





*Espresso italiano*





*Coffee is a “cup – shaped hug”*



Tutti i giorni  
fate una

**PAUSA CAFFÈ**

il minuto più felice della giornata.

# Giovanni's dream

*Coffee is a product that goes beyond itself, it is made up of infinite details and stories. Those of the people who work it and those of the people who taste it. And then there is ours, which we try to tell you here.*

For us, coffee is much more than a product to be made on the best of our possibilities: it represents our history, that is intertwined with that of Italy. 1948 is the year in which Giovanni Serrani set up his activity in the food sector, and it is also the year of the new beginning of our country, the rebirth after the Second World War years.

Giovanni's hopes and courage were the same as those of many other Italians who strongly wanted to start again.

That courage has joined Giovanni's passion for coffee that he considered a moment of joy and conviviality. As a consumer, he chose to become a roaster and to create the perfect coffee, the one he always wanted to taste.

Our story began from this idea, which has continued during the years in the attempt to respect and realise Giovanni's dream.

# Values

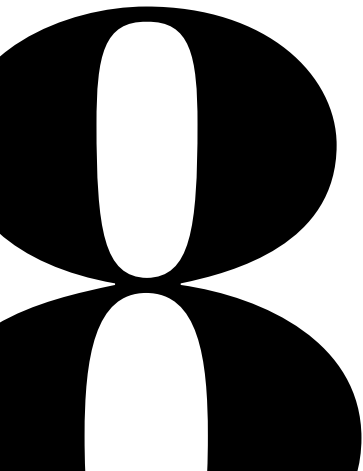
*Quality. Tradition. Services. All one step away from you. Our main goal is to bring the best of us into your territory, because closeness to our customers is an essential value for us.*

Coffee is the history of our family and our family has been involved in coffee for over 70 years. About a century of ideas, investments and innovations, which have allowed us to be recognized as a guarantee for customers looking for high quality coffee. But something has remained unchanged: our values.

What prompted Giovanni Serrani to set up the company in 1948 is exactly what drives us to continue his business today, that is, the constant research for an authentic and intense aroma, respect for processes and traditions that are almost a century old, the desire to establish ourselves in the world starting from a small area, Umbria, where we have become the leading company in the sector.

In the will of Giovanni, as in that of his current successors, the quality of the product and the quality of the professional relationships are the two sides of the same coin and still constitute the essential values of the company.

Serrani Coffee was born as the coffee of whoever knows it, a coffee that does not want to be exclusive but, at the same time, is aimed at an audience capable of appreciating it. A special coffee because of its authentic quality. Authentic as the story of who produces it respecting an ethic of other times in which people, human relationships, the value of a word and a handshake were at the centre of Giovanni's work.











# The company

*Two main points: product research and internal organization. We personally select the best coffee and we do more than our best in order to keep the best process production.*

## Certified quality and safety

Food safety and environmental quality are two values that have always accompanied our work. This is the reason why we have chosen to be certified with the most prestigious BRC Global Standard for Food Safety, which guarantee the highest quality standards for food safety. Furthermore, we have obtained the Bio certification for the production of organic products, which foster a sustainable development model aimed at safeguarding environment and territory.

Product selection is the basis of what gave birth to our company. A scrupulous and accurate selection made directly by us, as our history requires. This has always been, and still is, our hallmark.

We personally visit the cultivation settlements all over the world, so as to best evaluate the product to choose for our blends. We observe the crops, the methods of harvesting the berries, the treatment and selection of the grain and we control the whole import phase, so that the coffees we have chosen preserve all their characteristics even during their journey.

The rest takes place in our roasting plant in Todi, where Serrani's history began. Research and roasting are still done according to traditional methods and men, with their experience, constitute the true added value of our company. They are the people who control the degree of roasting of the beans, who monitor the perfect composition of our blends and experiment with new ones, who follow every phase of the processing in order to make the result of their work as perfect as possible. All these phases are carried out relying mainly on the skills and long experience of our roasting masters.

# The Serrani method

## 1. Research

In our vision, research is mainly seen as a direct analysis of the raw material. It is an activity that is made up of a first selection of the geographical areas of cultivation, then of a series of periodic inspections in all the localized settlements, in order to personally control how the farmers work and how the harvesting and processing of the beans takes place. We mainly use coffee grown in “fazende” in Central and South America that we have selected over years of inspections and evaluations.

## 2. Selection at the origin

By selection, we mean an evaluation process that privileges those who work with particular criteria of cultivation and of harvest. We only collaborate with those who practice manual collection - Picking method - the only one that fully respects the peculiarities of coffee beans and permits to make a first selection in the field. In fact, in our vision the first selection process is fundamental to be able to count on the best of the best, on the most ripe and good beans.

Then, the grains obtained from the ginning of the beans are scrupulously selected by their size (sieve) and by colour, in order to determine the absence of visible defects such as stains caused by the attack of pests or moulds, which the average content of residual humidity

## 3. Import and storage

A phase to which we devote particular attention, often underestimated and but also very important to obtain a final product of absolute quality. We rely on logistics operators who, over the years, have prepared all the most effective systems to ensure the correct temperature and humidity necessary to respect the characteristics of the raw coffee, even during the journey from the lands of origin to our roasting.

## 4. Roasting

The roasting phase is a step of fundamental importance. We adopt a roasting method aimed at respecting the characteristics of the coffees we have previously selected. Medium roast, monk-coloured tunic made with the traditional method, the slowest one but the only that

allows to keep the roasting times of each single type of coffee with the use of machinery designed to permit a constant control over the thermal curve and which always foresees the presence of the master roaster. It is he who determines the perfect roasting point detected, also thanks to the comparison between the colour of the coffee being roasted with a sample of the roasted one previously. For us, the human factor is fundamental to give the true added value to the product.

## 5. Air cooling

As in the past, the roasting process always ends with the intervention of the master roaster, who evaluates the right cooking point of the beans, which must pass to the cooling phase at the right moment. This is the most delicate moment of the whole process, the one in which the sensitivity and experience of men who evaluate - with all their senses - the maturation obtained by cooking the grains that have undergone a deep and radical transformation becoming edible and developing a complexity of components and aromas just before imperceptible. The fixing process of this transformation of the coffee just obtained continues with the transition to cooling that takes place strictly through cold airflows. This method requires more time and generates a greater drop in the weight of the coffee. These are factors that affect the final cost, but ensure a fuller and more aromatic coffee. On the other hand, what may seem a detail is a decisive aspect, because it allows the grains and their aromas to be left as intact as possible without adding exogenous elements, such as water, which would certainly alter the characteristics of the final product and the result in the cup.

## 6. Maturation

The right time: a factor that increases quality but reduces production rates. After roasting, a maturation process begins during which the carbon dioxide developed inside the bean after roasting escapes, making the aromatic oils linked to the hundreds of chemical substances to migrate towards the grain surface. This maturation must take place in the appropriate environmental conditions, away from light, heat and humidity inside specific silos and must have the right time, the time that allows each variety of coffee to refine its organoleptic characteristics. The big discriminator between those looking for a refined product and those who prefer to make large volumes.

## 7. Blending

Blending is the most important moment for those who want to produce an espresso. In fact, we can't talk about espresso unless a mixture is composed through the combination of several coffee origins. This means that the master roasters try to choose to mix blends not only following the traditional recipes of our company but also looking for new dosages, depending on the aroma and the espresso that we intend to obtain, also to satisfy the specific needs of the customers who want blend customization.







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# Blending

*The blend you want, unique in the world.  
Only Serrani can make it for you. The extreme  
synthesis of our approach: personalized blends able  
to make your coffee truly inimitable!*

Perhaps, the blending phase talks about our company more than any other. This happens not only because it comes after a careful selection, the one made at the origin and the one kept in roasting thanks to a careful processing, but also because it distinguishes us deeply from the industrial realities. The master roasters make blending and, depending on the type of espresso we want to obtain, dose the various qualities of coffee to obtain different aromas and flavours each time. In addition, blending is also the phase that, more than any other, can be customized according to a customer's requests in order to make new blends, especially created for a private label or for a specific customer.

An artisanal work in the deepest sense of the term, which is impossible for those who make the rhythms of production and sales volumes its unique dogma. A service that is usually offered by small roasters and that we try to leave intact today, enhancing it like a tailor-made dress in a modern tailor's shop that has been able to hand down the ancient art of the designer combining it with the optimal organization, the internal control and management, typical of larger companies.

# The master roaster

*Body, aroma, and aftertaste: that's what makes a coffee unforgettable. Only man is able to work the best raw material to obtain a unique product*

Our entire internal organization is designed to optimize work processes, from the arrival of the raw material to the delivery of the finished product. But there is a phase that has always remained the same: the roasting of coffee beans carried out strictly with a drum roaster, ideal for high-quality coffees because it is slower and more controlled.

Our master roasters check the raw coffee, inspect the contents of each individual jute sack where the product has travelled, check the correspondence with the samples in our possession to assess whether it is the same degree of selection that we requested from the origin, they smell and taste the beans immediately after the roasting phase. They do this by letting themselves be guided initially by the tools and technology, but in the final phase, they rely mainly on their own senses knowing that no industrial system can ever replace the

experience and knowledge accumulated over years of work. The master roasters are our greatest asset and pass on their experience to the youngest in months of coaching. It is the senses of man that decide when the degree of roasting is perfect for each origin and for each batch, trying to hit the difficult balance between the characteristics of the product and the hundreds of transformations that the coffee undergoes during the roasting process. There are no alchemies or formulas to follow, only the sensitivity of the man who have been doing this every day for years. In this aspect, we find the deep difference between an artisanal coffee and an industrial product. This scrupulous process, aimed at the research of the highest quality, is the secret of our organization, a secret that constitutes the most precious company asset still today.









Tutti i giorni per la pizza  
Rendez Vous  
propono:  
\*tre primi a scelta  
\*tre secondi a scelta  
\*tre contorni a scelta  
\*1/2 minerale  
\*caffè  
\*Dolcetto euro 6.00  
possibilità di non solo carne

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# The right partner for your business

*Product quality, flexibility and ability to support the success of our customers.  
Here's how we can help your business grow.*

Product quality is the cornerstone of our business proposal, but we know that to do business quality is not enough. For this reason, we have provided formulas focused on the maximum flexibility of the offer, in order to be able to set up commercial agreements also according to the objectives of our customers and not only of their budget.

All this results into formulas that combine selection of the most targeted mix to their own needs (and those of their customers) to supply accessories or materials functional to their business. We made a choice because we know that the growth of one of our customers also represents our growth.

The formulas proposed are composed in agreement with the customer and are modulated on products, services, choice of any equipment, consultancy, training, all agreed together. There are no pre-set packages but only formulas adapted to the needs of each of our customers. Flexibility is another of our strengths.





# A friendly brand

*Cups, complements and accessories: complete supplies to accompany the enhancement of our customers' image.*

For sure, the cup and all the other accessories that contribute to giving an image to the coffee ritual. For our barman customers, we have developed a complete line of Serrani branded objects that "furnish" and qualify the place without taking away its identity.

We recommend coffee machines and coffee grinders able to offer the best in terms of quality of the result in the cup, of design and of image. Alongside all this, a consultancy service for the design of new premises, for the requalification of existing buildings and other actions that can be adapted to the specific needs of each customer. This choice has allowed us to support and encourage the growth of those who chose us and to do it our way, with the values that distinguish us.







# We never leave you alone

*An internal team dedicated to the assistance  
and satisfaction of our client.*

Why? Because we are certain that the assistance service is something essential to help our customers succeed. Our team knows in detail the Serrani philosophy and our blends, it is an integral part of the company and works with us every day to respond to any need inherent to the product, the technical aspects of the

equipment and the bureaucratic ones related to the documentation accompanying our coffee in the world.

This is why we like to say that we are always by your side.



# The place you've always dreamed

*Serrani for business: strategic consulting to design or change the lay out of your restaurant and develop a new business.*

*Serrani for Business* is our strategic consulting service aimed at changing the aspect of your restaurant. The service made available to our customers consists of a part of strategic analysis of the business and an activity that recalls that of the general contractor. In other words, depending on your budget and your growth objectives (or those of your customers), we take care of selecting a series of suppliers who can change the aspect of your premises with their services.

Interior designers, interior decorators, carpenters, upholsterers and decorators who revolutionize the appearance of your bar and thus renew your presence on

the market, counteract your competition; increase the perceived value of your products and services.

Why did we develop *Serrani for Business*?

Because we know that our success is your success and for this reason we have all the interest in facilitating your growth projects and your business. Always with the style that distinguishes us, or with the approach of a great national brand, but with all the flexibility of a company that makes its territory the pride of its service and it is able to meet your needs.

**Serrani for Business is:**

- Strategic consulting
- Consulting on the visual display
- Design and production of coffee shops
- Dedicated and specific training courses

We care about our customers and we want to participate in their success, so we also offer the *Serrani for Business* service. More than a service, it is a cup – shaped hug!



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