



ESSE
CAFFÈ

ESPRESSO IN ITALY



The 3 S Coffee

Science. Sapience. Specialisation.

BLEND^S OF COFFEE BEANS

Blends of Coffee Beans

We select the finest origins
for an authentic **real Italian Espresso** in-cup experience





After acquiring extensive experience in the coffee roasting world, in 1979 Francesco Segafredo founded Esse Caffè S.p.A. in Anzola dell'Emilia, together with his sisters, Cristina and Chiara.

A history of quality

Right from the outset the family's goal has always been to create a company that decisively pursues excellence through three key values: science, sapience and specialisation. Because coffee is an art that requires a depth of knowledge of the ingredient, not to mention innovation and technology.



We have been producing refined blends for 40 years, with
The 3 S Formula.

SCIENCE Ongoing partnerships with the faculties of Agricultural Sciences of the Universities of Bologna, Cesena and Foggia have enriched the roasting process of our coffee with scientific expertise. Initially we defined the best coffee preparation processes, before honing our focus on research on how to obtain the best organoleptic properties in the cup. All this with one mission in mind: to serve the best Italian espresso.

SAPIENCE Esse Caffè was founded in the late seventies, however the history of the Segafredo family goes all the way back to the early twentieth century. The Sapience of Esse comes from afar, seamlessly combining tradition and know-how with relations and ongoing dialogue with professionals of the industry, who have supported us with commitment, perseverance and dedication over the last forty years.

SPECIALISATION We are the specialists of espresso and the bar world, the very essence of our business since 1979. Over the years we have teamed up with thousands of professionals of the industry, becoming a reference point. Our daily mission is to ensure our clients are able to extract a perfect Italian Espresso, thanks to meticulously selected and processed ingredients, comprehensive support and training.

CONSTANT QUALITY AND PERFECT IN-CUP RESULT.

Without a doubt consistency and a superlative in-cup result are the distinctive elements of our bar blends. The secret lies in the sensitivity and experience of people who prepare the blends: we listen to coffee every single day, to the crackling sound it makes and the moment it is ready, we know.

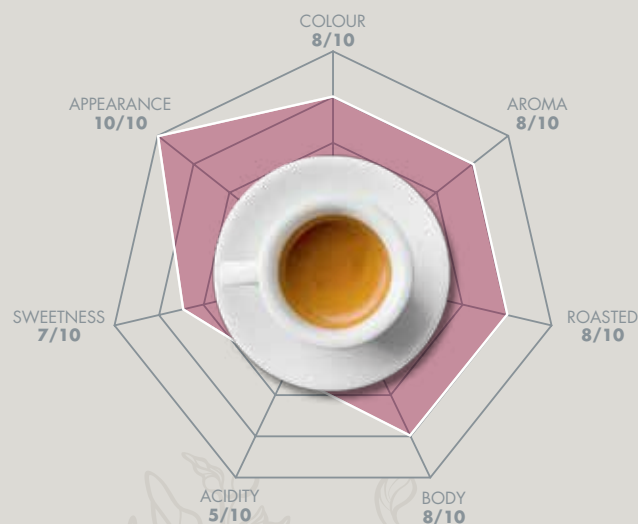
First we blend the different origins, then we roast them: this is more complex and demanding, but it is the method that best exalts the unique characteristics of coffee varieties, for a superlative quality in-cup result.

Selezione d'autore MISCELA MASINI

Miscela Masini is the story of a family that has always been devoted to the art of coffee, and of numerous expert professionals, who have forged the product into a veritable reference point of the industry.

Miscela Masini has preserved its essence since 1952: 5 refined Arabica origins and 3 excellent Robusta bring to life an espresso of balanced acidity that is delicate, aromatic, yet also full-bodied and chocolaty, with a velvety cream, fruity and floral notes.

A delicacy to be enjoyed any time of the day, our company's flagship product.



Aromatic Notes



Chocolate



Fruity



Miscela Masini is the first IEI PREMIUM certified product: a recognition by IEI (Istituto Espresso Italiano) that certifies blends and equipment validated through sensory analysis, chemical and technical tests.



THE IMAGE OF QUALITY

As a premium line of Esse Caffè, Miscela Masini has its very own merchandising and communication line, for the optimal promotion of the product and your establishment: glasses, sugar bowls, napkin holders, as well as wall-mounted plaques and panels, which convey excellence to the end consumer.



Ceramic cups



Sugar
white and brown



Small glass



Single tray



Napkin holders and sugar bowls
for the table with tray



Countertop
sugar bowl with tray



Apron with 4 pockets



Tray



Coffee Bean
Hopper



Wall panels
50x50



Napkins



Interior sign

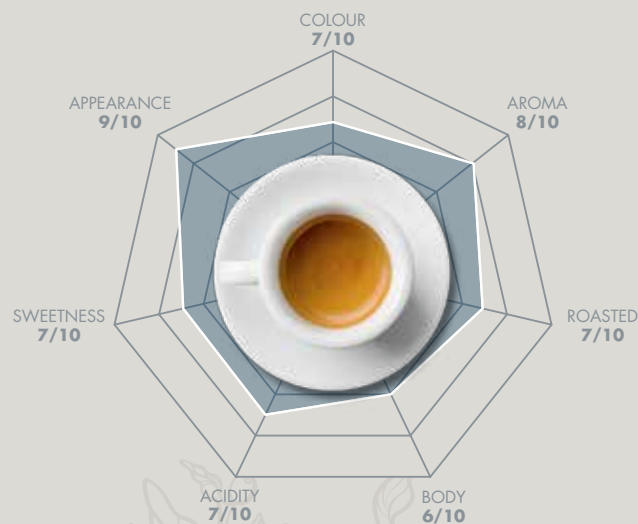


Window sticker

Roasted blend of coffee beans SELEZIONE 100% ARABICA

A selection of no less than 7 different origins of refined Arabica brings to life an espresso with a floral and fruity aroma, a delicate chocolate note and balanced acidity. The fine cream and good body leave a pleasant aftertaste.

A 100% Arabica that is remarkably creamy and persistent, characteristics we seek in every Esse Caffè blend. Selezione Arabica is also low in caffeine, making it perfect any time of the day.



Aromatic Notes



Almond



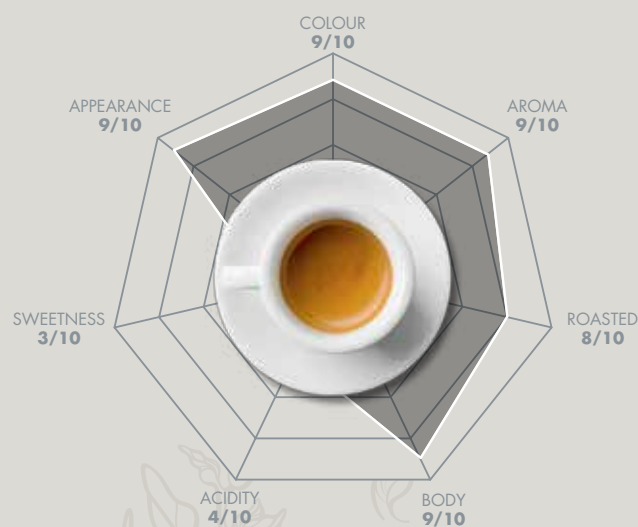
Blossom



Roasted blend of coffee beans SELEZIONE ESSE

A balanced blend of high quality Arabica and Robusta beans that gives life to an espresso characterised by fullness, roundness, body and fragrance, which is highly refined and consistent. To us, Selezione Esse represents the most authentic Espresso Italiano. Made with 8 varieties of arabica and robusta, Selezione Esse results in a full-bodied and chocolaty coffee, characterised by walnut notes and decisively persistent cocoa hints.

A perfect blend for the first coffee of the day, it is also a match made in heaven with milk, which is why we recommend it for the preparation of cappuccinos and lattés. As for patisserie products, it is ideal paired with a honey or chocolate croissant.



Aromatic Notes



Cocoa



Citrus

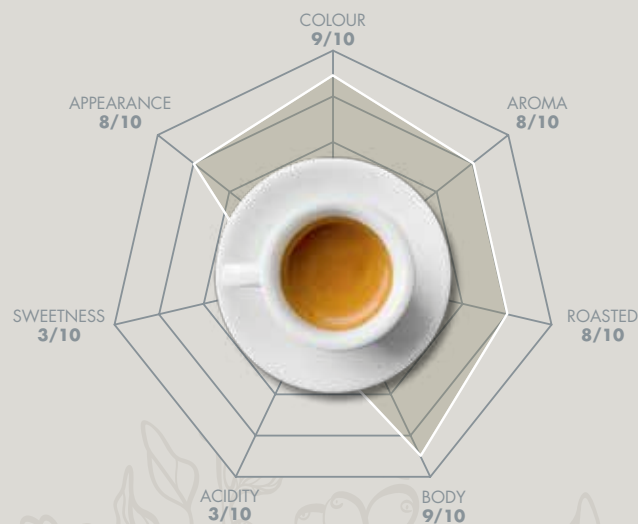


Roasted blend of coffee beans SELEZIONE CLASSICA

A blend of selected and meticulously dosed quality Arabica and Robusta, for an exceptionally balanced and round espresso with an intense aroma, delicate flavour, enveloping body and chocolaty.

Selezione Classica fits perfectly with the family feeling that characterises the Esse Caffè range, as it exudes intense aroma, delicate acidity and a fine creaminess. Its final note is laden with toasted bread notes and aromatic hints in which nuts prevail.

This coffee can be enjoyed as a pure espresso any time of the day and also makes an excellent base for cappuccino, caffè macchiato and other milk beverages.



Aromatic Notes



Nuts



Cardamom



Roasted blend of coffee beans SELEZIONE SPECIALE

A blend of quality Arabica and Robusta for an espresso with a mellow aroma, full-bodied, the right balance of flavours and a pleasant aftertaste rich in nuances.

Thanks to the prevalence of high quality Robusta, the in-cup result is an espresso of superlative body, in which toasted nut notes prevail, with a syrupy and persistent body.

This coffee remains steadfast in the face of variable weather conditions and is perfect served any time of the day. A blend developed to create an espresso with a pleasant aftertaste and a multifaceted retronasal experience.

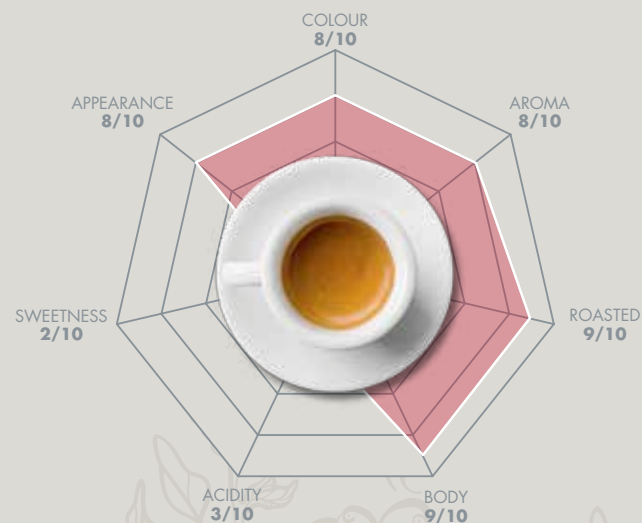
Aromatic Notes



Nuts



Cinnamon

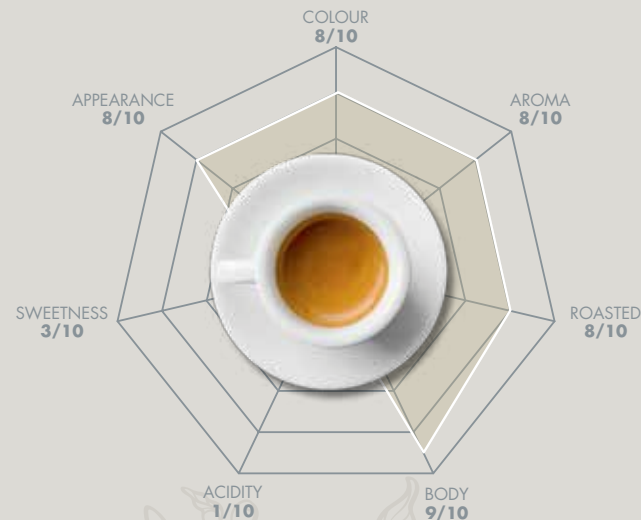


Roasted coffee bean blend CAFFÈ GRANCREMA

Esse Caffè is committed to planting a tree for every 100 kg of Caffè Grancrema sold.

We are planting in various area of the world including in particular Eneo (Italy), an area where a storm inflicted serious environmental damage due to heavy rains and wind and Burkina Faso, where fruit trees including the baobab or moniga play a central role in female emancipation and economic independence as well as in the development of local communities.

www.esssecaffè.com/trees



Aromatic Notes



Cocoa



Spices



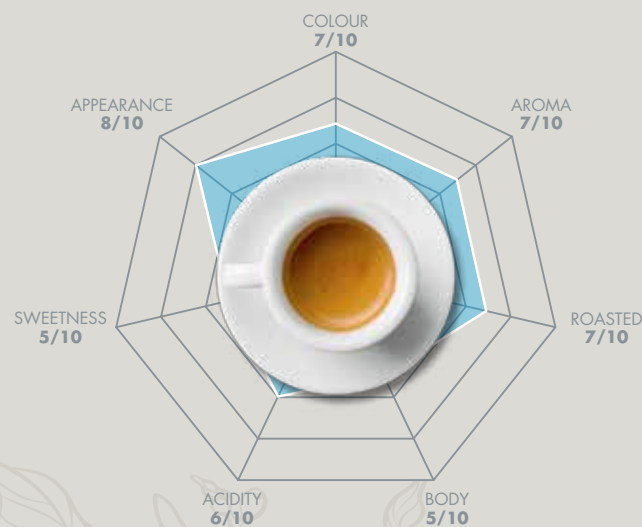
Roasted blend of coffee beans

SELEZIONE DECAFFEINATED

A blend of fine decaffeinated coffees for an espresso with a decisive aroma and traditional flavour, but with a caffeine content of less than 0.1%.

Nut and cocoa notes emerge on the palate. The coffee is enveloping but light, maintaining good body. It is especially digestible as in addition to being decaffeinated, it is also dewaxed.

For those who wish to savour an excellent decaffeinated coffee without missing out on that authentic family feeling, the hallmark of Esse Caffè blends.



Aromatic Notes



Cereals



Biscuit



THE IMAGE OF QUALITY

The art of authentic Italian Espresso has manifold expressions. The tasting of an espresso extracted to perfection is the crowning moment of an experience involving all the senses, which is why the setting where it takes place is crucial.

When the customer crosses the threshold of an establishment, it is important to convey the value of quality through image, interior design and communication.

This is why Esse Caffè provides bars and patisseries with an extensive range of accessories that testify to the company's attention to quality, not only of the product, but also of the establishment, in order to support professionals.



White Ceramic cups



Tray



Glass cups



Tea Pot



Milk Pot



Small glass



Limited Edition cups



Coffee Bean
Hopper



“Esse Professional” Kit

Includes mat, tamper and brush,
necessary tools for exalting the blend
and preparing the perfect Espresso.

Cappuccino kit, includes:

- 2 milk jugs
- Cocoa spreader
- Toppings dispenser
- Brush for Latte art



Double Led Slim Sign



Polo shirts and shirts



Dynamometer Tamper
• 57 mm
• 53 mm



Napkins



Sugar bowl for table



Napkin holder



Sugar
white and brown



Ceramic white sugar bowl



Counter sugar bowl



Aprons



Wall panels
60x60



We provide all our experience to deliver
SERVICES FOR PROFESSIONALS.

TRAINING

Esse has always been the coffee of professionals. The coffee made with science, sapience and specialisation. Inspired by these values, our company feels it has a duty to provide its customers with an extensive offering of training courses.

La Classe di Esse is our very own academy that delivers an offering of courses ranging from coffee-making to business management. We have embraced a commitment to transferring not only practical coffee preparation skills, but also the right tools for comprehensive establishment management, increasingly crucial in today's world. In addition to group activities held at the Cadriano site, Bologna, we also organise specific sessions for individual clients, thanks to **Personal Bar Trainer**, which are targeted troubleshooting programs, to secure the achievement of increasingly ambitious objectives.

SUPPORT

Esse Caffè was the first company in Italy to obtain certification for its support services too. Our sales force provides comprehensive coverage in all the areas where we operate and is staffed by professionals with profound knowledge of the industry, who also undergo constant training in order to acquire technical skills. Thus not only do we deliver an efficient sale and delivery service, but we also provide invaluable support to ensure optimal in-cup coffee extraction parameters.

The prime aim of our agents is to transfer the necessary know-how and tools to the customer, so that the high quality of our coffee beans is upheld and exalted in the cup. All Esse Caffè sales professionals leverage technical tools to provide the barista with the most effective support every step of the delicate transformation process, from beans to Espresso.

Quality in the cup is CERTIFIED EXCELLENCE.

Esse Caffè has always been synonymous with a tireless striving for excellence.

Thanks to its profound specialisation, partnerships with Universities and the sapience of the industry's top professionals, Esse Caffè has established itself on the market as the coffee of professionals.

The company's ongoing research into achieving the best quality has culminated in important certifications. From the earliest years, we have always operated with a qualified and efficient quality control department.

Since 1998 Esse Caffè has also been a member of **Istituto Espresso Italiano**, which has awarded its blends for professional use with certification for compliance with the technical specifications of Italian Espresso.



ART	PACK					BOX			PALLET			
	Code	Size	Dimensions	Shelf life	EAN - Code	Packages per box	Gross weight	Dimensions	Box for layering	Box for pallet	Gross weight	Height (cm)
MISCELA MASINI	PF0413	1 kg	11 x 7,5 x 29	18 months	8001953302014	6	6,5	39 x 19 x 25,5	12	96	630	220
SELEZIONE ESSE	PF0403	1 kg	11 x 7,5 x 29	18 months	8001953302601	6	6,5	39 x 19 x 25,5	12	96	630	220
SELEZIONE CLASSICA	PF0408	1 kg	11 x 7,5 x 29	18 months	8001953302458	6	6,5	39 x 19 x 25,5	12	96	630	220
SELEZIONE ARABICA	PF0416	1 kg	11 x 7,5 x 29	18 months	8001953000620	6	6,5	39 x 19 x 25,5	12	96	630	220
SELEZIONE SPECIALE	PF0001	1 kg	11 x 7,5 x 29	24 months	8001953001405	6	6,5	39 x 19 x 25,5	12	96	630	220
CAFFÈ GRAN CREMA	PF0388	1 kg	11 x 7,5 x 29	24 months	8001953002501	6	6,5	45 x 19 x 25,5	12	96	630	220
SELEZIONE DECAFFEINATO	PF0383	500 g	11 x 6,5 x 24	18 months	8001953001542	4	2,1	22 x 15,5 x 20,5	24	216	454	202
SELEZIONE ARABICA	PF0417	500 g	11 x 6,5 x 24	18 months	8001953000835	12	6,5	45 x 19 x 25,5	12	96	630	220
SELEZIONE SPECIALE	PF0004	500 g	11 x 6,5 x 24	24 months	8001953000828	12	6,5	39 x 19 x 25,5	12	96	630	220



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