

ARTIGIANI DELL'ESPRESSO
NAPOLI / ITALIA ©1989

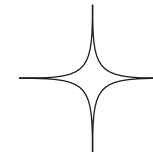


www.caffepartenope.com

Caffè Partenope



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ARTISANAL
COFFEE
ROASTERS



Caffè
Partenope



02 | The company

The company

Caffè Partenope is a third generation Coffee Roasting Company, artisanal and family-run, located in Naples, South Italy.

Partenope is the mythological Mermaid from which the city takes its name, where espresso coffee has always been a cult and tradition, candidate for **Unesco Intangible Heritage**.

Since 1989, in our artisanal Coffee company, our master roasters wisely mix blends of “Arabica” and “Robusta” from South and Central America, Africa and Asia, **to obtain a unique, intense and balanced aroma** in order to emphasize the traditional Neapolitan taste.

We specialized in the selection, roasting and sales of Italian Espresso blends and professional equipments.

History

Four Italian
coffee experts
come together
and found
Caffè Partenope.



1989

Begin to export
Coffee into
**Japanese and
Chinese market**
& first re-branding.



2005

Thanks to a generational
change and a **new
management,**
Caffè Partenope
e-commerce is born.



2012

Following a large
investment, create a
team focused on new
business partnership
worldwide.

2021



1999

The company moves
into a bigger
industrial plant and
arise into the regional
market.



2009

Expanded the
production and bought
new machinery for the
Retail range (pods,
capsules, etc).



2020

Facelifts of the
brand icon
and identity.
Pushing towards
eco sustainability.





Company Data

- **600 m² manufactory building**
- **120kg Coffee Roaster machine**
- **Over 100,000 kilos of coffee produced every year**
- **Over 18'000'000 pods produced every years**
- **Over 10 varieties of green coffee used for our blends**
- **3 blends in the catalog, more than 10 tailor-made blends**
- **20 products in the range**
- **Product customization services**
- **Distribution in the Ho.re.ca and Retail channel**
- **Over 300 coffee shop in Italy**
- **Distribution network ho.re.ca and retail in Poland, Germany, Switzerland, Austria, France, Japan, China.**
- **High skill management: knowledge of 4 languages**
- **Travels through Coffee Farms worldwide**
- **SCA certificates**



Product Range

Caffè Partenope range of **products** provides both **Ho.re.ca** and **Retail** distribution channel. The range is positioned on the **upper-medium market segment** and includes **4** lines:

Ho.re.ca Line

Coffee beans

3 References

Target: High Level

Coffee Shops, Restaurant,
Hotels.



Retail Line

Ground Coffee, Single serving
(pods & capsules)

4 Reference

Target: high level
retail chains.



Merch Line

Series of **Caffè Partenope**
brand products

3 References

Target: Ho.re.ca channel



Custom range

Customized line service for
coffee beans and single serve.

The service concerns the
personalization of both
the blend and the label.

11 References.



Ho.Re.Ca line

The Horeca line includes **3 references of Coffee beans**. Available pack **1kg**.
Target: High level coffee shops, Restaurant, Hotel.



Atena

Product of our tasters fine skills, it's based on **5 different types of Arabica (60%) and Robusta (40%)**, characterised by its **creamy appearance**, Atena is very full-bodied and leave a **lingering taste on the palate**, hints of cocoa and honey.



Afrodite

It's a fine blend based on **7 different types of Arabica (80%) and Robusta (20%)**. Afrodite has retained its exceptional taste for over 20 years; characterised by an **intense aroma with hints of fruit, cocoa and hazelnut**, with a sweet mellow taste.



100% Arabica

It's a premium coffee blend, crafted for **authentic Italian espresso experience**. Expertly selected to offer you an unforgettable sensory experience, it enchants with seductive **aromas of apricot, almonds, and acacia honey**, enriching every cup with a irresistible flavor.

Retail line

The retail line includes **grounded coffee and single serving** (pods: N° 2 references, capsules: N° 2 references). Target: high level retail chain.



A' moka

Freshly grounded coffee for moka and espresso machines, with **hints of dark chocolate, nuts and figs. Made of 50% of Arabica and 50% of Robusta.**

Not vacuum-packed, shelf life 6 months. **250 gr.**



Pods

Made of 7gr each, filter paper
100% compostable and aluminum bags,
Suitable for all E.S.E coffee machine.

- **Penelope pods** traditional Neapolitan Espresso; **pack 1x50, 1x150.**
- **Dek pods** espresso, less 0.1% caffeine; **pack 1x50, 1x150.**



Capsules

Made of plastic, compatible with **Nespresso®**** coffee machines, aroma of toasted bread and a dark chocolate aftertaste; **pack 1x50.**

Lavazza A modo Mio®** coffee machines, rich, strong taste; **pack 1x100.**

**trademark of a third party, not connected to Ro.Sa. srl

Merchandising line

An **elegant and coordinated** merchandising line for bars, restaurants and cafes,
or to amaze your guests at home.



Gulf of Naples

espresso cups x 6



Sugar holder

in melamine



Apron

100% cotton with Partenope Logo



Espresso Glass

pack x 6



Cappuccino

cappuccino cups, x 6
saucers included

Custom range

The company provides a **customization service for both coffee beans and single serving.**

The customization concerns both the blend and the label / brand. References n°4.



Classic

Premium

**Coffee
blend**

Atena (60% Arabica, 40% Robusta) or
Afrodite (80% Arabica, 20% Robusta)

Custom Blend

Pack

Silver / white / black / red bag,
custom label.

Creation of **logo and brand identity**
Silver / white / black / red bag,
custom label.

MOQ

100 kg

100 kg*

*for each single origins coffee chosen



Classic

Premium

**Coffee
blend**

Classic Blend
(50% Arabica, 50% Robusta)

premium blend
(70% Arabica, 30% Robusta)

Pack

White box, pods wrap
with your monochrome logo

Custom box,
custom pods *wrap*

MOQ

124 Box of 150 Pods
or **238 Box of 50 Pods**

3000 Box of 150 Pods
or **3000 Box of 50 Pods**





Market and distribution

Caffè Partenope is placed in the upper-medium segment of the market with a distribution proposal for the Horeca channel, specialized retail and counts a presence as well in digital, with an E-commerce platform that operates for the B2C sector.

Distributed nationwide (Italy) in over 300 cafes and retail, and internationally with commercial partnerships & distributors in **Germany, Switzerland, Austria, France, Poland, Japan, China and Australia.**

Caffè Partenope expand its international presence **offering a wide range of products and a highly personalised service** that allows the commercial partner to be able to create their own blends and labels for both coffee beans and the single-serve line.

Our strategy **calls for new partnerships with distributors with whom work jointly for the development of sales** and offer them a series of services such as:

- Joint participation in **trade fairs and promotional events**;
- **Professional support and technical training** aimed at the distributor's sales force or clients.
- Organization of **workshops, presentations and guided tastings**;
- Joint **visits to retail clients.**

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Caffè *Partenope*

COMPANY PROFILE
2024 | 2025