing coffee. That's why, once it's pulled out from roaster it needs to be cooled down very quickly. Air cooling is as important as roasting process, as it preserves aromas and coffee itself as well. The process by convection ensures even heat distribution to beans, as a result a better roasting both inside and outside. Moreover, a proper transfer of heating during the whole roasting process makes chemical reactions easier ( for example, Maillard's reaction about transformation of sugar ). Slowness in the traditional process is considered the only way to enhance refined taste of superior quality coffee blends. It takes time to get refined aromas. And coffee is no exception.

If **coffee** is roasted rapidly, the best aromas will be lost.

If **coffee** is not left to stand after roasting, the best aromas will be lost.

**That's a rule.**





# FINELLI GROUP

## ITALIAN EXPERIENCE

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