
PELLINI
VERONA 1922

AGENDA:

1. PELLINI
2. THE FACTORY
3. MARKET POSITIONING
4. NEW VISUAL IDENTITY
5. FUTURE PROJECTS & MEDIA PLAN





PELLINI'S HISTORY AND EXPERTISE

A FAMILY BUSINESS

- Pellini began its business in the **Ho.re.ca business**, immediately becoming part of **Verona**'s coffee scene and then expanding all over **Italy.**
- The commitment to **excellence** and the purpose to offer a superior coffee experience, distinctive, refined and unmistakable, has been pillar of Pellini's success. Today, Pellini is identified as coffee of **high quality**.
- The **family** and the **Italian espresso lifestyle** have always been pivotal elements in the company, a legacy that continues to define Pellini today.
- The last Italian family among big roasteries that remains personally involved in running the company from the selection of the finest coffee beans to the process of creating **unique blends**. This **expertise**, handed down through generations, combined with **strict quality standards** and a strong focus and investment on **innovation and technologies.**



in Verona since **1922**

1960s Pellini becomes a technologically advanced industrial company

1970s pioneer in the Retail Market and in tv commercials

2000s Among **top 5** Italian roasters

2005 New fully automated 5.0 factory

2010s 3rd Italian retail brand & more than 3.000 coffee shop served

2014 1st to launch self protected Nespresso compatible caps and later compostable

2025 New strategic plan

PELLINI MEANS EXCELLENCE

VISION

...keep on imagining a unique and unmistakable coffee...

MISSION

Always **outperform ourselves** by selecting the finest coffee beans, designing blends with **craftsmanship** and **tradition**, providing our experience to everyone in a **sustainable** way, thanks to the most **advanced technology**

Unique **PASSION** & **TRADITION** in coffee blending

The strength of a **MULTICHANNEL PREMIUM** brand

Deep-rooted **QUALITY CULTURE**

Constant focus on **TECHNOLOGY** and **INNOVATION**

A BLEND OF CRAFTSMANSHIP, TRADITION & TECHNOLOGIES



...an art driven by our passion and a centenary know-how in blending..

- A skilled and constantly trained technical staff and **Pellini family** members **personally define** and update the **organoleptic** and **physic standards** of each coffee origin we blend
- We select best coffee beans directly from their countries of origin, supporting and controlling **suppliers** in the **implementation of** the **Pellini quality standards**
- Every incoming batch of beans and every outgoing finished product is subject to strict checks of flavor and aroma. More than **150 daily process** and **product controls,** grants us the capably to make a coffee always equal to itself
- Thanks to **R&D studies** on the chemical composition of each coffee variety, and thanks to our **advanced technologies**, Pellini developed an **origin-specific roasting** curves and methods that enhance the coffee's aromatic profile.
- Coffee is stored in production areas under **controlled temperature** and **regulated humidity** levels to prevent the spoiling of flavor and aroma, **never in contact with human operator** is packaged to be delivered in more then 80 countries and 3.000 coffee shops.



OUR FACILITIES

A MODERN AND TECHNOLOGICAL PRODUCTION SITE







AUTOMATION
fully automated production site in Bussolengo (Verona) covers an area of 30,000 sqm

FLEXIBILITY
production capacity of more than 15.000 tons of coffee (expandable)

HIGHEST QUALITY STANDARDS
1st in Europe to achieve top rating in global food safety standards (BRC & IFS)

EUDR COMPLIANT
Fully compliant from 01.01.2025

BIO
MIPAAF IT BIO 021 OPERATOR N.2100131

EAC
Conformity

KOSHER OU
consumer protection of jewish communities

CSQA
61830
UNI ISO 9001 EN

TUV AUSTRIA
OK COMPOST: INDUSTRIAL S1152

HANSE CONTROL
NESPRESSO KOMPATIBEL- ID 07739

THE COFFEE ATELIER

Our suggestive and inspiring location where:

- We cultivate the culture of coffee
- We train bartenders, sales force and our staff
- We meet customers and stakeholders
- We organize meetings and events
- We plan, discuss and take decisions











MARKET POSITIONING

PELLINI IS CO-LEADER IN THE CENTER&NORTH ITALY*

2° 2° BRAND IN THE PREMIUM TIN SEGMENT **(~11% market share)**



2° 2° BRAND FOR VOLUMES AND TURNOVER IN ROAST & GROUND **(~7% market share)**

2° 2° BRAND and 2° REFERENCE FOR PROMO EFFICIENCY

2° 2° NATIONAL PLAYER FOR COFFEE BEANS **(~14% market share**)
TOP SELLER IN NATIONAL ONLINE SALES **(~19% market share)**



1° 1° BEAN REFERENCE FOR NO PROMO SHELF ROTATIONS

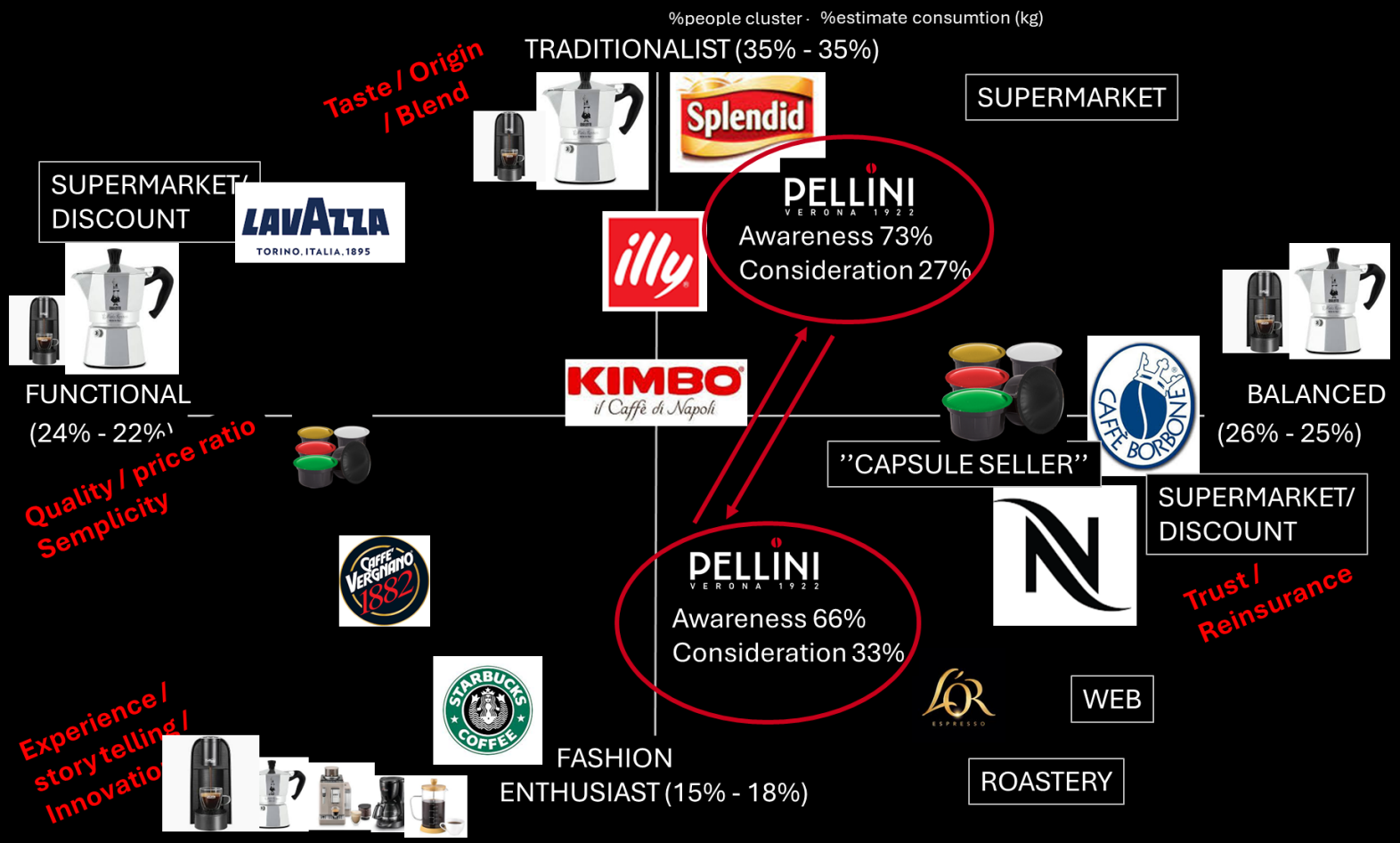
STRONG HO.RE.CA. AWARNESS: MORE THAN 1.500 COFFE SHOPS SERVED IN THE NORTH OF ITALY

***circana: Circana Italy Area 1+2+3 (center&north)**

PELLINI VERONA 1922

A UNIQUE DOUBLE POSITIONING

toluna **Quantitative consumer research: Italians & Coffee - 2024**



Pellini Awareness is high for both

- **Traditionalist**: people over 58, medium income and classic approach to coffee
- **Fashion enthusiast**: young people under 44, high income and education with a trial approach

Brand attributes associatiated with an strongly higher rank vs average are:

- Elevate quality
- Elegance and exclusivity
- Authenticity as Italian lifestyle
- Coffee for professional users

PELLINI VERONA 1922



THE NEW BRAND IDENTITY

TIMELINE & PILLARS

NEW LOGO

PELLINI
VERONA 1922

NEW ASSORTMENT

- **HORECA**
  June 2025
- **RETAIL**
  October 2025

INNOVATION

- **Flexibility** *(new sizes and pack type)*
- **Sustainability** *(pack material)*
- **Premiumness** *(pack design)*
- **Renewed blend** *for modern brewing methods*

PELLINI’S NEW IDENTITY

https://youtu.be/SVUh6PBSHn4

PRODUCT RANGE:
PROFESSIONAL HORECA BEANS



1000g
100% arabica



1000g



1000g



1000g



500g
decaf

PRODUCT RANGE:
HORECA SUPPLEMENTARY ITEMS



Cod. 627850186 - **150 pz**



Cod. 329850166 - **100 pz**



Cod. 315900183 - **300 pz**



Cod. 710040106 - **6 pz**



Cod. 710040111 - **6 pz**



Cod. 710020702 - **1 pz**



Cod. 716002825 - **12 pz**



- **SOLUBILE** (Cod. 620920129 - 6 x **500 gr**)
- **FAP** (Cod. 629920185 - **50 pz**)
- **CIALDE E.S.E.** (Cod. 620929088 - 4 x **40 pz**)

Cod. 695009925 - **1250 pz**





Cod. 695009025 - **1250 pz**



Cod. 714000106 - **6 pz**



Cod. 715000106 - **6 pz**
Tovaglioli: 718750104 - **1000 pz**



Cod. 716000112
70 cc - **1000 pz**



Cod. 716000130
270 cc - **1000 pz**



- **SOLUBILE** (Cod. 620360103 - 8 x **500 gr**)
- **FAP** (Cod. 620369055 - **25 pz**)



Cod. 694009094 - **1200 pz**



Cod. 763010110 - **500 pz**



Cod. 535010158 - **1 pz**



Cod. 535500001 - **1 pz**



Cod. 760169982 - **1 pz**



Cod. 760169983 - **1 pz**

*the images are intended to give a general idea of the new packs; they are not a definitive design

PRODUCT RANGE:
PELLINI TOP LINE - NEW BLENDS, NEW FORMATS



NEW

GROUND COFFEE - TIN

- Filter/moka grinding
- Espresso grinding
- **250g**



NEW

GROUND COFFEE – SOFT PACK

- Filter/moka grinding
- 185g



NEW

COFFEE BEANS

- 1000g
- 500g
- 200g
- 200g

100% ALUMINIUM MONOMATERIAL

100% PLASTIC READY TO RECYCLE

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PRODUCT RANGE:
DECAFFEINATED COFFEE



NEW

COFFEE BEANS

- 200g



NEW

GROUND COFFEE – SOFT PACK

- Filter/moka grinding
- 185g

100% PLASTIC READY TO RECYCLE

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PRODUCT RANGE:
BEANS (INTERNATIONAL PACKAGING)

NEW

ITALIAN BLENDING ART

BLEND DESCRIPTION

INTENSITY

BREWING

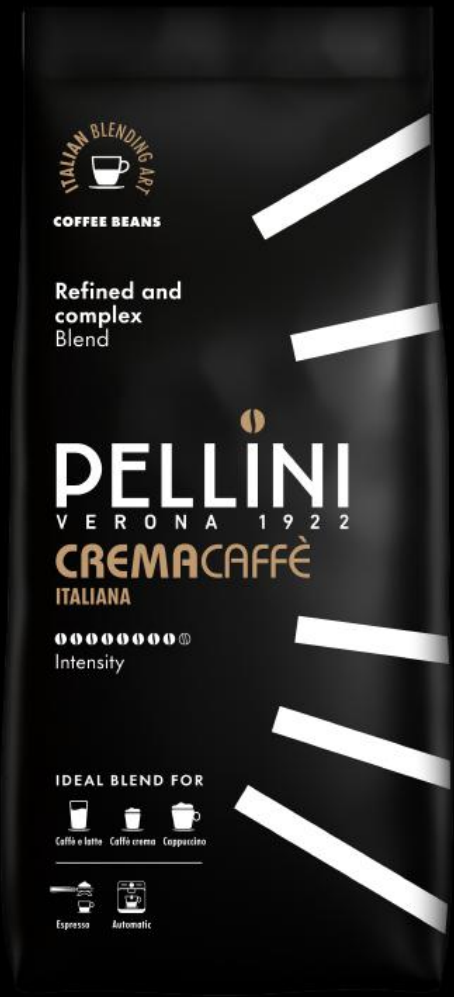
IDEAL MACHINES



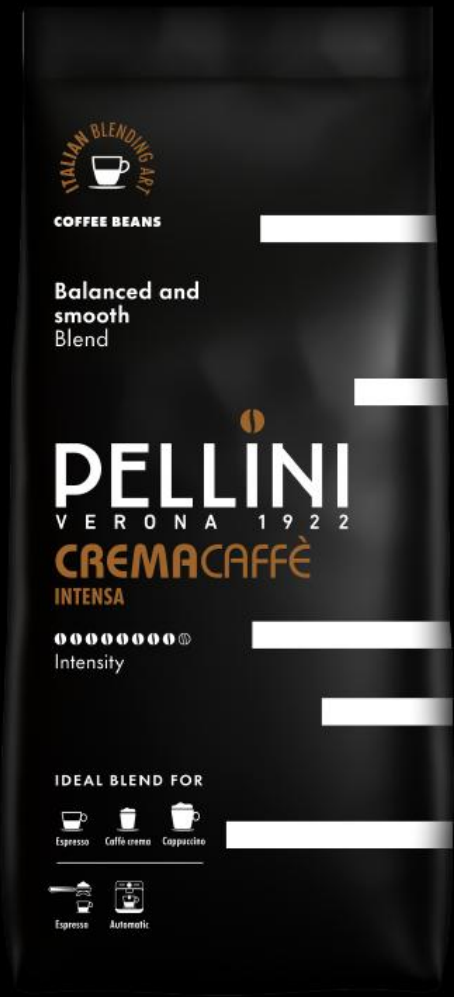
1000g



1000g



1000g



1000g

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PRODUCT RANGE:
BEANS (ITALIAN PACKAGING)

ITALIAN BLENDING ART

BLEND DESCRIPTION

INTENSITY



1000g



1000g
500g



1000g



500g

NEW

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PRODUCT RANGE:

ROAST&GROUND COFFEE – moka& filter grinding





250g





2x250g





3x250g

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PRODUCT RANGE:

ROAST&GROUND COFFEE – espresso grinding





250g





2x250g



GROUND COFFEE – SOFT PACK

185g

PRODUCT RANGE:
NESPRESSO COMPATIBLE CAPSULES

CAPS made of:
100% ALUMINIUM (80% recycled)
co2 free



x 10



x 10



x 10



x 10



x 10

PRODUCT RANGE:
NESPRESSO COMPATIBLE CAPSULES

CAPS made of:
100% ALUMINIUM (80% recycled)
co2 free



x 30



x 50

PRODUCT RANGE:
LIMITED EDITION & GIFTBOX







- a new high quality ground coffee 150 gr softpack specific for Hamper business

- Variety pack of 5x10 nespresso compatible capsules



THE MEDIA PLAN

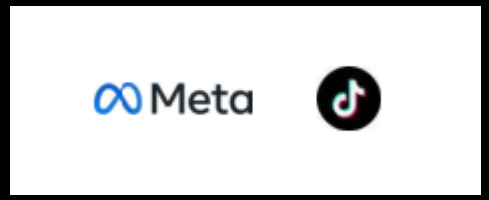
NEW COMMUNICATION PLAN 2025-2027

Launch of our new visual identity and assortment will go along with a GLOBAL MEDIA INVESTMENT of more than 3 MLN € thorugh different channels

- New international WEB SITE + Press campaigns + Outdoor
- Digital and traditional TV



- Social Media







- Visibility and growth in Horeca channel
- Exhibitions (Tutto Food & SIAL 2026 and many more)

PELLINI VERONA 1922

CROSS INTERNATIONAL
BROKERAGE Inc.

THANK YOU
from

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PELLINI
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