

Company Overview & Opportunity for

Caffé D'arte

ITALIA COFFEE ROASTERS 



Traditional Italian Espresso and Drip Coffees



A
NOVIUS
FORA 
Signature Partner

Executive Overview

We are pleased that Caffé D'arte has chosen to work in partnership with Novus Fora for the development of new market opportunities worldwide for their award winning roasted coffees. Novus Fora will work in conjunction with Caffé D'arte management to identify new market opportunities, qualify potential customers and partners and to execute an effective market entrance, in support of the overall growth strategy and goals of the company. Below you will find overview information about Caffé D'arte to provide you with an introduction to the company and its history. We at Novus Fora look forward to speaking with you directly about Caffé D'arte to answer any specific questions you may have. We can also arrange for you to sample their award winning coffees and to visit their impressive facilities, to gain additional insight into the company and products.

History

Seattle area based Caffé D'arte was founded in 1985 by Mauro Cipolla, who's heritage comes straight from Naples, Italy. It is in this region where the company founder was born, raised and learned the delicate craft of coffee roasting from masters of the trade, using traditional time honored Italian methods. Mauro was meticulously trained in the art of roasting and blending coffees to perfection, a talent which has been passed on and has allowed Caffé D'arte to create the finest blends of roasted coffees, bringing old world tradition and quality to the new world and beyond.

Offering

Over the last 30+ years, Caffé D'arte has developed key relationships with producers and distributors of the finest quality of coffee varieties available worldwide, to guarantee the continued delivery of the superior hand crafted coffees that their clients have grown to love and expect. The company offers a broad range of both drip and espresso blends, caffeinated and decaf, which are available in a variety of packaging options from 5lb. bags to K cups and sizes in between. Although the focus of the company is of course on the product, the truth is that Caffé D'arte is intent on delivering a high quality coffee experience not just high quality roasted beans.

In addition to offering its award winning Caffé D'arte signature coffees, the company also offers support for small scale café owners through the Caffé Capri brand and licensing program. This unique program includes turnkey support options like store layout, equipment selection, established branding, collateral sales items (cups, mugs etc.), sales and marketing materials, staff training and Capri branded coffee selections. Caffé D'arte takes a client centric and flexible approach to the market, focusing on delivering flexible tailored solutions which can adapt to specific customer needs. The company is also able to create custom blends with custom white labeling, provided minimum order requirements are established and met.

Opportunity

Building from garage style roots, the company now resides in an integrated 40,000 square foot facility with combined production/warehouse, office space and training facilities. The company has grown steadily and remained profitable since its inception, due to a focus being placed on taking care of their talented staff and delivering a consistent, high quality product. With retail cafes and existing wholesale distribution operations spanning Washington, Oregon, Idaho, Montana, Alaska and Vancouver, BC, in addition to a hand full of international customers. Caffé D'arte is poised for expansion. We look forward to discussing your particular market opportunities, including volumes and pricing, and how we at Novus Fora can support you. We thank you for your consideration and look forward to following up directly with you soon to arrange for a tasting and facility visit. While the Caffé D'arte story is good – the coffee that they produce is even better. Have a taste to believe.

Caffé D'arte Company Profile

In the beginning, company founder Mauro Cipolla would meticulously taste and blend the best coffee varieties, tinkering with the wood-fired roaster he brought from his native Italy, to achieve perfection in the finished cup. Since those early days, Caffé D'arte has progressed to supplying a full spectrum of blends and coffee-related services to discerning palates around the world. Today, Caffé D'arte provides not only distinctive coffees roasted in the style of the various regions of Italy, but also the warmth and uniqueness of traditional Italian culture.

Before Mauro Cipolla founded Caffé D'arte, an award winning Seattle based coffee roaster with an international reputation for quality, he began his apprenticeship in Southern Italy under the demanding eye of a fourth generation master roaster. Mauro's insight into the science and art of coffee roasting and espresso blending have been the cornerstone of our company, founded on the traditional Italian values of craftsmanship and quality.

Caffé D'arte continues its traditional approach to roasting Italian-style coffees using a philosophy that has been refined over three generations.

The result of a rare dedication to quality and preservation of traditional methods has gained Caffé D'arte countless awards for its unique coffees, and has captivated consumer preference for this sought-after brand.

Caffé D'arte Coffees and Roasting Methods

"Roasting the Italian Way"

- Coffee beans are sourced from farmers and importers, utilizing a network developed over the last 30 years.
- Caffé D'arte sources more than 18 varieties of coffee, primarily from Central and South America. Each variety of coffee is individually roasted to the desired specifications of color and caramelization.
- Varieties are then blended "post-roasting" to achieve each blend's taste characteristics.

With these fine green beans and our skilled roasters' years of experience and knowledge, Caffé D'arte is able to produce the perfect coffee every time.

Our Commitment

Tradition

The quality of our products and services is based on a commitment to delivering a historically authentic Italian coffee experience. The labor-intensive old world artisan methods used to produce this remarkable coffee have gone unchanged over time at our company.

Quality

We select the finest grades of coffees from around the world, chosen for their own unique individual merits to ensure the highest in quality, consistency and excellence. Our selections are then skillfully roasted individually to the peak of color and caramelization for optimum flavor and aroma, and then blended to produce the signature Caffé D'arte taste.

Consistency

Our commitment to traditional values and the great care used to hand select our coffee is met with an understanding of how the flavor of “green” or un-roasted beans can change over time, as the process of growing great coffee is subject to the changing natural environment.

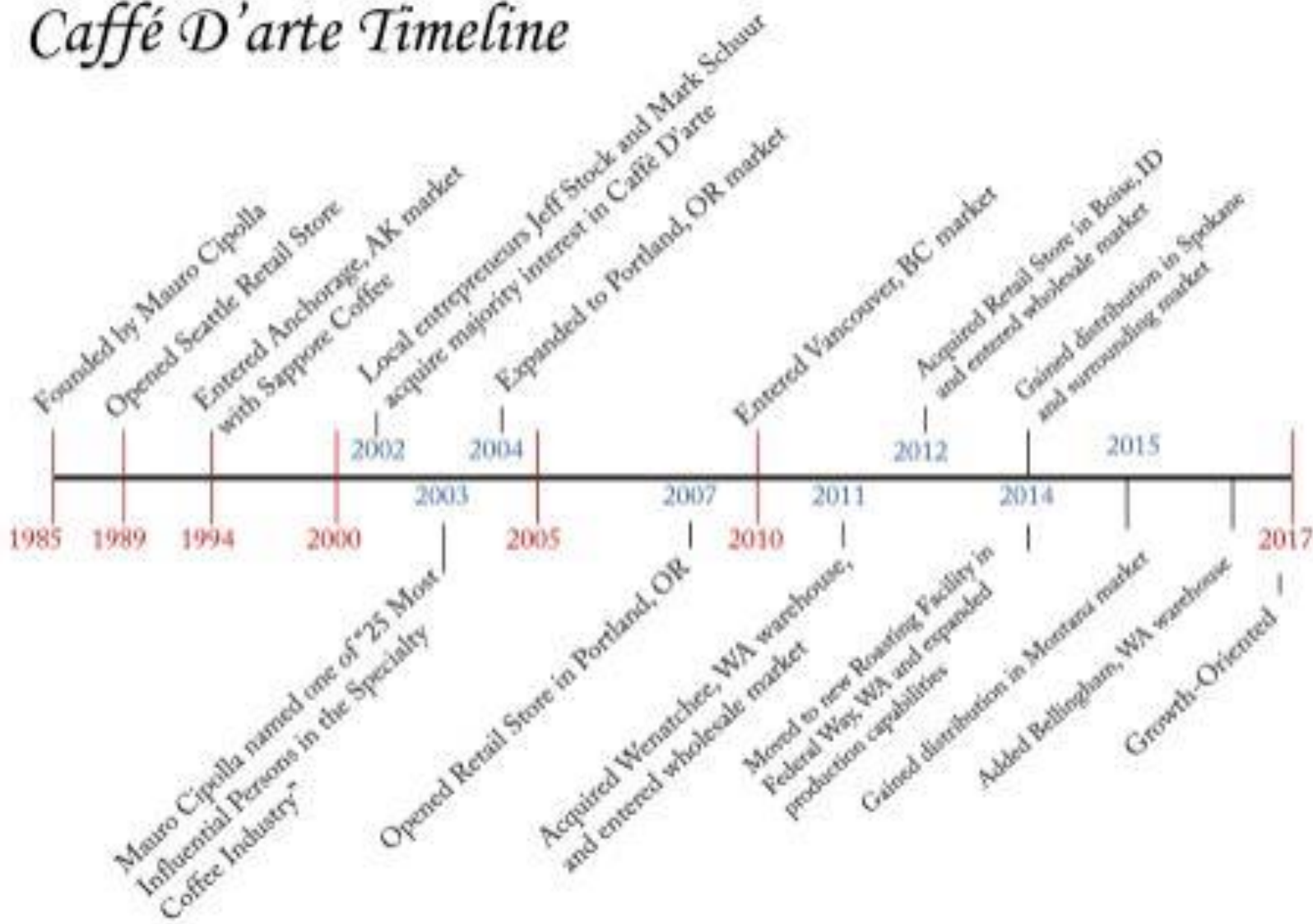
Service

We pride ourselves on providing the best possible service to assist our customers in maintaining an efficient operational system and achieving their business goals.

Passion

We are committed to educating our customers in an effort to provide them with the ultimate coffee experience. Each individual involved in delivering the “Total Coffee Experience” at Caffé D'arte shares one common trait: a passion for coffee. There is a reason why so many of our staff members have been a part of the Caffé D'arte team for more than 15 years.

Caffé D'arte Timeline



Caffé D'arte West Coast Key Operations

Anchorage, AK

Distributor with Delivery Service, Sales Staff, Retail Store

Boise, ID

Distributor with Delivery Service, Sales Staff, Retail Store

Federal Way/Seattle, WA

Roasting Plant, Delivery Service, Equipment Technicians, Retail Store

**Kalispell, Billings,
Bozeman, Great Falls, MT**

Distributor with Delivery Service, Sales Staff

Portland, OR

Warehouse, Delivery Service, Sales Team, Retail Store

Spokane, WA

Distributor with Delivery Service, Sales Staff

Vancouver, BC

Delivery Service, Sales Team, and Distributors

Wenatchee, WA

Warehouse, Delivery Service and Sales Team

Bellingham, WA

Delivery Service, Sales Team, and Distributors



Traditional Artisan Espresso Blends

The beauty of Italy is experienced traveling through its varied countryside; music, art, language, culinary art and architecture all express their unique and relative historical cultures of each rich and distinctive region.

Our Caffé D'arte espresso blends represent the vivid characteristics of each region. Your taste buds will travel to the places and times of Italy's most famous culinary regions!

We start with the subtle flavors of our Northern Italian regional blend suggestive of Tuscany, then gradually descend through the regions of Campania and Lazio, ending in the extreme South in the spectacular island of Sicily, an island of colorful people who enjoy their heavy-bodied Southern Italian flavors found in our Taormina espresso blend.

Espresso Blends

Firenze ®

Northern Italian espresso suggests the region of Toscana. Mild, great aroma, sweet and smooth.

Parioli ®

Central Italian espresso suggests the region of Lazio. Medium, rich, winy and aromatic.

Capri ®

Southern Italian espresso suggests the region of Campania. Medium-dark, hearty, rich and velvety.

Taormina ®

Southern Italian espresso suggests the region of Sicilia. Dark, heavy bodied, yet sweet.

Decaffeinated Espresso

Mounds of crema and richness without the caffeine.



Drip Coffee Blends

Toscana - Light

Sweet, soft flavor and low in acidity

Abruzzo - Medium

Medium-bodied, delicate aroma and clean taste

Campania - Dark

Full-bodied, great aroma and clean taste

Meaning of Life®

Stronger than our Special Blend but just as balanced. This blend is called "The Nectar of the Gods".

Decaffeinated Drip

Mounds of richness without the caffeine



Alderwood Roasted Coffees

• Alderwood Roasted Drip Coffee

- Velletri®
 - Masterful blending and traditional wood roasting artisanship marvelously excite your taste buds.
- Velletri Decaf®
 - Sweet and rich without caffeine.

• Alderwood Roasted Espresso

- Fabriano®
 - "Unforgettable Memories."
 - Taste this rich traditional wood roasted delicacy.
- Fabriano Decaf®
 - Taste this rich traditional wood roasted delicacy, without caffeine.



In an endless expression of our heritage and historical Italian coffee roasting craftsmanship, we offer you our special reserve Alderwood Roasted Fabriano and Velletri blends.

Our Facility

After 30 years in Seattle, we have moved our Roasting Plant twenty minutes South to Federal Way, WA. Our new facility boasts 40,000 Square Feet of combined production/warehouse and office space – over twice our old plant's size. We are ready to handle our continued market expansion with this great new space.



From green bean storage to roasting to training our wholesale clients, we have an extensive in-house operation that covers everything!



Quality Control of every varietal



Expanded Roasting Capacity



Plenty of Room to keep growing!

Training and Education

Our state-of-the-art training facility and expert staff has trained thousands of baristas and coffee business owners over the last 30 years.



Our training program is customized to each of our customers' specific needs, and always promotes proficiency in the following areas:

- Extraction
- Milk Steaming and Texturizing
- Beverage Building & Portioning
- Latte Art
- Equipment Use and Maintenance
- Service and Presentation
- Quality Checklists
- Educating consumer/customer



Packaging Options



Foil Bags
(5lb, 1lb, 12oz)



4-Cup Filter Packs



Espresso PODs



Portion Packs | Banquet Packs
(2oz | 8oz)

Manufacturing Certifications

- ✓ Kosher
- ✓ Fair Trade
- ✓ Certified Organic
- ✓ Testing for E. Coli
- ✓ Certificate of Analysis by MicroChem Testing Laboratories



AWARDS

Golden Bean Competition – Medalist (2015 & 2016)



Please contact us for further discussions at:

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