



CAFFÈ 
BORBONE

COMPANY PROFILE

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A person wearing a brown sweater is sitting at a wooden table outdoors. They are holding a tablet computer with both hands, looking at the screen. On the table in front of them is a glass of coffee and a watch with a metal mesh band. The background shows green foliage and a wooden railing.

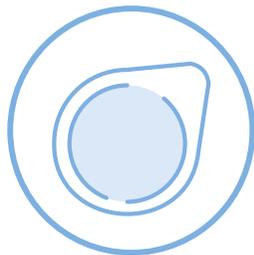
CAFFÈ BORBONE IN NUMBERS



FASTEST GROWING COFFEE COMPANY IN ITALY:
DOUBLED REVENUE IN JUST 3 YEARS.
AND WE **KEEP GROWING**



TOP SELLER BRAND AMONG ALL FOOD
PRODUCTS SALES IN AMAZON ITALY*



MORE THAN 3 BILLION SINGLE-SERVE **COFFEE**
CAPSULES AND PODS SOLD IN 2022

*Source: Amazon Italy Sales from 2019 to 2022

H24/7

Our Production facility works

**24 HOURS A
DAY, 7 DAYS
A WEEK**

2 DAYS:

is the average time span in
which our products stay in our
Warehouse. In other words,
our products are

ALWAYS FRESH

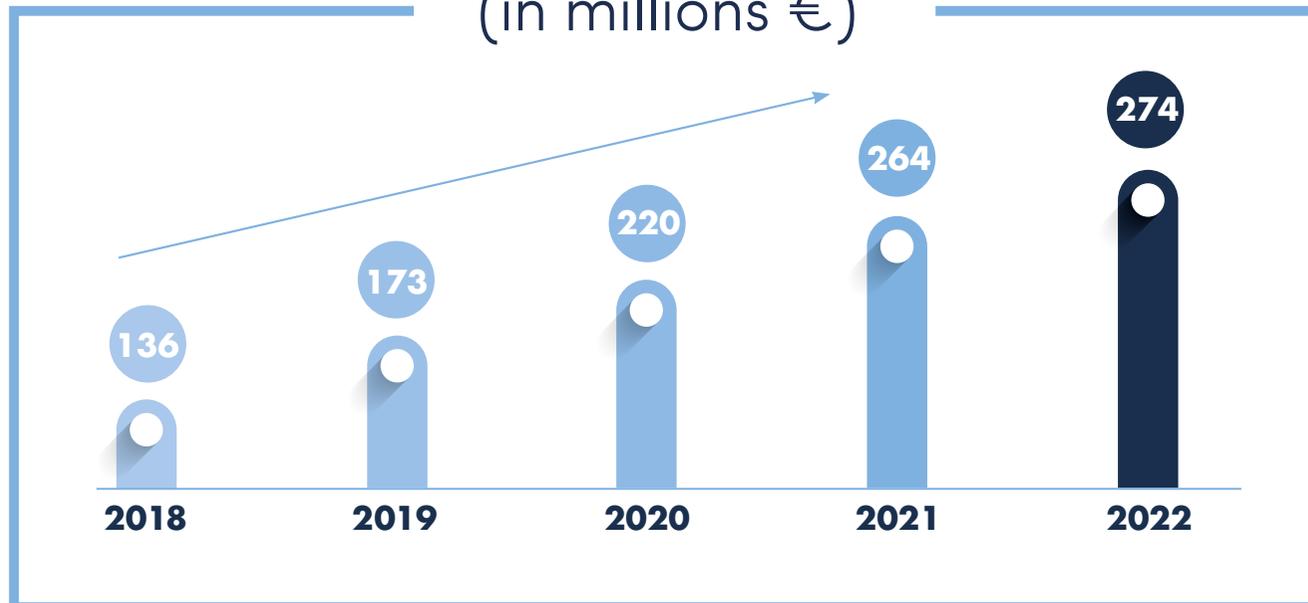
100.000 SQUARE METERS

of Production facilities with a

**NEW PRODUCTION
PLANT OPENING
IN 2023**

COMPANY REVENUE

(in millions €)



CAFFÈ BORBONE IS THE BEST SELLER ON AMAZON.IT

THE TOP 4 SELLING ITEMS ON ALL GROCERY SECTION ON AMAZON ITALY ARE CAFFÈ BORBONE PRODUCTS, WITH OVER 200.000 POSITIVE REVIEWS

BESTSELLER IN GROCERY

<p>#1</p>  <p>Caffè Borbone Don Carlo, Miscela Blu - 100 Capsule, Compatibili con Macchine Lavazza®* A Modo Mio®* ★★★★★ 28.442</p>	<p>#2</p>  <p>Caffè Borbone Cialda Compostabile, Miscela Rossa - 150 Cialde - Sistema ESE ★★★★★ 29.012</p>	<p>#3</p>  <p>Caffè Borbone Respresso, Miscela Blu - 100 Capsule - Compatibili con le Macchine ad uso domestico Nespresso ★★★★★ 33.201</p>	<p>#4</p>  <p>Caffè Borbone Miscela Nera - 90 capsule (6 confezioni da 15) - Compatibili con le Macchine Nescafé®* Dolce Gusto®* ★★★★★ 15.443</p>
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CAFFÈ BORBONE'S STRENGTHS



RESEARCH AND DEVELOPMENT

Company strategy based on constant product innovation

CONSUMER BRAND LOYALTY

Top Quality consumer reviews on all of our products

DISTRIBUTION PARTNERSHIP

We're proud of investing and developing strong relations with our commercial partners

QUALITY CONTROL

Full quality control throughout the production chain with over 13.000 analysis made every day

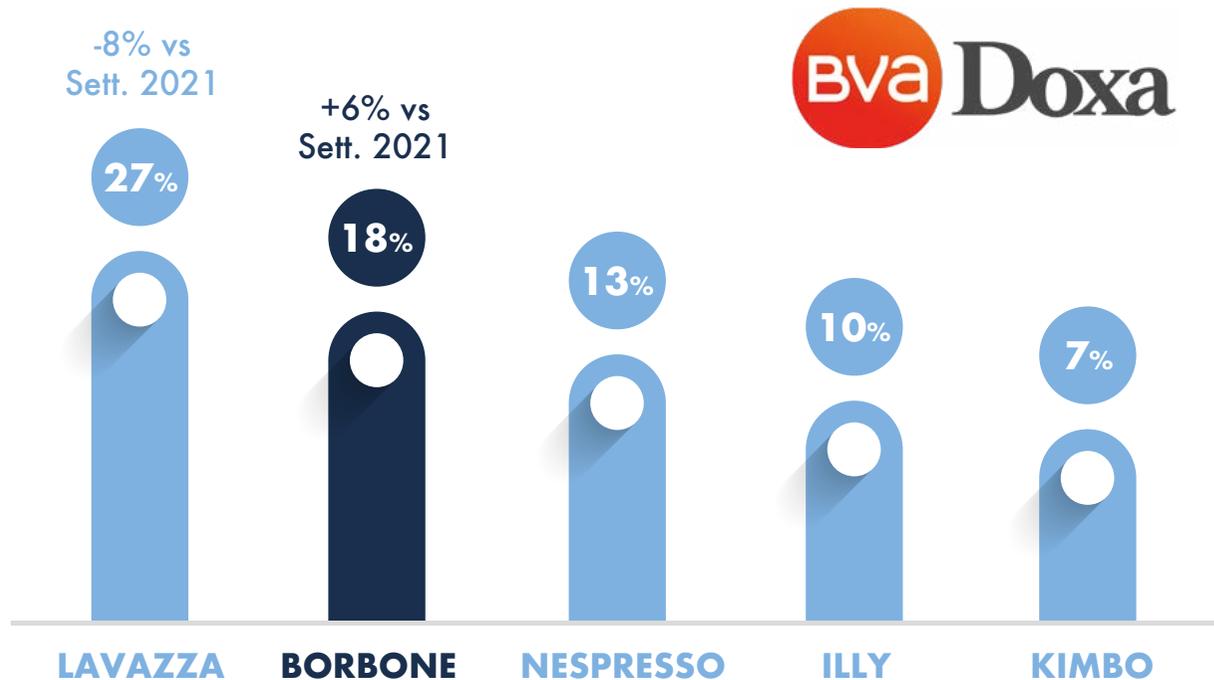
INDUSTRY 4.0

Continuous investments in Production and Logistics

WHY BORBONE KEEPS GROWING SO MUCH?

BECAUSE CONSUMERS LOVE OUR PRODUCTS.
LOOK WHAT CONSUMER RESEARCH REVEALS:

What is your favourite coffee brand?



Source: Nielsen IQ Retail Value Sales YTD January - September 2022 vs 2021, Euromonitor panel 2021 and BVA Doxa research on consumer preferred coffee brands in Italy 2021





BORBONE IN ITALY IS THE PREFERRED BRAND OVER ILLY AND NESPRESSO

Borbone is the N° 1 single-portioned coffee brand in Italy and keep growing by 33,2% a year*.

N°1

in single-serve
coffee pods
sales in Italy in
2022

+33%

Growth on Caffè
Borbone Retail
Value Sales in 2022
according to
Nielsen

 EUROMONITOR
INTERNATIONAL

 nielsen

*Source: Nielsen IQ Total Italy Sales YTD January-August



A close-up photograph of a hand holding a single coffee bean between the thumb and index finger. The hand is positioned over a dark, textured surface, likely a coffee tray, which is filled with many other coffee beans. The background is blurred, showing more of the tray and the hand. The text "OUR QUALITY AWARDS" is overlaid in the upper right corner in a white, sans-serif font.

OUR QUALITY AWARDS

BORBONE QUALITY IS ALSO ACKNOWLEDGED BY THE MANY REWARDS WE'VE RECEIVED IN THE PAST FEW YEARS



2019-2020



**CONSUMER
QUALITY
AWARDS 2020**



**SUPERIOR TASTE
AWARD 2020**
FOR THE SECOND
YEAR IN A ROW



**COMPANY
EXCELLENCE
AWARD 2020:**
GROWTH AND
SUSTAINABILITY



**COMPANY EXCELLENCE
AWARD 2020:**
TOP PERFORMER ITALY
AMONG ALL PRODUCT
CATEGORIES



**BRANDS
AWARD 2020:**
TOP PERFORMER ITALY
AMONG ALL PRODUCT
CATEGORIES



2021-2022



#1 PRODUCT SELLER
AMAZON'S FOOD
DEPARTMENT IN ITALY
FOR 3 YEARS IN A ROW



**PRODUCT OF
THE YEAR 2021**
FOR OUR
COMPOSTABLE
COFFEE PODS



**SUPERIOR TASTE
AWARD 2021**
FOR THE THIRD
YEAR IN A ROW



TOP BRAND 2021
WINNER OF THE «NEW
ENTRY» CATEGORY FOR
THE NEW COMPOSTABLE
COFFEE PODS



**BEST GROWTH
BRANDS 2022**
AMONG THE TOP
10 ITALIAN BRANDS
IN ITALY



SUSTAINABILITY

WE AT CAFFÈ BORBONE ARE COMMITTED TO MAKE THE DIFFERENCE:

+83%

Renewable raw materials used

>66%

of our products are recyclable

100.000

KW/YEAR

of our solar panels that we use to fight climate change.

Also, a new solar plant will be active by the end of 2022.

We've been granted a silver medal for our sustainability efforts



All our coffee pods are bio-degradable



We're proud to be a partner of Plastic Free, a non-profit Organization that helps cleaning the oceans



OUR PRODUCTS



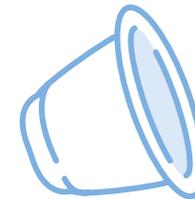
A PRODUCT FOR EVERY CONSUMER NEED



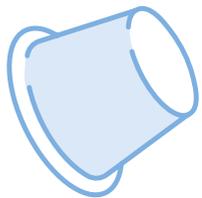
COFFEE BEANS



ROAST & GROUND



NESPRESSO® SYSTEM
IN ALUMINIUM
CAPSULES



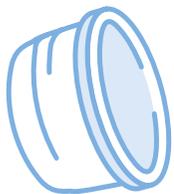
NESPRESSO®
SYSTEM



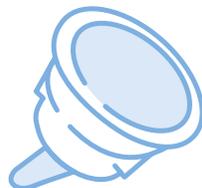
A MODO MIO®
SYSTEM



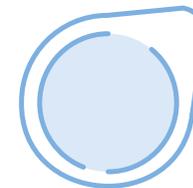
A MODO MIO® SYSTEM
IN COMPOSTABLE
CAPSULES



ESPRESSO
POINT® SYSTEM



DOLCE GUSTO®
SYSTEM



COMPOSTABLE
PODS



**COFFEE
BEANS:
BORBONE
SELECTION**

OUR NEW SELECTION RANGE WAS CREATED EXCLUSIVELY TO OUR PREFERRED INTERNATIONAL PARTNERS
NEW HIGH-QUALITY COFFEE BLENDS STUDIED FOR THE INTERNATIONAL CONSUMERS IN FOUR INTENSITY VARIATIONS:



100% ARABICA

CREMA SUPERIORE

CREMA CLASSICA

ESPRESSO INTENSO



Package designed for easy use for consumers



The coffee blends were awarded the Superior Taste Award from the International Taste Institute

AVAILABLE FORMATS:

1 KG and 500g (for some items)

COFFEE BEANS: HO.RE.CA. RANGE





6 DEK blend



7 GOLD blend



8 BLUE blend



9 RED blend

4 HIGH QUALITY SELECTED COFFEE BEANS FOR A PERFECT ESPRESSO FOR BAR AND COFFEE SHOPS

AVAILABLE FORMATS:

1 Kg

COFFEE BEANS: VENDING RANGE





TOP blend



BLUE blend



RED blend

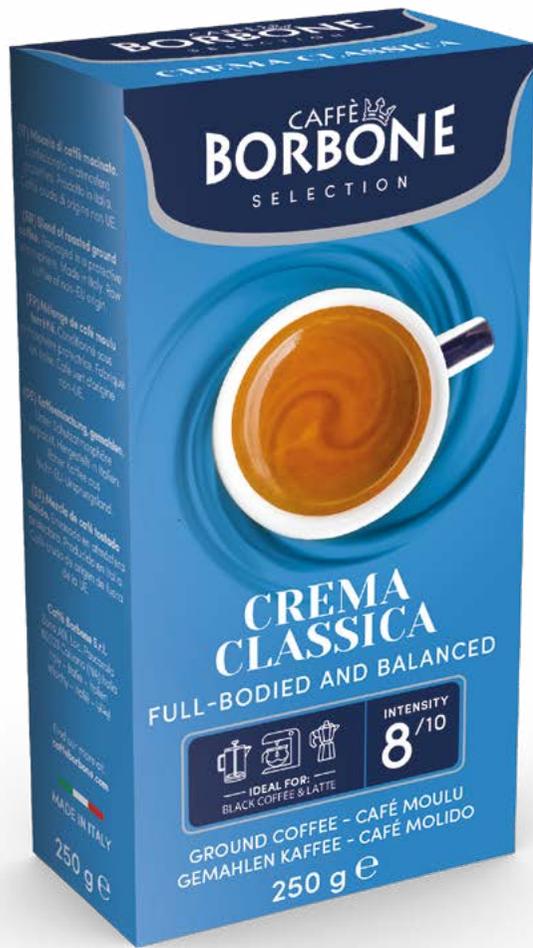
**3 BLENDS SPECIALLY DESIGNED
FOR VENDING AND OFFICE AUTOMATIC COFFEE
MACHINES**

AVAILABLE FORMATS:

1 kg and 500g
for Blue and Red Blends

GROUND COFFEE





CREMA CLASSICA



INTENSITY



ESPRESSO INTENSO



INTENSITY

OUR ROAST AND GROUND COFFEE QUALITY PERFECT FOR ALL USES:



MOKA



FRENCH PRESS



FILTER COFFEE

AROMA SAVING VALVE

We've developed a new technology for packaging freshly roasted coffee through our research and development. The aroma-saving seal preserves the coffee aroma and freshness as it was just roasted.

PACKAGED FRESHLY ROASTED



ROASTED

INSTANTLY



GROUND

INSTANTLY



PACKAGED

AVAILABLE FORMATS:

250 gr / 16x250 gr

A close-up photograph of a person's hand holding a Nespresso aluminium coffee capsule. The capsule is cylindrical with a yellow body and a silver top. The hand is positioned to insert the capsule into a black coffee machine. The background is blurred, showing green foliage. A white text box is overlaid on the lower left of the image.

**NESPRESSO®
SYSTEM IN
ALUMINIUM
CAPSULES**

NEW ALUMINIUM CAPSULES: THE QUALITY AND FRESHNESS OF BORBONE CAPSULES NOW IN PREMIUM ALUMINIUM CAPSULES



INTENSITY



100% ARABICA

Aromatic & Refined

A full-flavored coffee with dark chocolate, malt and chestnut notes.



INTENSITY



CREMA SUPERIORE

Rich & Smooth

Perfect combination between taste and refinement. Crema superiore has creaminess, sweetness and character.



INTENSITY



CREMA CLASSICA

Full-Bodied & Balanced

Full-bodied, strong and creamy coffee.



INTENSITY



ESPRESSO INTENSO

Strong & Creamy

Creamy smooth blend with an intense character.

AVAILABLE FORMATS:



10 / 30 / 100 CAPSULES



CLEAR INTENSITY INDICATOR ON PACK

INTENSITY
7 / 10

THE PERFECT ESPRESSO IN CAPSULES

HIGH TECHNOLOGY

Our patented production system amplifies Aroma and Taste in each capsule.



NESPRESSO® SYSTEM CAPSULES



THE N°1 SALES PRODUCT ON AMAZON ITALY IN THE FOOD SECTION WITH OVER 45.000 POSITIVE CONSUMER REVIEWS



6 DEK blend



7 GOLD blend



8 BLUE blend



9 RED blend



10 BLACK blend



6 KIKKA blend

A 100% Arabica blend especially made using varieties from Colombia, Brazil, Honduras and Uganda to create a new blend full of aroma and a sweet taste.

AVAILABLE FORMATS:



50 CAPSULES
100 CAPSULES



PATENTED CAPSULE

that allows for an even better coffee experience, 100% compatible with all Nespresso® System machines.

A PERFECT BREW



E.S.E COFFEE PODS



ITALY'S LEADER IN THE COFFEE PODS SEGMENT WAS ELECTED PRODUCT OF THE YEAR 2021* BY 12.000 CONSUMERS FOR OUR NEW BIO-DEGRADABLE COFFEE PODS



6 DEK blend



7 GOLD blend



8 BLUE blend



9 RED blend



10 BLACK blend



8 SINGLE ORIGIN NICARAGUA **NEW**

In **Nicaragua** grow one of the finest coffee varieties in the World. For this special coffee we've selected a high quality variety using the Honey Method to produce this unique coffee taste.



6 LIGHT BLEND **NEW**

50% less caffeine, 100% authentic taste!
Coffee is a pleasure you can't give up, but don't want to exaggerate with caffeine? No problem: the new light blend is the one perfect for you.

AVAILABLE FORMATS:



50 / 100 / 150 PODS

100% GREEN PAPER POD





DOLCE GUSTO® SYSTEM CAPSULES

OUR DOLCE GUSTO® PRODUCT RANGE IS PRAISED BY CONSUMERS: +89% OF LIKENESS OVER +12.000 REVIEWS ON AMAZON*



DEK blend



GOLD blend



BLUE blend



RED blend



BLACK blend



AVAILABLE FORMATS:



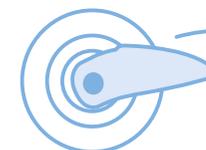
15 / 90 CAPSULES

AROMA SAVING VALVE



CAPSULE

AROMA SAVING VALVE
+ SAFE + FRESH



PRESERVES AND AMPLIFIES AROMA

A MODO MIO[®] SYSTEM CAPSULES



FULL-COMPATIBLE CAPSULES WITH THE A MODO MIO® SYSTEM. MORE THAN 20.000 CONSUMERS HIGHLY RATED OUR CAPSULES QUALITY 9 OUT OF 10 OF THEM LOVED IT!*

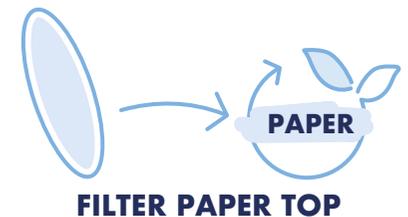


**AVAILABLE
 FORMATS:**



50 / 100
 CAPSULES

ALSO AVAILABLE IN COMPOSTABLE VERSION**



*Source: Amazon Reviews **For Red and Gold blends. Caffè Borbone Srl is an independent producer and is not connected with Luigi Lavazza® S.p.A.

ESPRESSO POINT® SYSTEM CAPSULES



A FULL RANGE OF COFFEE CAPSULES WITH BORBONE QUALITY FOR THE LAVAZZA® ESPRESSO POINT® SYSTEM



DEK blend



GOLD blend



BLUE blend



RED blend



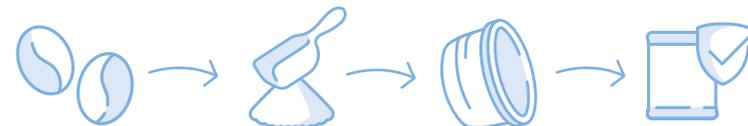
BLACK blend

AVAILABLE FORMATS:



50 / 100 CAPSULES

AN UNIQUE AROMA IN EVERY CAPSULE



GRINDED RIGHT AFTER ROASTED

PACKAGED IN SINGLE-SERVE BAGS

MORE FRAGRANCE MORE AROMA IN EVERY CAPSULE



SOLUBLE PRODUCT RANGE

CONSUMERS LOVE DIFFERENT FLAVOURS AS CHOCOLATE, PISTACCHIO, NUTS OR TEAS

A PRODUCT FOR EVERY CONSUMER NEED:

CAPRICCIO RANGE



NATURA RANGE



VITA RANGE



JUNIOR RANGE



Nescafé®
Dolce Gusto®



Nespresso® System
ad uso domestico



Lavazza®
A Modo Mio®



E.S.E. paper pods

BORBONE PRODUCT RANGE WAS REVIEWED AS A HIGHER QUALITY THAN OUR KEY COMPETITOR IN A BLIND TASTE TEST:



7,2 Borbone



6,8 Competitor



100%
INFUSION



WITHOUT
GLUTEN



ZERO
ADDED
SUGAR



WITHOUT
CAFFEINE

CAFFÈ 
BORBONE

Zona ASI Loc.Pascarola snc
80023 Caivano (NA)
www.caffeborbone.com