

**SARDELLA**  
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THE ITALIAN ESPRESSO SINCE 1911

# The Company

## ABOUT SARDELLA COFFEE

Sardella Coffee is the first brand created in 1911 to dress up and go with Sardella Family's traditional blends .

Sardella is today one of the world's ancient roasting firms.

Sardella Coffee takes roots in 1911, in a typical coffee shops located in the heart of Catania city, where Calogero Sardella, the founder, follows his vocation for the coffee and takes over "Sardella, The catanese Coffee Company."

The company produces and markets a unique blend of espresso coffee under a single brand leader in quality.

A careful balance of ingredients imported from the world's best coffee growers that creates the unmistakable flavor and aroma of Sardella Coffee: always identical in any espresso cups wherever is drunk around the world.

For over a century the core business is related to the production of healthy and quality coffee and derivatives. Over the years Caffè Sardella has diversified its products but remains linked to its original core business, the "skillful art of roasting", the source of the company's greatest successes.

The background of the slide is a dark, high-contrast image of coffee beans. The beans are densely packed and their surfaces are highly reflective, creating a complex pattern of light and shadow. The overall tone is dark, with the highlights on the beans providing a textured, organic feel. The text is centered over this background.

**"To Make Coffee an art  
as well as an industrial  
product"**

Calogero Sardella

# Mission and Vision

Delight all those love the quality of life through striving for the best coffee nature can offer, improved by the best technology. The family has always been committed to this challenge: a smile for every cup.

To make today delicious we begin with our customers. We listen, we watch and we learn. We understand their needs because we are customers too .

One of the main company policies is to see craftsman's tradition as a strength and guarantee. craftsmanship quality is the main thing that distinguish us from the large industry.

**A SMILE FOR EVERY CUP**



**"A Smile  
for  
Every Coffee Cup"**







# Our Portfolio

## **GROUNDING COFFEE**

AROMATIC MIXTURE ( 1KG- 500G- 250G )

AMERICAN COFFEE (250G)

DEK

**COFFEE BEANS** ( 1KG - 500G )

AROMATIC

DEK

## **CAPSULE**

ESPRESSO POINT FAP ( 100 PZ- 50 PZ -16 PZ )

COMPATIBLE NESPRESSO ( 100 PZ- 50 PZ -16 PZ )

COMPATIBLE LAVAZZA A MODO MIO ( 100 PZ )

BIALETTI COMPATIBLE ( 100 PZ )

DOLCE GUSTO COMPATIBLE ( 100 PZ )

DEK ESPRESSO POINT ( 100 PZ - 16 PZ )

DEK NESPRESSO COMPATIBLE ( 100 PZ - 16PZ )

## **PODS**

NORMAL ( 150 PZ - 50 PZ - 16 PZ )

DEK ( 150 PZ - 16 PZ )

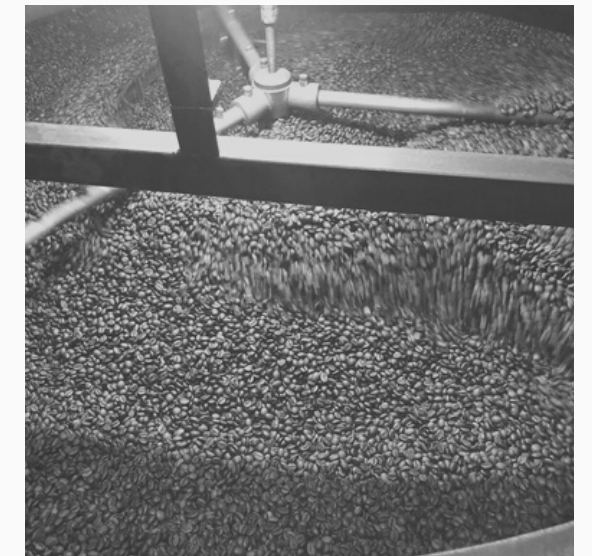


# OUR AMAZING PRODUCTS

## *Get to Know them!*

The quality of Sardella's coffee is the result of a complex and constant work in the selection of green coffee, in monitoring the operations of product transformation and in combining tradition and innovation. Innovation allows us to monitor the coffee roasting process, the composition of the blends and the packaging that takes place thanks to cutting-edge machinery.

Sardella Coffee diversifies its production with a wide range of products able to meet all B2B AND B2C market needs. A production capable of declining coffee in all its applications, ranging from coffee beans to coffee in pods and capsules. To these product lines is added the production of ground coffee and a variety of other accessory products, which enrich the offer of Caffè Sardella, making it complete and responsive to every specific need. We have over 100 years experience in sourcing, roasting and tasting coffee; with our exceptional range of roast and ground coffees, equipment and services, we will provide the right solution for your business needs.



# OUR CUSTOMERS



**HoReCa Channel**



**Retails and  
E-commerces**



**Houses and  
Offices**

**OUR CUSTOMERS HELP TO STRENGTHEN AS INTERPRETER AND AMBASSADOR OF OUR VALUES AND OF THE EXPERIENCE THAT YOU LIVE DRINKING A SARDELLA COFFEE**





# Contact Us

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