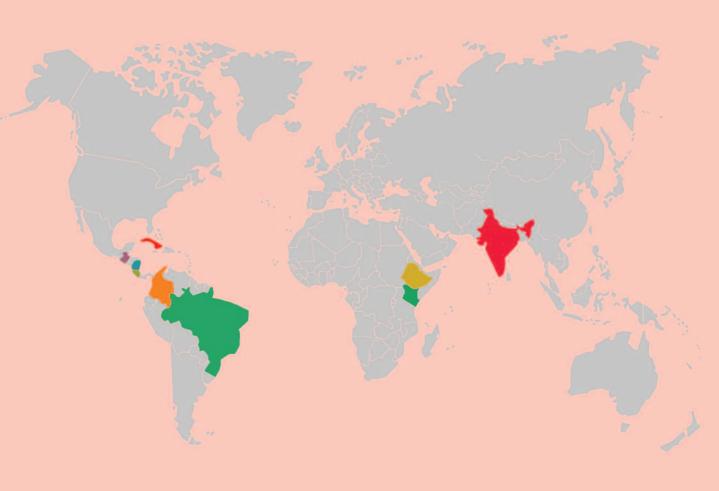


MONO RIGINE



DI ORIGINE DEL CAFFE



HISTORY OF CAFFE

The earliest credible evidence of coffee-drinking appears in the middle of the 15th century in the Sufi shrines of Yemen. It was here in Arabia that coffee seeds were first roasted and brewed in a similar way to how it is now prepared. Coffee seeds were first exported from East Africa to Yemen, as the coffea arabica plant is thought to have been indigenous to the former. Yemeni traders took coffee back to their homeland and began to cultivate the seed. By the 16th century, it had reached Persia, Turkey, and North Africa. From there, it spread to Europe and the rest of the world.

By the 16th century, it had reached the rest of the Middle East, Persia, Turkey, and northern Africa. The first coffee smuggled out of the Middle East was by Sufi Baba Budan from Yemen to India in 1670. Before then, all exported coffee was boiled or otherwise sterilised. Portraits of Baba Budan depict him as having smuggled seven coffee seeds by strapping them to his chest. The first plants grown from these smuggled seeds were planted in Mysore. Coffee then spread to Italy, and to the rest of Europe, to Indonesia, and to the Americas.

The Dutch East India Company was the first to import coffee on a large scale. The Dutch later grew the crop in Java and Ceylon. The first exports of Indonesian coffee from Java to the Netherlands occurred in 1711. Through the efforts of the British East India Company, coffee became popular in England as well. Oxford's Queen's Lane Coffee House, established in 1654, is still in existence today.

Coffee was introduced in France in 1657, and in Austria and Poland after the 1683 Battle of Vienna, when coffee was captured from supplies of the defeated Turks. When coffee reached North America during the Colonial period, it was initially not as successful as it had been in Europe as alcoholic beverages remained more popular. During the Revolutionary War, the demand for coffee increased so much that dealers had to hoard their scarce supplies and raise prices dramatically; this was also due to the reduced availability of tea from British merchants, and a general resolution among many Americans to avoid drinking tea following the 1773 Boston Tea Party.

Coffee had been introduced to Brazil in 1727, although its cultivation did not gather momentum until independence in 1822. After this time massive tracts of rainforest were cleared for coffee plantations, first in the vicinity of Rio de Janeiro and later S o Paulo. Brazil went from having essentially no coffee exports in 1800, to being a significant regional producer in 1830, to being the largest producer in the world by 1852. In 1910-20, Brazil exported around 70% of the world's coffee, Colombia, Guatemala, and Venezuela, exported half of the remaining 30%, and Old World production accounted for less than 5% of world exports.



OUR OUR PHILOSOPHY

Our philosophy is that everyone should have access to the highest quality coffee in the world... freshly roasted. So many times, the only coffee that is readily accessible is what is sitting on the shelf at your local bar. Coffee is at its best when it's consumed as close to roasting as possible.

Luogo di origine dell Caffe, Arabica beans are carefully selected from nine different countries that comprise the perfect harmony of the Gran Caffe blends. Each Luogo di origine dell Caffe has a unique flavor and aroma that encapsulates the distinctive culture and character of a country.







OUR ROASTING

The next step in the process is the roasting of the green coffee. Coffee is usually sold in a roasted state, and with rare exceptions all coffee is roasted before it is consumed. It can be sold roasted by the supplier, or it can be home roasted. The roasting process influences the taste of the beverage by changing the coffee bean both physically and chemically. The bean decreases in weight as moisture is lost and increases in volume, causing it to become less dense. The density of the bean also influences the strength of the coffee and requirements for packaging.

The actual roasting begins when the temperature inside the bean reaches approximately 200 °C (392 °F), though different varieties of seeds differ in moisture and density and therefore roast at different rates.[87] During roasting, caramelization occurs as intense heat breaks down starches, changing them to simple sugars that begin to brown, which alters the color of the bean.

Sucrose is rapidly lost during the roasting process, and may disappear entirely in darker roasts. During roasting, aromatic oils and acids weaken, changing the flavor; at 205°C (401°F), other oils start to develop. One of these oils, caffeol, is created at about 200°C (392°F), which is largely responsible for coffee's aroma and flavor.

Roasting is the last step of processing the beans in their intact state. During this last treatment, while still in the bean state, more caffeine breaks down above 235°C (455°F). Dark roasting is the utmost step in bean processing removing the most caffeine. Although, dark roasting is not to be confused with the Decaffeination process.



Brazil is the world's leading producer of Arabica coffee, which is mainly grown in the highlands in the south-east of the country, where the alternating periods of drought and heavy rain create the climate. Minas Gerais is one of the Brazilian states. The Arabica plantations grow at altitudes between 900 and 1200 m, and great attention is paid to environmental issues.

REGION / Minas Gerais GROWING ALTITUDE / 900 - 1,200 M.A.S.L. TEMPERATURE / 11 to 31°C ARABICA VARIETY / Mundo Novo, Catua, Catuca, Acaya HARVEST PERIOD / July - November MILLING PROCESS / Natural ROASTING / Tonaca Di Fratte (Monk Robe)

CUP CHARACTERISTICS / Well-Rounded Acidity, Pleasant Sweetness, Good Complexity, Soft Nutty Characteristics, Chocolate Notes

BREWING METHODS



















Toasted bread with notes of chocolate, caramel, Soft Nutty Characteristics



It is covered by dense tropical savannah containing forests, aridzones and swamps and is home to an incredible quantity of plant and animal species, many of which are endemic. The annual temperature, low rainfall during the harvest period and altitude are among the factors that help to make the Cerrado Mineiro Arabica one of the finest coffees on the planet.

REGION / Cerrado GROWING ALTITUDE / 800 - 1,300 M.A.S.L. TEMPERATURE / 14 to 27 °C ARABICA VARIETY / Mundo Novo, Catuaí HARVEST PERIOD / July - November MILLING PROCESS / Natural ROASTING / Tonaca Di Fratte (Monk Robe)

CUP CHARACTERISTICS / Sweet chocolate, rich body, clean stonefruit notes, consistent & well structured

BREWING METHODS









e1000g & e250g









Intense and full flavored toasted bread with notes of dark chocolate, stonefruit notes



The Chikmagalur is located at the south of the subcontinent, in district of the Karnataka region. It is difficult to imagine that seven coffee beans planted there - legend says - after smuggled carried them there in 1670 AD Yemeni wise Bababudan, could begin today a multi billion Indian coffee industry. After 347 years but This rare and exotic coffee, is a coffee that represents the best quality coffee from India.

REGION / Sahyadri, Western Ghats GROWING ALTITUDE / 800 - 1,300 M.A.S.L. TEMPERATURE / 15 to 35 °C ARABICA VARIETY / SLN9 HARVEST PERIOD / December - March MILLING PROCESS / Washed, Sundried ROASTING / Tonaca Di Fratte (Monk Robe)

CUP CHARACTERISTICS / Sweet Pepper, Coconut, Bright Citrus, Earthy, Winey, Cedar, Balanced, Very Clean, Consistent

BREWING METHODS













LUOGO

INDIA

CHIKMAGALUR







Coffee is believed to have originated in the forests of Ethiopia, and the coffee plant still grows here in the wild, amid the shady vegetation. It is picked by hand in the plantations and domestic gardens, where coffee ripens alongside the other crops. This variety is grown in the highlands region of Sidamo, in the mountains of Southwest Ethiopia.

REGION / Sidamo GROWING ALTITUDE / 1,600 - 1,900 M.A.S.L. TEMPERATURE / 15 to 20 °C ARABICA VARIETY / Typica (100%) **HARVEST PERIOD** / October - December MILLING PROCESS / Fully Washed ROASTING / Tonaca Di Fratte (Monk Robe)

CUP CHARACTERISTICS / Savory, Pleasant Citrus Notes, Milk Chocolate, Tea Leaves, Balanced, Smooth Soft Body, Delicate Clean Finish, Smooth, Tea Like, Sweet, Floral, Lemony, Bright Acidity

BREWING METHODS











e1000g & e250g





Coffee is believed to have originated in the forests of Ethiopia, and the coffee plant still grows here in the wild, amid the shady vegetation. It is picked by hand in the plantations and even in domestic gardens, where coffee ripens alongside the other crops. It is a natural "cradle" for coffee: the plant grows even in the wild, and in the plantations, it thrives at high altitudes.

REGION / Sidamo
GROWING ALTITUDE / 1,600 - 1,900 M.A.S.L.
TEMPERATURE / 15 to 20 °C
ARABICA VARIETY / Typica (100%)
HARVEST PERIOD / October - December
MILLING PROCESS / Fully Washed
ROASTING / Tonaca Di Fratte (Monk Robe)

CUP CHARACTERISTICS / Tea-like, Fruity, Citric, Floral, Lemon, Sweet, Great Body, Very Complex, Clean

BREWING METHODS





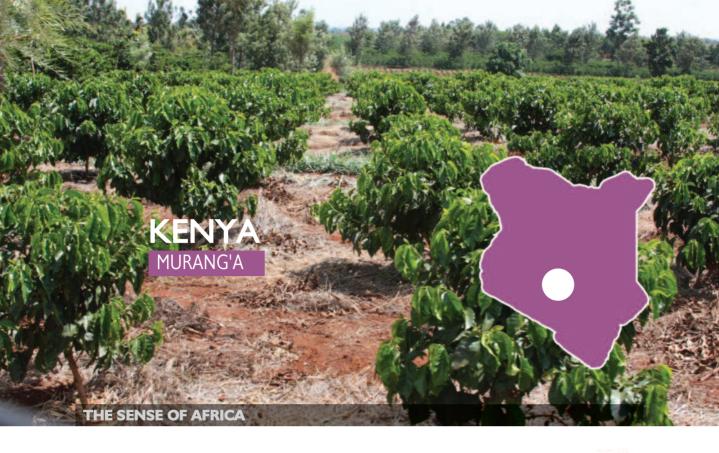






el000g &e250g





Cultivated in full sun plantations, this wonderful coffee Arabica from plateaus of Africa between 1350 and 1800 meters, is classified Kenya "AA", due to the very large of the grains. This coffee from Kenya considered by sophisticated connoisseurs coffee world because of the perfect aromatic constituents.

REGION / Murang'a GROWING ALTITUDE / 1,350 - 1,800 M.A.S.L TEMPERATURE / 15 to 20 °C ARABICA VARIETY / SL28, RUIRU 11 HARVEST PERIOD / October - December MILLING PROCESS / Fully Washed, Sun-dried On Raised Beds ROASTING / Tonaca Di Fratte (Monk Robe)

CUP CHARACTERISTICS / Cane Sugar, Intense Stone Fruit Flavors, Lemony, Herbaceous Florals, Clean, Juicy, Complex Acidity, Even Sweeter as it Cools, Sparkling

BREWING METHODS













Dark chocolate, Lemony, Cane Sugar, Stone Fruit, Herbaceous Florals,



A first-class coffee, grown in the Andean foothills, in one of the most important countries coffee production in the world. It is considered the best of all coffees Colombia: Besides Supremo > Supreme means in the local language the "Supreme" the First.

REGION / Popayan GROWING ALTITUDE / 1,450 - 1,650 M.A.S.L TEMPERATURE / 13 to 29 °C ARABICA VARIETY / Caturra and Typica HARVEST PERIOD / September - December MILLING PROCESS / Wet Process, Silo Drying ROASTING / Tonaca Di Fratte (Monk Robe)

CUP CHARACTERISTICS / Dark Chocolate, Sweet, Round Body, Soft Acidity, Almonds, Deep, Winey, Caramel Notes

BREWING METHODS

















GRÁN LUOGO

COLOMBIA







Bold notes of chocolate dark and caramel with hints of honey, vanilla, toasted bread, and oranges



This relatively small country produces some of the top coffees in the world and offers a variety coffee experiences. Each region has a distinct flavor profiles, each of which has been enhanced, with the care and attention brought by the farm in methodology development. There more than 60,000 small farms in Guatemala with over 30% of the population is engaged in coffee industry.

REGION / Antigua GROWING ALTITUDE / 1,500 - 1,800 M.A.S.L. TEMPERATURE / 11 to 25 °C ARABICA VARIETY / Caturra, Bourbon, Typica HARVEST PERIOD / December - April MILLING PROCESS / Washed, Sun-dried ROASTING / Tonaca Di Fratte (Monk Robe)

CUP CHARACTERISTICS / Bright Acidity, Caramel, Sweet, Milk Chocolate, Toasted Almonds, Citrus Notes, Very Balanced, Buttery Body, Winey, Nutty Notes, Pleasant Aftertaste

BREWING METHODS











e1000g &e250g







Situated in the north-west of Guatemala, the Huehuetenango region touches an altitude of almost 4000m, and it is home to a rich variety of ecosystems including high plains where one of the world's coffees is grown. The subtropical climate of the plantations allows the beans to ripen to perfection, and gives them a special flavour and aroma.

REGION / Huehuetenango GROWING ALTITUDE / 1,200 - 1,800 M.A.S.L. TEMPERATURE / 10 to 28°C ARABICA VARIETY / Bourbon and Caturra HARVEST PERIOD / February - March MILLING PROCESS / Washed, Drum Drying ROASTING / Tonaca Di Fratte (Monk Robe)

CUP CHARACTERISTICS / Sweet Acidity, Citrus Notes, Pleasant Fruity Notes, Strawberry and Plum, Solid Body, Balanced, Chocolate, Complex, Clean and Nice Aftertaste

BREWING METHODS

















Strawberry, Chocolate dark, Citrus Notes

e1000g & e250g



In Costa Rica, coffee growing is known for its attention to sustainability. The careful use of water resources helps to preserve the terrain and protect its important biodiversity. Costa Rican beans are considered among the best in the world. Tarrazú is thought to produce the most desirable coffee beans in Costa Rica. In 2012, Tarrazú Geisha coffee became the most expensive coffee sold.

REGION / Los Santos GROWING ALTITUDE / 1,200 - 1,800 M.A.S.L TEMPERATURE / 17 to 27 °C ARABICA VARIETY / Caturra, Catuai HARVEST PERIOD / December - March MILLING PROCESS / Washed, Drum Drying ROASTING / Tonaca Di Fratte (Monk Robe)

CUP CHARACTERISTICS / Good Body, High Acidity, Excellent Aroma, Intense Flavor, Chocolate Notes

BREWING METHODS











el000g &e250g









Balanced with notes of caramel, dried fruit, and hints of chocolate and toasted bread.



This variety of coffee is produced in region of Nicaragua Matagalpa, Jinotega. Sophisticated green-blue granules are mainly grown in traditional shaded plantations coming from small farmers over 1200 meters In Nicaragua, coffee is grown in mountainous and volcanic areas. It is an essential source of revenue for the country. Coffee represents one-third of the country's food exports.

REGION / Jinotega GROWING ALTITUDE / 1,200 - 1,350 M.A.S.L TEMPERATURE / 16 to 25 °C ARABICA VARIETY / Caturra and Typica HARVEST PERIOD / November - March MILLING PROCESS / Washed, Sun-dried ROASTING / Tonaca Di Fratte (Monk Robe)

CUP CHARACTERISTICS / Excellent Aroma, Marked Acidity that Achieves a Perfect Balance of Body and Taste with Citric Tones

BREWING METHODS











e1000g & e250g





Coffee has been grown in Cuba since the mid-18th century. Boosted by French farmers fleeing the revolution in Haiti, coffee farms expanded from the western plains to the nearby mountain Coffee production in eastern Cuba significantly increased during the 19th and early 20th centuries. By the 21st century, 92 percent of the country's coffee was grown in areas of the Sierra Maestra mountains.

REGION / El Nicho, El Escambray GROWING ALTITUDE / 800 - 1,800 M.A.S.L TEMPERATURE / 19 to 31 °C ARABICA VARIETY / Typica, Bourbon, Villalobos & Isla 6-14 HARVEST PERIOD / November - January MILLING PROCESS / Fully Washed ROASTING / Tonaca Di Fratte (Monk Robe)

CUP CHARACTERISTICS / Smooth Cup with Toasty Notes and a Hint of Spice Through a Creamy Body, a Hint of Tobacco in the Finish

BREWING METHODS





















Toasted bread, dark chocolate, dried fruit, tabacco cuba































www.luogo.gr







