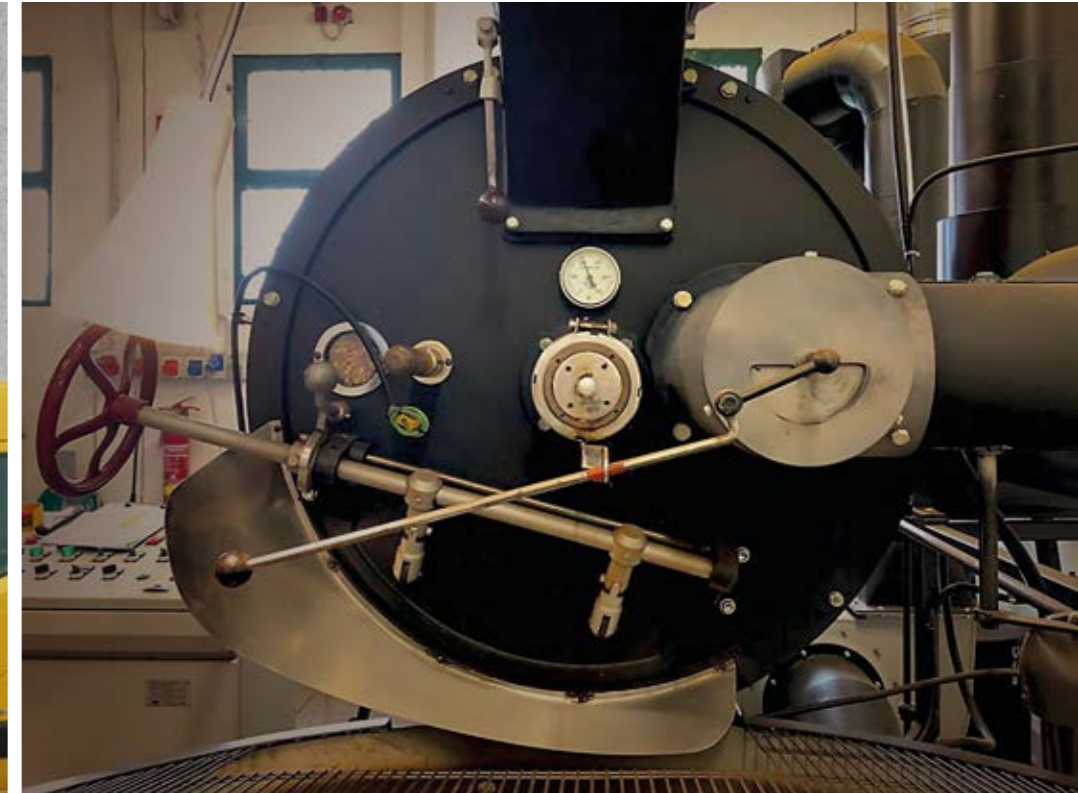


CAFFÈ DONATELLO®
espresso toscano

**For twentyfive years
from all over the world, all over the world**

The company



From tradition to progress

Active since the '90, **Caffè Donatello** is a company whose foundations are based on tradition and knowledge in coffee production. We rely on our senses - an added value for us - because it's just through experience that we can identify different colour shades, aromas or flavours, enriching the production process in every single part, from the evaluation of green coffee lots to the actual roasting.

Our mission

Caffè Donatello is a consolidated and dynamic company, aiming to development and expansion simply through transmitting our passion and commitment to our work, with the care that only an artisanal process can guarantee.

Our vision

Our goal is to become a benchmark of roasted coffee through the values of traditional professionalism and high quality product: although the company is equipped with technological equipment, the human contribution remains primary, like the roaster's ear - which can recognise the perfect roasting from the creaking of the "singing" beans - and the palate of the owner which personally tastes each lot.

Our strategy

Caffè Donatello pays great attention to its customers, whose satisfaction and loyalty are pivotal. The company aims to gain greater fidelity through strong, enduring proposals, yet looking forward to future and innovation.

Cure and attention for the product



Selected green coffee

The lots of green coffee arrive in Tuscany, at the Caffè Donatello roasting plant, from selected producers from several parts of the world; Mexico, Guatemala, India, Brazil, Ethiopia, Puerto Rico, Jamaica, Java and Hawaii.

The company stipulates multi-year contracts relationship with the producers to secure the best lots and the most consistent quality: we buy only wet washed coffee to have an higher quality standard. All the green coffee we buy is hand harvested, selecting the most mature beans and discarding leaves.

Coffee is a living product, for this reason every lot of coffee has a sample roasted and tasted by Caffè Donatello; this appraisal leads to a constant unchanging quality in the cup.

Frequent roasting

Our roasting process is slow and its duration may vary according to some factors as climate and humidity.

Green coffee is roasted in a rotating drum containing 60 kg, to have a smooth result. Roasting and air chilling excite the fragrance of our coffee. This roasting process gives brown grains, light and delicate, enhancing aromas saving the dose of caffeine.

Stay-fresh valve

To better protect the product, bags are equipped with a special valve (patented in Switzerland) that allows CO2 emission, coffee's maturation and stops entry of oxygen, thus preventing oxidation. In this way the organoleptic characteristics of the product are kept intact.

Our blends



Firenze 100% Arabica – *"Pure elegance"*

A soft and delicate flavor for an unique blend made with the best Arabica beans, to offer a long-lasting and velvety taste for real connoisseurs.

Pisa 90% Arabica, 10% Robusta – *"The right balance"*

This unique coffee with its extraordinary roundness has a rich, strong flavor. The lingering aroma leaves a pleasant, dark chocolate aftertaste.

Milano 80% Arabica, 20% Robusta – *"The wake-up note"*

Our best quality beans from India and Africa to ensure a strong, intense and enduring full-bodied taste.

Roma 50% Arabica, 50% Robusta – *"The firm"*

An intense blend whose taste explodes in your mouth. The ideal aroma for real, strong flavored coffee lovers.

Verona 80% Arabica, 20% Robusta – *"The pleasant"*

Gentle and enveloping taste. A blend of selected Arabicas from Central America, Asia and Ethiopia Djimmah. A true concentrate of creaminess and delicacy that embraces all the senses. Even the eye wants its part: a higher sieve guaranteed by the presence of Maragogype varieties.

Terra Amica Biologico 90% Arabica bio, 10% Robusta bio – *"Organic"*

A natural selection of Arabica from Central America (Messico/Honduras).

Soft 50% Arabica, 50% Robusta

Strong taste coffee from Africa.

Decaffeinated 100% Arabica – *"The tender"*

The best selected Arabica for a sweet and long-lasting taste. It undergoes a careful decaffeination process to guarantee the product's outstanding purity and a refined flavor.

Madre Terra 80% Arabica, 20% Robusta – *"Organic"*

Selected coffee from Central America farmed in total respect of the environment, separately processed without chemicals to maintain its original taste.

New



ORGANIC PRODUCT

Controlled operator n. 100917
MIPAAFT authorized inspection body
IT BIO 014 - NON UE AGRICULTURE



Organic coffee "Madre Terra" & "Terra Amica"

The growing attention to organic products of the last years has also reached coffee: so, finally organic coffee is available.

The ever greater interest for quality and the attention for the future of our planet, has also led Caffè Donatello to present its own organic blend: **Madre Terra & Terra Amica**

The choice of organic coffee is a personal choice dictated by an increasing attention towards health and environment. Coffee is an organic product subjected to heat roasting and that is therefore already natural, without chemical processing: that's why the guarantee of a 100% organic product is very important.

Choosing an organic product also means preserving the production areas by over-exploiting of the territory of origin and its resources.

The cultivation of organic coffee must respect, like any other organic cultivation, international standards in all its phases, from plantation to final packaging. The cultivation of coffee plants must comply with a protocol that provides the use of natural fertilizer. The defense of plantations from diseases and pests is carried out exclusively with biological control: insects that feed on weeds, substances of plant origin, minerals or other plants that can naturally counteract the attacks of pests. It is important to underline that the coffee plant, as well as the cocoa plant, dies if any chemical is used.

The protocol for organic farming in Europe has rules codified and shared by all member states of the EU, which must be applied from production to processing, up to product labeling (Lg. 834/2007 and 889/2008 for the discipline of the marketing and production of organic products). The European statute has declared the Eurofoglìa mark as the unique official mark.

Capsules and pods



Capsules

Caffè Donatello capsules are the result of a careful planning in terms of quality and graphics, creating a wide and complete range of products to satisfy every taste. Six different blends to drink a top-quality espresso that perfectly mixes some varieties of Arabica and Robusta: **100% Arabica** (soft), **Platino** (aromatic), **Oro** (sweet), **Argento** (strong), **Decaffeinated** and **Organic**.

Furtherly you can choose ginseng coffee, barley, flavoured coffees, teas and infusions.

Compatible capsules

Based on our experience we created the new capsules that you can use with the most common coffee machines: Nespresso*, Lavazza a Modo Mio*, Lavazza Blue*, to enjoy our coffee with its own machine.

For these models we produce 100% Arabica, Platino, Oro, Argento, Decaffeinated and Organic.

Pods

Practical and hygienic pack of pods for vending (offices, small businesses, etc.). The blend used is a classical one for bars which gives a coffee as near as possible to a real Italian espresso.

Also available regular or decaffeinated and the kits containing packets of sugar, stirrers and paper cups.

* Trademarks does not belong to AD Distribuzione srl nor to any of its participated companies.

Our compostable e.s.e pods line

The Pleasant 80% Arabica, 20% Robusta
Compostable e.s.e. pod "Oro" blend.



The Strong 50% Arabica, 50% Robusta
Compostable e.s.e. pod "Argento" blend.



For real connoisseurs 90% Arabica, 10% Robusta
Compostable e.s.e. pod "Platino" blend.



Pure elegance 100% Arabica
Compostable e.s.e. pod "Arabica" blend.



The Tender 100% Arabica decaffeinated
E.s.e. pod "Deca" blend.



Come Natura Crea 80% Arabica, 20% Robusta
Compostable e.s.e. pod with organic coffee.



