

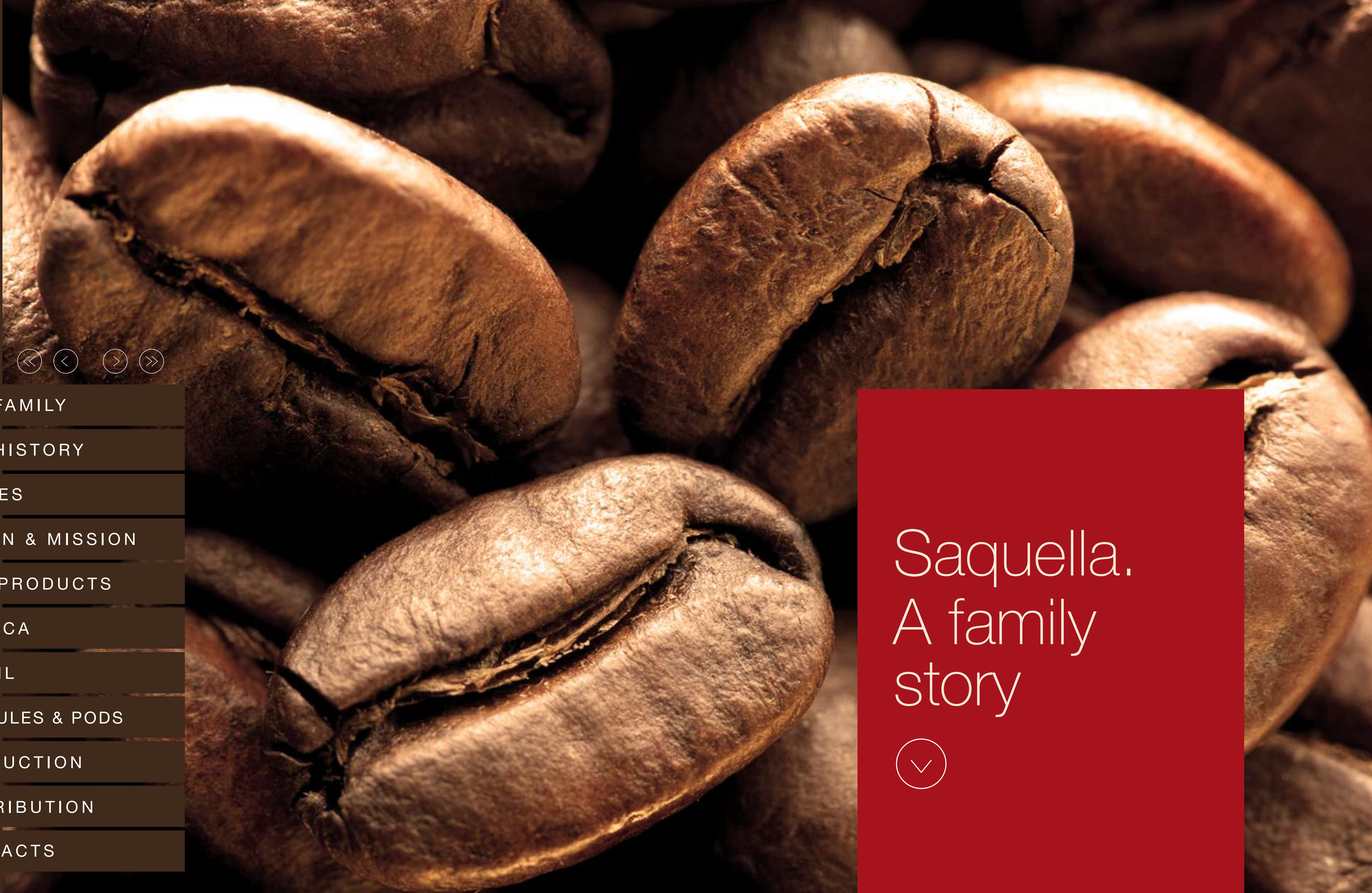


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# ESPRESSO ITALIANO

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Company Profile 



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Saquella.  
A family  
story





# A long experience since 1856



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SAQUELLA it's a family owned company, founded in 1856 by Clemente Saquella, and it is active in the production of espresso coffee.

After 150 years the original mission of quality, that has always been pursued, remains our inspiration today: from choice of the best raw materials to the careful blending and roasting process.

Today the company is still managed by the family SAQUELLA in the respect of values that inspired his creation. The company is present in 40 countries, with continuous innovation in the range of products and in the service offered to the customers.





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1856

Clemente Saquella started trading in spices and colonial products: tea, barley, cacao of various qualities and origins

1945

The Clemente Saquella company with Arnaldo Saquella as founder of the first factory that will be soon equipped with one 25kg Vittoria and 120kg Farina roasting machines.

Successful sales came soon in the areas Abruzzo, Lazio, Marche, Umbria and Campania

1969

The management was taken over by the brother, grandchildren of the founder Arnaldo, who had been working in the company for years.

1971

The new company headquarter was opened in an area of 11,000 sq mt in Pescara

1972

The process of internationalization began with the distribution of espresso in Canada and other European countries

1988

Saquella Caffè made its entry into the Italian and International Retail chains.

1997

Saquella Deutschland was set up to consolidate the business in the German market

2000

The Company was accredited for the Certificate ISO 9001, BRC – British Retailer Consortium and IFS -International Food Standard

2006

The company celebrated 150 years anniversary

2013

Enrico assumes the presidency of the company supported by his daughter and son: Ilaria as Export and Retail Sales Director, Arnaldo as CEO at Saquella Deutschland Company and Bianca as Production Director

2015

Saquella becomes a FAIRTRADE accredited trader



## TRADITION

Tradition of the Saquella family in the production of coffee

## INNOVATION

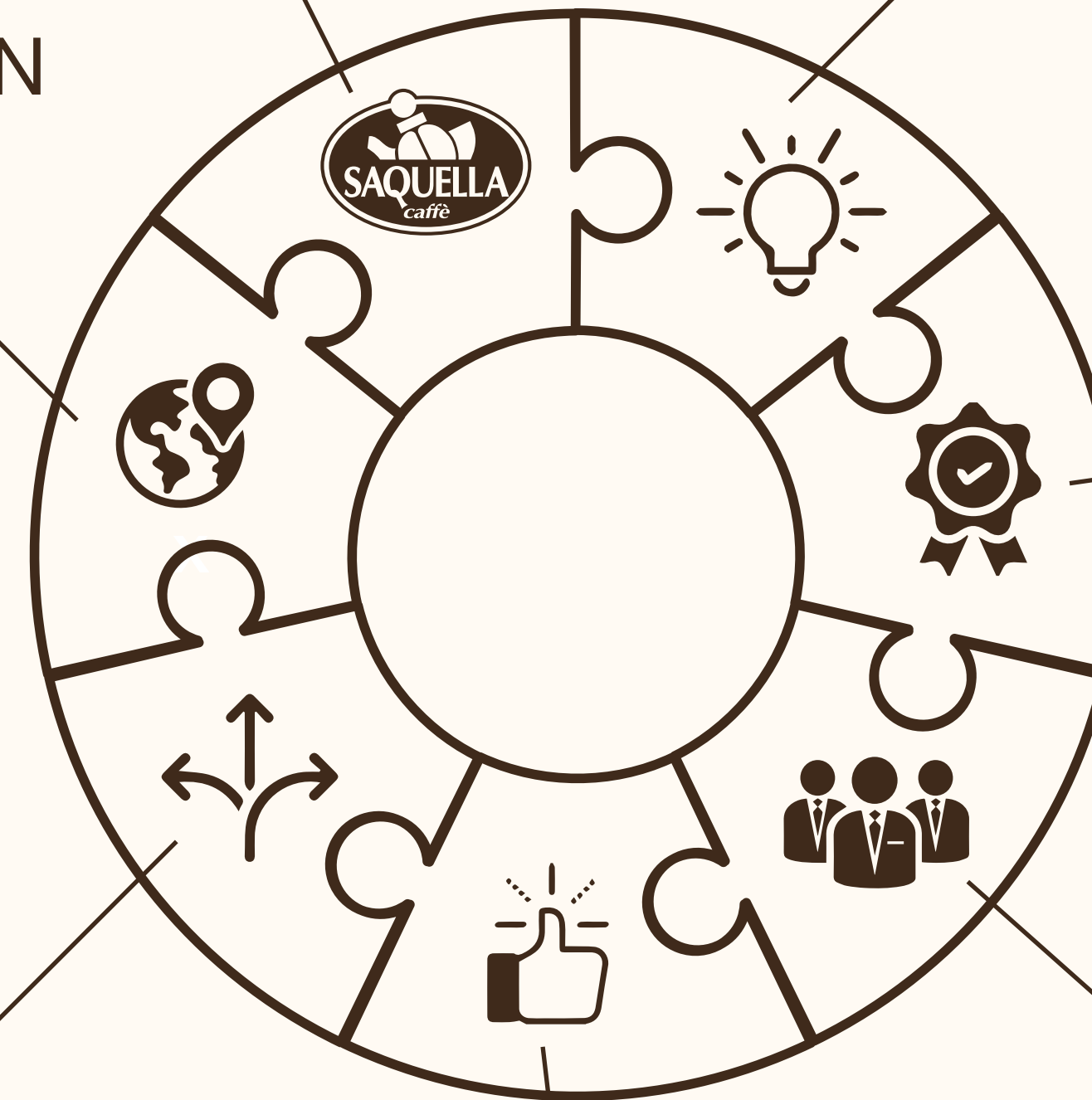
Continuous improvement of Saquella products through processes of innovation

## INTERNATIONALIZATION

Export focus oriented company. Strong presence in 40 foreign countries

## QUALITY

High quality coffee produced sourcing the best raw materials and in compliance with international regulations and certifications



## FLEXIBILITY

Production flexibility for the customized products according to client's requirements

## PROFESSIONALISM

Customer loyalty through a consultancy approach

## RELIABILITY

Reputation of trustworthy partner for punctuality and quality of service



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## VISION

Our goal is to be pure-player in the production of high quality coffee, becoming one of the main coffee brand in Horeca channel of Central Italy and to be amongst the top ten Italian coffee rosters for volume of exported coffee.



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## MISSION

To become a reference point for customers and be known for our professionalism, innovation and quality with the value and traditions of the Saquella Family



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HORECA PROFESSIONAL

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19

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FOCUS

Wide variety of espresso for any taste.

Complete range of espresso products ground and beans

The perfect grinding, dosage and pressing guarantee a constant extraction for a perfect coffee

CONCEPT

Premium quality espresso blends for professional clients.

Traditional Italian taste for everyday consumption.

Wide range of capsules compatible with the most popular systems.

TARGET

HO.RE.CA

RETAILERS

RETAILERS, OCS, HO.RE.CA



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# HORECA

PROFESSIONAL

WHOLE BEANS  
ESPRESSO 3KG TIN

Products:  
Expression 100% Arabica  
Selezione Gold  
Selezione Silver

Blends:  
100% Arabica, Arabica  
and Robusta



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## EXPRESSION 100% ARABICA

Excellent 100% Arabica coffee beans from the best plantations in Brazil and Central America give this coffee its special aromatic and intense flavour.

**ORIGINS:** 100% washed Arabica from Central American and natural Brazilian Arabica Low caffeine content blend

**BODY:** ●●●○○

**ROASTING:** medium

**AROMA & FLAVOUR:** aromatic, fragrant, creamy with a low acidity

**CUP:** creamy texture

**AFTERTASTE:** intense and deep



## SELEZIONE GOLD

The superior taste of this blend is owing to the sublime combination of the best Arabica and Robusta coffees from plantations of Indonesia. Full-bodied and sweet, with an intense and prominent flavour, Selezione Gold is a coffee for true connoisseurs.

**ORIGINS:** 80% natural Brazilian Arabica and washed Arabica from Central American 20% washed Robusta Medium caffeine content blend

**BODY:** ●●●●○

**ROASTING:** medium

**AROMA & FLAVOUR:** round and chocolatey flavour

**CUP:** rich crema holds to the bottom of the cup

**AFTERTASTE:** intense and deep



## SELEZIONE SILVER

The finest Robusta from Indian plantations and the sweetest rounded Arabica beans from Central America and Brazil give this coffee powerful aroma, full-bodied and intense flavor

**ORIGINS:** 70% natural Brazilian Arabica and washed Arabica from Central America 30% washed and natural Robusta Medium caffeine content blend

**BODY:** ●●●●○

**ROASTING:** medium

**AROMA & FLAVOUR:** round, balanced and sweet exceptional palate

**CUP:** rich crema

**AFTERTASTE:** intense and powerful



# HORECA

PROFESSIONAL

WHOLE BEANS  
ESPRESSO 1KG BAG

Products:

Major  
Oro  
Napoli

Blends:

100% Arabica, Arabica  
and Robusta



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## MAJOR

A blend of 95% Arabica coffee beans from the best plantations in Brazil and fragrant mild beans from the Central American highlands. There is also 5% of the finest robusta coffee from the Island of Java which gives this blend a perfect balanced and round taste.

**ORIGINS:** 100% washed Arabica from Central American and natural Brazilian Arabica Low caffeine content blend

**BODY:** ●●●●○

**ROASTING:** medium

**AROMA & FLAVOUR:** smooth and aromatic with a delicate acidity, lightly fruity

**CUP:** fulsome creamy head with long mouth filling taste

**AFTERTASTE:** delicate yet full



## ORO

A full-bodied blend with an intense aroma and pleasant chocolatey flavour made up of a selection of sweetest Brazilian and Honduras coffee beans carefully combined with the finest and roundest Indian Robusta varieties.

**CHARACTERISTICS:** 65% natural Brazilian Arabica and washed Arabica from Central American 35% washed and natural Robusta Medium caffeine content blend

**BODY:** ●●●●○

**ROASTING:** medium

**AROMA & FLAVOUR:** intense, caramelly and sweet, with an extraordinarily powerful flavour

**CUP:** creamy and full-bodied

**AFTERTASTE:** intense and long-lasting



## NAPOLI

The perfect balance of the finest and mild Arabica beans from Brazil, Guatemala and Costa Rica combined with Robusta coffee from selected plantations of Indonesia and Papua New Guinea for a full flavour and authentic Italian espresso cup.

**ORIGINS:** 85% natural Brazilian Arabica and washed Arabica from central American, 15% washed Robusta. Low caffeine content blend

**BODY:** ●●●●●

**ROASTING:** medium

**AROMA & FLAVOUR:** sweet, with an intense and lingering flavour

**CUP:** creamy texture

**AFTERTASTE:** deep and satisfying



# HORECA

PROFESSIONAL

WHOLE BEANS  
ESPRESSO 1KG BAG

Products:  
Crema Dolce  
Dekaf  
Espresso Crema

Blends:  
100% Arabica, Arabica  
and Robusta



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## CREMA DOLCE

A coffee blend with the best varieties of coffees from Santos Brasil and India with a slightly chocolaty taste and full and persistent aftertaste.

**CHARACTERISTICS:** Brazilian, Central America and Indian coffees

**ROASTING:** medium

**AROMA & FLAVOUR:** round and chocolately flavour

**CUP:** rich crema

**AFTERTASTE:** intense and long lasting



## DEKAF

A blend of finest quality coffees that through an accurate decaffeination process, gives a delicious taste of an authentic espresso without the caffeine.

**CHARACTERISTICS:** Brazilian Santos and Indian coffees

**BODY:** ●●●●●

**ROASTING:** medium/dark

**AROMA & FLAVOUR:** sweet with an intense flavour

**CUP:** creamy texture

**AFTERTASTE:** intense and deliciously lingering



## ESPRESSO CREMA

Aromatic and intense flavour derived from the perfect blending of selected Indian Robusta beans and natural and washed Arabica from Brazil. On the palate, it confirms its renowned quality and body with its robust and intense taste. A full-bodied and intense Italian espresso coffee with a luxurious golden brown crema.

**CHARACTERISTICS:** 60% washed and natural Robusta, 40% natural Arabica.

High caffeine content blend

**ROASTING:** dark

**AROMA & FLAVOUR:** Strong, rich and intense

**CUP:** full and creamy head

**AFTERTASTE:** intense and deliciously lingering



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# RETAIL

## BAR ITALIA

WHOLE BEANS  
AND GROUND COFFEE  
1KG, 500G, 250G BAG & TIN

Products:  
100% Arabica  
Gran Gusto  
Gran Crema

Blends:  
100% Arabica, Arabica  
and Robusta



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## 100% ARABICA

An eccellente blend with th best varieties of coffee from Central America, Colombia, Guatemala, Honduras, soft and slightly sour with a delicate aftertaste.

The in-cup result is dense and creamy.

## GRAN GUSTO

A blend of finest Santos, Central America and Java coffees with a sweet and chocolaty taste, intense aroma and full and persistent aftertaste. It's full-bodied with a luxurious golden brown crema.

## GRAN CREMA

A coffee blend coming from Santos, India and Central Africa, flavoured and strong with a slightly chocolate taste and an intensive aftertaste. The in-cup result is full bodied with a consistent crema.



# RETAIL

ESPRESSO GROUND COFFEE 250G TIN

Products:

- Espresso 100% Arabica
- Espresso Oro
- Espresso Dekaf

Blends:

- 100% Arabica, Arabica and Robusta



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## ESPRESSO 100% ARABICA

An eccellente blend with th best varieties of coffee from Central America, Colombia, Guatemala, Honduras, soft and slightly sour with a delicate aftertaste.

The in-cup result is dense and creamy.



## ESPRESSO ORO

From en exclusive selection of the best Brazilian and Central American coffees, refined blend with an intensive aroma and a blod taste



## ESPRESSO DEKAF

This blend of Arabica and Robusta beans gives a great flavour without the caffeine



# RETAIL

## ESPRESSO COFFEE BEANS 250G TIN

### Products:

Espresso Gran Arabica  
Espresso Gran Bar  
Espresso Dekaf

### Blends:

100% Arabica, Arabica and Robusta



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## ESPRESSO GRAN ARABICA

A blend of 100% Arabica coffee beans from the best plantations in Central America and Brazil, soft and slightly sour with a delicate aftertaste. The in-cup result is dense and creamy



## ESPRESSO GRAN BAR

Authentic Italian espresso. This blend of the finest Arabica and Robusta coffees creates the perfect espresso experience, producing a rich full bodied coffee.



## ESPRESSO DEKAF

Thanks to a natural process, this excellent quality of coffee preserves the delicious taste of espresso by eliminating caffeine.



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# CAPSULES

BAR ITALIA

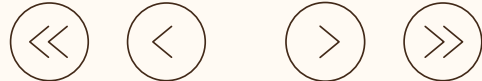
COFFEE CAPSULES -  
NESPRESSO COMPATIBLE

Products:

Grand Cru 100% Arabica  
Espresso Intenso

Blends:

100% Arabica and Robusta



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## GRAND CRU 100% ARABICA

Saquella Original Gran Cru is bold and rich. This coffee has all the characteristic of Italian espresso with an intense aroma and persistent crema. Perfect as a short or long espresso and a particularly good base for cappuccino or latte.



## ESPRESSO INTENSO

Espresso Intenso is full-bodied and intense. This blend of Arabica and Robusta beans gives a classic deep and intense Italian espresso coffee a luxurious golden brown crema. Perfect as a short or long espresso and a particularly good base for cappuccino or latte.



# CAPSULES

BAR ITALIA

COFFEE CAPSULES -  
NESPRESSO COMPATIBLE

Products:  
Grand Cru,  
Espresso Intenso  
Espresso Bella Crema  
Espresso Dekaf

Blends:  
100% Arabica and Robusta



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## ESPRESSO GRAND CRU

Saquella Original Gran Cru is bold and rich. This coffee has all the characteristic of Italian espresso with an intense aroma and persistent crema. Perfect as a short or long espresso and a particularly good base for cappuccino or latte.



## ESPRESSO INTENSO

Espresso Intenso is full-bodied and intense. This blend of Arabica and Robusta beans gives a classic deep and intense Italian espresso coffee a luxurious golden brown crema. Perfect as a short or long espresso and a particularly good base for cappuccino or latte.



## ESPRESSO BELLA CREMA

Espresso Bella Crema is fruity and aromatic. A blend of finest Arabica coffees carefully selected and roasted to prepare the best Italian espresso coffee. A superb cup of extreme finesse with an intense and fine aroma, full taste and light acidity.



## ESPRESSO DEKAF

Espresso Decaffeinato is fruity and aromatic. This blend of Arabica and Robusta beans gives a great flavour without the caffeine. Perfect as a short or long espresso and a particularly good base for cappuccino or latte.



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The Saquella company is located in Pescara and covers an area of 11,000 sq.m of which 5,000 is covered, and is equipped with high technology machineries.

Saquella espresso coffee is 100% produced in our factory in the centre of Italy where more than 20 varieties of raw coffee are imported blended, roasted and packaged by modern machinery.

The company has a production capacity of 2 million of Kg /per year.

## Certifications



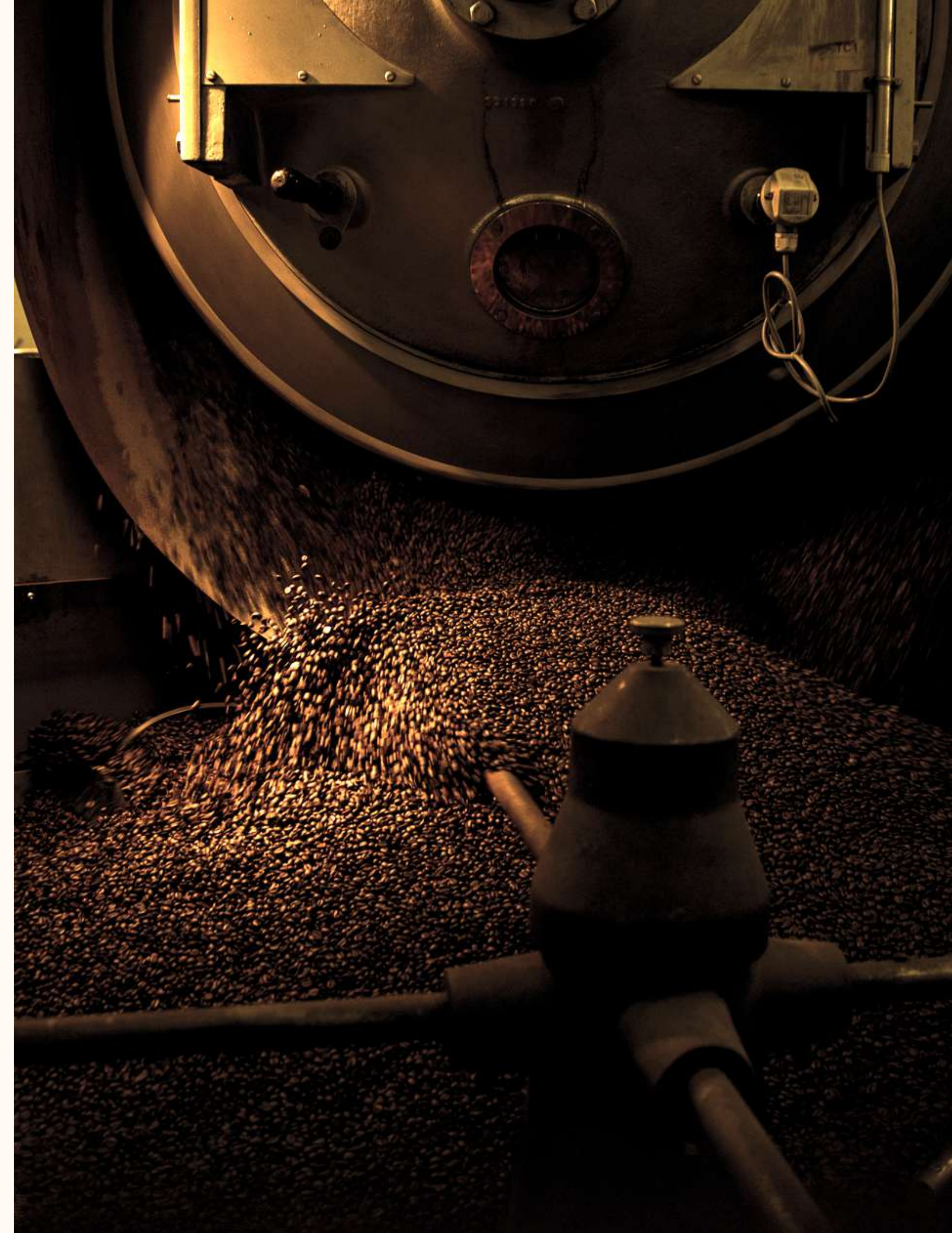
ISO 9001 : 2008

BRC Food Global Standard For Food Safety

IFS International Food Standard

KOSHER Certification

FAIRTRADE Certification





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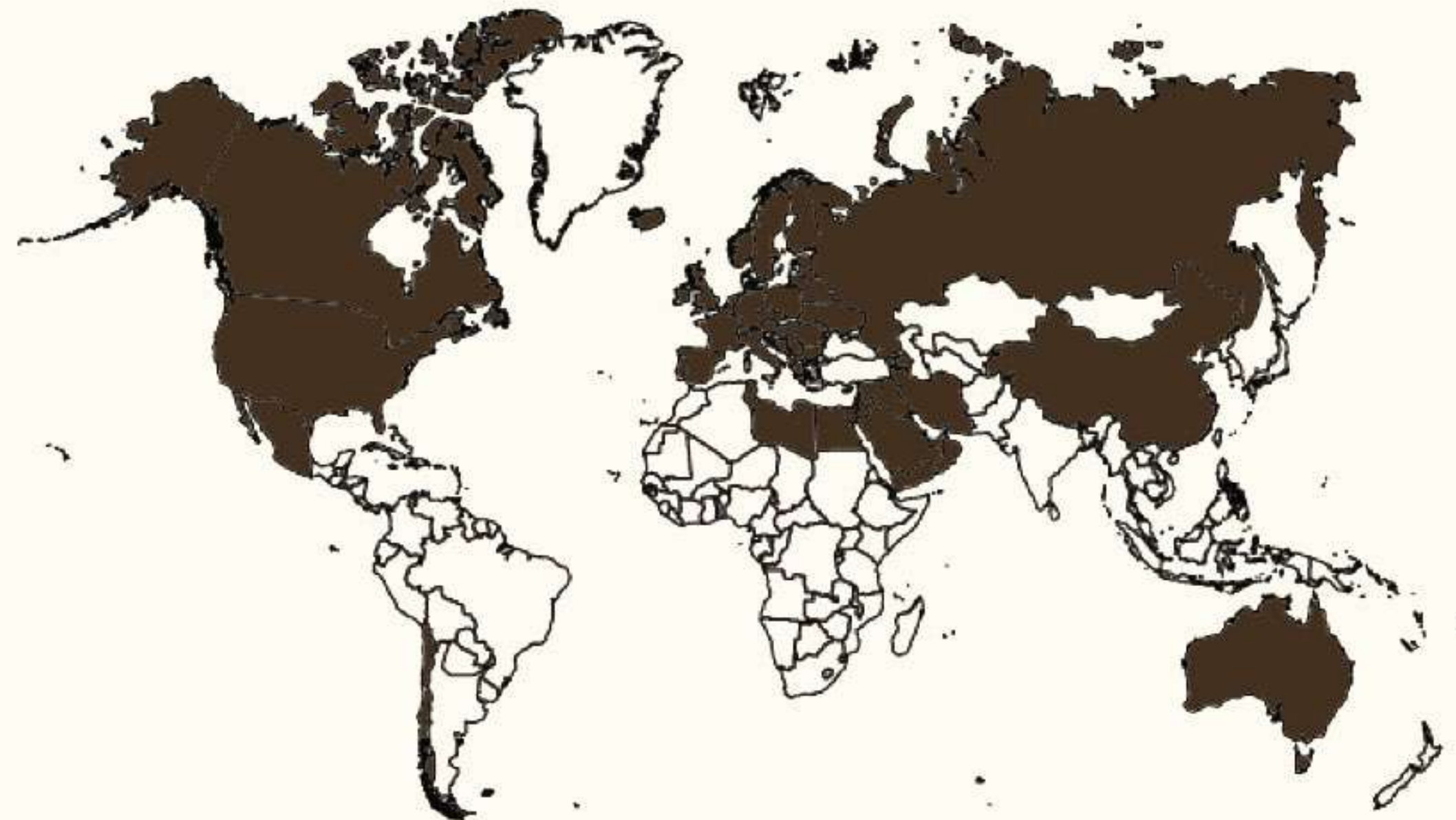
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## SAQUELLA ACTIVITIES

- CUSTOMIZED PRODUCTS
- PROMOTIONAL ACTIVITIES IN FOREIGN MARKET ( TRADE SHOW, TASTING, TRAINING)
- EXCLUSIVE MERCHANDISING
- OUR BRAND IS RECOGNIZED BRAND IN THE WORLD WITH OVER 100 YEARS OF HISTORY AND TRADITION
- A FULL LINE OF HIGH QUALITY COFFEE PRODUCTS FOR ANY MARKET SEGMENT
- BONDED WAREHOUSE FOR INTERNAL CUSTOM OPERATION
- ACCADEMIA SAQUELLA FOR PROFESSIONAL TRAINING COURSES
- SALES PROFESSIONAL TEAM FOR YOUR NEEDS

The process of internationalization started in the 70s, today SAQUELLA company has excellent trade relations in more than 40 countries through its qualified distributors or subsidiary companies (Saquella Deutschland and Saquella UK), that represents the 65% of global production.

Saquella's range offers premium products distributed in Horeca Channel, exclusive retail shops and premium supermarket chains.

In foreign markets, SAQUELLA has consolidated over the years a longterm partnership with a lot of importers actively supported by the company for the placement of the brand and to promote the development of sales.



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