



Bazzara MEDIA KIT

About us	5
Quality	7
Strengths	9
Brand	13
Digital KPI	17



for three generations

COFFEE HAS BEEN CHARACTERISING OUR LIVES

Bazzara Espresso is a roastery based in Trieste – the Italian Coffee capital – and it has been exporting high quality blends since 1966. Tasting a Bazzara Espresso means to treat oneself with the daily luxury of a break in which an orchestra of aromas will lead the mind in a journey through far and fascinating lands: in a single cup it is possible to find the hard work of a family who has been dedicating completely to coffee for three generations to offer the perfect bond between **Italian tradition** and **artisan quality**.

To spread the culture of high-quality coffee, the Bazzara brothers have combined their activity as roasters to the one as writers, publishing four books completely dedicated to coffee. Moreover, they also are trainers, and inaugurated in 2015 the **Bazzara Academy**: a tasting laboratory, a roasting room and a Coffee Lab entering the international SCA Premier Training Campus in 2017, thus becoming the first in Italy to obtain the certification in all the Campus modules.



Training Courses

- GREEN COFFEE
- ROASTING
- BARISTA
- EXTRACTIONS
- SENSORIAL ANALYSIS



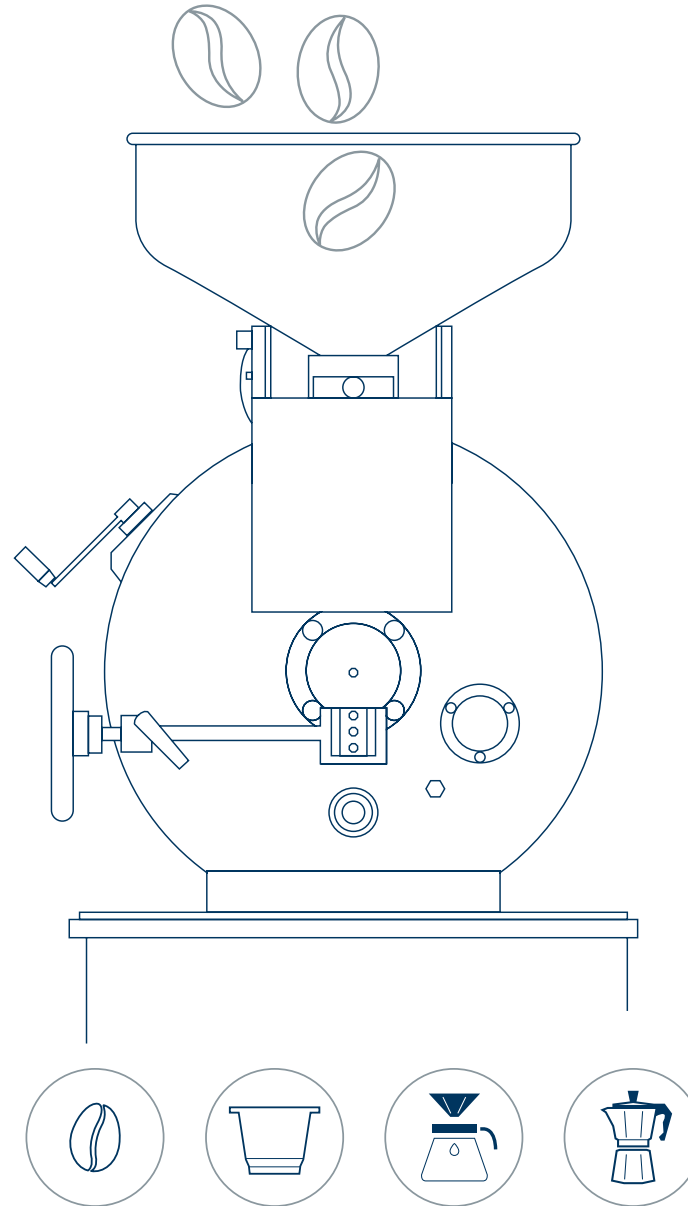


always and for everyone

THE PERFECT CUP

Our blends, designed, tested and roasted only in Italy thanks to a precise selection of the best arabica and robusta varieties, meet all the consumption needs.

For those who love gourmet products, our best blend – **Dodicigrancru** – is available also in single-use **pods** and **capsules** allowing to taste an exclusive Espresso also without going to the bar, and as **ground coffee** in the 250gr bin. Starting from this year, we also are a micro-roastery and this allows us to offer very refined single-origin coffees, roasted and packaged to order.



BAZZARA

DODICIGRANCRU

Caffè in grani tostato artigianalmente in Italia

100% Arabica

ESPRESSO d'eccell

12



excellence and beauty

OUR STRENGTHS

- ✿ Together with the **high quality** of our coffees, we offer more than 40-year experience and reputation in the sector.
- ✿ We guarantee a **direct and personal contact** with the members of our team speaking more than 10 languages.
- ✿ We produce **customised video graphics** and artistic contents dedicated to co-branding campaigns.
- ✿ We are famous worldwide for our cultural initiatives, such as the Bazzara books and the Trieste Coffee Experts, the summit gathering together the Italian elite and not only of the coffee field.
- ✿ We have one of the most important Coffee Academy in Europe, the first Italian one being certified **SCA Premier Training Campus** by the Specialty Coffee Association for all the training modules.



- ✿ We are a **family business**, and this allows us to provide our partners with a tailored service, being always at their disposal, also for some advice.





trieste

A PRIVILEGE

-

In Trieste coffee is in the air.

Coffee is today the contemporary image of an history dating back to the 18th century, the moment since when coffee has been processed and produced in our city, tasting it in the elegant historical cafés.

A very fascinating coffee history that enchanted also Dionisio Bazzara who in 1966 bought a little artisan roastery.

“Coffee is not a simple beverage but a noble elixir, blending several cultures from all around the world through its aroma” – this is the teaching that Dionisio transmitted to his sons, then adolescents, and that will influence forever every entrepreneurial choice.

The coffee district in Trieste is also nowadays an excellence centre recognised at an international level. Our city is for us and for our distributors a precious resource: it has been considered for more than 300 years the Italian Espresso Capital and thanks to its port, Trieste is indeed one of the most privileged routes for green coffee worldwide. This allows us to select the best coffee and roast only the necessary quantities to process the orders, granting to our customers very fresh blends.





the project

TRIESTE COFFEE EXPERTS

-
In 2014 Bazzara organised the first Trieste Coffee Experts: the summit gathering in Trieste the protagonists of the Italian Coffee. An occasion to reflect and discuss dealing with the hottest topics concerning the entire coffee production chain.

A biennial event that, through dialog, is a good instrument to find the best ways to take on the challenges of the market and underlines the need of networking, exchanging knowledge and expertise to increase the professionalism of everyone.

Trieste Coffee Experts is part of the great commitment by Bazzara to give value and promote the culture of high quality espresso: the organisation of events to support the birth of new synergies among the protagonists of the Italian coffee.

Caffè in grani
Whole coffee beans



Caffè macinato
Ground coffee



NET WEIGHT / NET WEIGHT
250 g e
8.8 oz (0.55 lb)

È confezionato in sacchetti con valvola salvavacua. Coffee packed in bags with degassing valves. Conoscete in lungo tempo e assolate e consumate preferibilmente entro la data indicata sulla confezione.



BEST BEFORE:
See date on package. Keep in a cool and dry place.



Colombia Supremo

Cultivato sulle pendici delle Ande è ritenuto uno dei migliori caffè colombiani. Ecco lo gusto ideale. Ammonche, di solemni presenza e mirabile personalità, purgano rapidamente il suo aroma, liberandolo da un leggero aroma di cacao, portatore di gran velluto.

Paese: Colombia	Specie: Arabica
Varietà: Catima, Castillo, Typica	Tostatura: Media
Altitudine: 1400 - 1900 m	Temperatura: Equilibrato, Fruttato
Lavorazione: Lavato	



Colombia Supremo

Cultivated on the slopes of the Andes, it is considered one of the best Colombian coffees. Here is the spot of the Americas, of solemn presence and admirable personality, cautiously releasing its fruity potential touched by a breath of aromatic cocoa.

Origin: Colombia	Quality: Arabica
Varietal: Catimara, Castillo, Typica	Roast: Medium
Altitude: 1400 - 1900 m	Flavour: Sweet, Balanced, Fruity
Processing: fully washed	

BAZZARA

BAZZARA s.r.l.
Via Cesare Battisti, 1
34125 Trieste - Italy
+39 040 767849



A
prodotto e confezionato presso lo stabilimento di via Dante 3/a, Pozzuolo del Friuli (UD), 33050, Italia.

B
prodotto e confezionato presso lo stabilimento di via Battisti 1, 34125 Trieste, Italia.

C
prodotto presso lo stabilimento "A" e confezionato presso lo stabilimento "B".

Vedere l'indicazione nel lotto di produzione indicato sulla confezione.



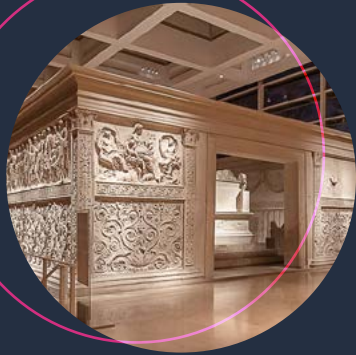
A
Produced and packaged in the plant of Via Dante 3/a Pozzuolo del Friuli, Udine, 33050, Italy.

B
Produced and packaged in the plant of Via Battisti 1, 34125 Trieste, Italy.

C
Produced in the plant "A" and packaged in the plant "B".

See the indication on the production batch specified on the package.

Il caffè verde non proviene da paesi dell'Unione europea. Green coffee does not come from EU countries.



Italian know how



respect of nature



**expert
on the subject**

brand building

VALUES AND TARGET

-

Art, brilliance, wonder, culture, taste: these could be the characteristics of luxury.

Is coffee a luxury good? It is, if luxury means the accuracy in the selections and the valorisation of a productive chain able to create a very high-level product.

With this definition Bazzara Coffee is certainly a luxury product, and, therefore, following a minimalist direction, refined but not complicated, the image of Bazzara always curates its design, without abandoning the artisan origins and meeting the needs of the modern customer who loves gourmet products and who sees coffee as a daily pleasure.



creativity and design



brand building

MISSION, VISION & PAYOFF

-

Bazzara's dream is to offer an excellent coffee, an Italian coffee, perfectly extracted and to spread its culture through technical books and prestigious events.

Aiming at reaching its dream, Bazzara thinks to have synthesised the essence of the company and the natural commitment to a constant improve through the payoff: **"Italian coffee heritage"**.

This payoff encloses the sense of years of excellence research, the typically Italian flair and passion giving holiness to the job done, not only for the growing of the company but also for the cultural development of the community Bazzara belongs to.

It awakes sensation reminding of the warmth of the gathered family together with the holiness of a work of art, source of joy and hieratic respect for the centuries-old artisan ability.

Key elements included in the payoff:

- Editorial cultural heritage
- Knowledge spreading
- Company history
- Italian passion (made in Italy)
- Cultural and familiar roots
- Prestige and reputation



BAZZARA
ITALIAN COFFEE HERITAGE

- Italianness / lifestyle
- Core business / triestness
- Family / Tradition



brand building

SOCIAL NETWORK

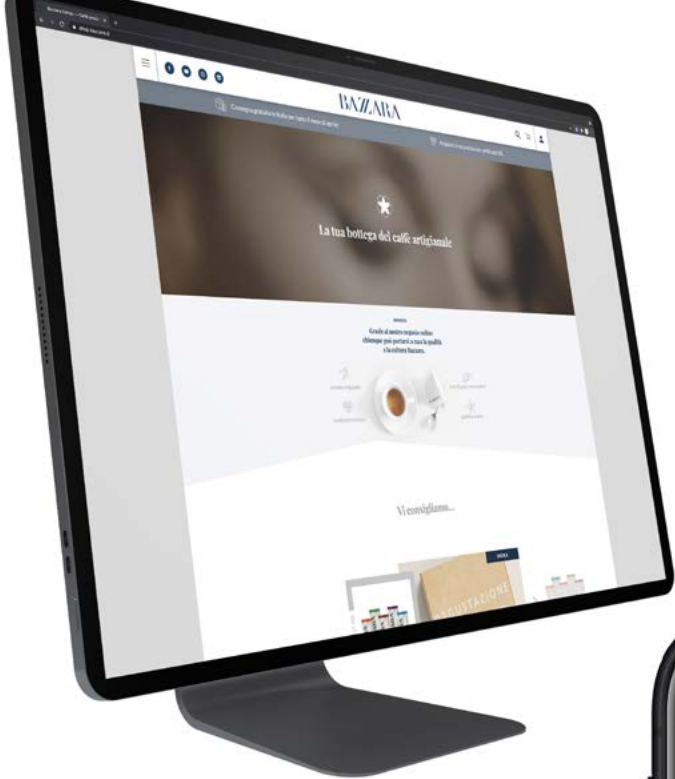
Bazzara Espresso has always worked to spread the culture of high-quality coffee all over the world. This aim is pursued also with the digital marketing activities realised every month following a very precise editorial schedule involving every single department of the company.

The channels used are above all Facebook, Instagram, and YouTube. They all have in common the **B2C customers target** belonging to a medium-high social class and living especially in the North of Italy.

Facebook is the platform where Bazzara gives space to institutional communications and publicity/informative material.

Instagram is used to let the people know the beauty behind the coffee world and it is the media used to transmit the “look and feel” by Bazzara.

YouTube is the media focused on the publicity material since it includes all the videos and series created to share with the experts and coffee lovers the know-how and secrets of the coffee world, collaborating with internationally known experts.



15.000
monthly visit
to the website



2.700
monthly reached
accounts



12.000
people reached
by our posts every
month

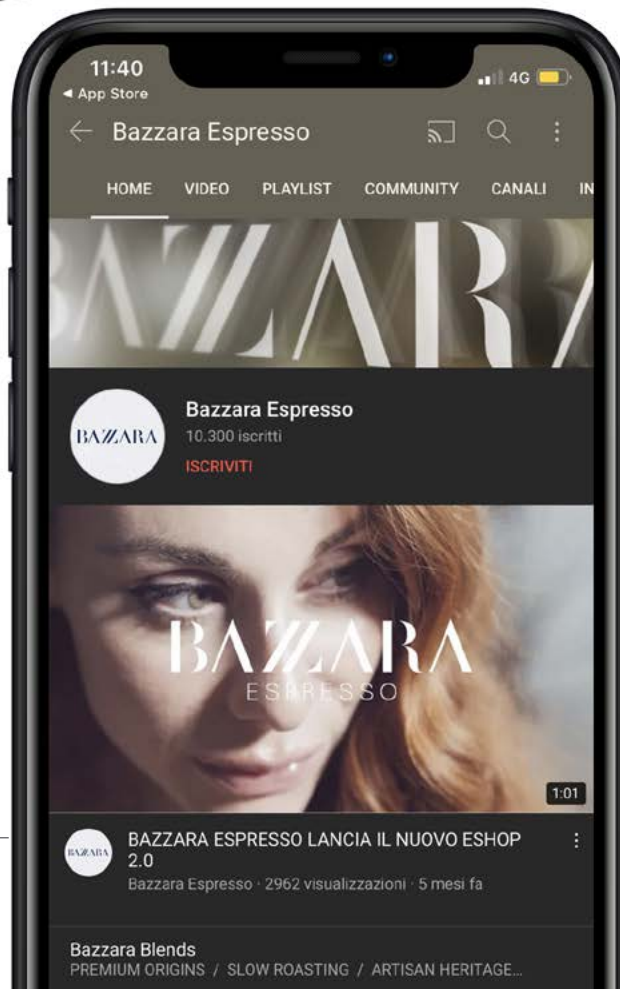


3.000.000
views

10.000
subscriptions



2.000
monthly
post impressions



3.000
interactions with
the posts

advertising campaign

PER CHI SA SCEGLIERE

-
Connecting an image to a feeling, involving the customers like the audience of a series of sensations and hints to make our company image unique and imprinted in their minds.

This is the fil rouge of the campaign aiming at renewing the Bazzara image that we decided to promote the last autumn: hints of feminine elegance, the statement of those taking a unique decision by buying our luxury blends. The special characteristics of the model and influencer Beatrice (@beatrice.lorenzi) are the protagonists, underlining in the images of the campaign the unicity of our products and our corporate image.

An iconic image, where in an ocean of opportunity and possible choices, our customers, coffee lovers and enthusiast for artisan products and Italianness, choose right these characteristics manoeuvring among the tastes of Dodicigrancru, our luxury blend, the blends perfectly studied by roaster masters and the high-quality single origins. All this enclosed in a single payoff: **“per chi sa scegliere”** (for those who can choose).





LA CUCINA ITALIANA

Forbes

Giallo Zafferano

Comunicaffè mixer

So Wine So Food
THE MAGAZINE OF ITALIAN TASTE





Bazzara people setting
storytelling





Product still life



Hanno collaborato con Bazzara:







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