

*Santena (To), 15 November 2011*

PRESS RELEASE

**CAFFÈ VERGNANO OPENS FIVE NEW COFFEE SHOPS**

In November the number of coffee shops in the world reaches 52.

In November the chain of Caffè Vergnano 1882 coffee shops reaches 52 venues with 5 new openings: **Munich, London, Civate (LC), Casablanca and Doha (Qatar).**

The new Coffee Shops join the others located all over the world. This is an important project which began in 2001 with the first opening in Chieri, soon extending abroad, with a precise aim: to promote the culture of the perfect espresso Made In Italy, linking it to the brand's image.

In all the coffee shops you can enjoy the Menu 1882, which features coffee preparation – created exclusively for Caffè Vergnano – and traditional dishes conceived to bring the world of the coffee cup closer to that of restaurant catering, devoting the same attention to the quality of ingredients, product culture, taste and also to aesthetics.

All the coffee shops are characterised by a strong and refined personality which reflects that of the brand. In particular, the **3 new Coffee Shops in Munich, London and Lecco have been created on the basis of a new concept focused on green design**, studied to celebrate the 10<sup>th</sup> anniversary of the opening of the first coffee shop.

The new project will involve all the venues of the chain with a restyling project.

Every detail of the new concept reflects **Caffè Vergnano's attention to the environment**: from the selection of ecological materials for merchandising (recycled paper napkins, biodegradable paper take away cups) to the choice of furnishings made of eco-friendly materials, such as untreated wood with a low release of formaldehyde and faux leather.

In terms of graphics, every element of the new image is inspired by an evocative symbol with a strong impact and emotional reference: the **coffee stain** left by the cup on the surface, elaborated with a modern, dynamic touch.

"The stain", created in a modern key, just like the new venues, is accompanied by the date "1882", the year in which Caffè Vergnano was born. This is a double message which intends, on one hand, to represent the mark left by the company during 129 years of history and tradition and, on the other, relate to a contemporary dimension made up of intimacy, pleasure and cosiness, linked to the moment in which you taste your coffee.

*(followed by datasheet on new venues)*

## **MUNICH**

*Karlstadt Mall, Neuhauserstrass, 18 Munchen*

The Coffee Shop is inside the Karstadt Oberpollinger shopping centre.

Located on the third floor and occupying 100 square metres with seating for 45, the space is open and develops around shelving displaying luxury clothing, differentiated from the surrounding shopping area by the wooden floor.

The Belle Époque coffee machine stands regally on the bar, facing a long line of armchairs, with more traditional chairs at the sides.

The first in Germany to present the new concept, the new Coffee Shop in Munich is the perfect place for a coffee break or lunch (even take away) when shopping.

Karstadt Oberpollinger, with its 53,000 square metres of space is the second largest shopping centre in German, housing the finest names in fashion, design and restaurants. The venue is set in a strategic position next to the escalators connecting the floors.

To offer a clear view of what's on offer, a standardised way of presenting the brands has been chosen: dedicated spaces distinguished by the logos against a black background have been selected for this purpose.

## **LONDON**

*Staple Inn – 337/338, High Holborn – London*

The fourth venue to open in the English capital, the London Coffee Shop is part of the new 1882 project.

The Coffee Shop is situated in Staple Inn, a historical building on the south side of High Holborn, on a surface area of 100 square metres.

It is characterised by the atmospheric location and the perfect synergy between exterior architecture and interior design: the Caffè Vergnano concept perfectly matches the originality and historical nature of the building that houses it.

Wood beams and a low ceiling help create a welcoming, cosy setting and the large window set into the historical façade offers a view towards the outside. In the summer, the venue offers clients use of an outdoor dining area on the road, with seating for 30, and another in the pretty inner yard.

Located right opposite the tube station, the Coffee Shop offers a wide choice of sandwiches and cakes to accompany traditional coffee preparations that can be enjoyed at a table or taken away.

Staple Inn is one of the rare architectural examples of Medieval London. The façade on Holborn Street is characterised by visible wood beams and protruding balconies and dates back to the period between 1586 and 1596. A passage offers access to a delightful yard, surrounded by 18<sup>th</sup> century buildings, leading to the gardens. This building was originally used for weighing and taxing wool and is the only Elizabethan-style wood and masonry-work construction in the British capital. Having survived the Great Fire of 1666, it was severely damaged by a German bomb in 1944. It was subsequently restored.

## **CIVATE (LC)**

*IPERAL Shopping Centre, Via Alla Santa – Civate (LC)*

The Civate venue is inside the Iperal Civate shopping centre, in a municipality with 3,846 residents in the province of Lecco.

Airy and bright with 100 square metres indoors and 30 square metres outdoors, the Coffee Shop is inside the gallery, creating a continuum between the bar and the surrounding environment: the free central corridor allows access to the bar and clients to move around freely.

The bar, with its highly recognisable Belle Époque coffee machine, is positioned at the end of the venue, while natural wood chairs with a slate panel in the middle are arranged down the sides.

The Civate Coffee Shop is also furnished with shelving for the display of complementary products, available for sale to the public.

## **CASABLANCA**

*18 Boulevard Al Massira Al Khadra, Casablanca*

The second Coffee Shop in Casablanca, the new venue has been opened in the Shopping Morocco Mall Village, one of the biggest shopping centres in North Africa.

The coffee shop occupies a pretty position – directly on the sea front – in the food court and occupies 70 square metres.

The exterior is characterised by the impressive entrance framed by the black doorway and the Caffè Vergnano sign. Inside, the chairs and tables are all exclusively in line with the shopping centre's concept, which envisages a common area in the food court for consummation of products ordered at the bar.

The service offered by the Coffee Shop is mainly take away and the menu features a wide range of sweet and savoury tarts and desserts (puddings, panna cotta and bonet) made by staff instructed and trained by the Italian ABC Cucina School (the food partner of Caffè Vergnano).

The Shopping Morocco Mall Village is the product of an investment of about 175 million euros by the Aksal Group and the Al Jedaie Group. The complex is made up a shopping area occupying 70,000 square metres, which houses 350 shops, and aims to become an attraction for 14 million visitors, including the city's residents, people from other towns and tourists. The structure's strong point is its retail offering and the areas reserved for restaurants, bars and entertainment. These are joined by 17,000 square metres of outdoor space and 9,000 indoor, which host a fun park, a skating rink, a bowling alley, an adventure park, a fitness centre, a Spa, a cinema, a garden with tropical plants and other attractions.

## **QATAR**

### *Zig Zag Towers, Lagoon - Doha*

The new venue is in the Zig Zag Towers, two new 34-storey skyscrapers on the sea front, separated in the middle by a platform which links the two buildings.

On the first floor there is a shopping centre which houses the new Caffè Vergnano 1882 Coffee Shop, the only coffee shop in the complex.

The venue occupies a space of 100 square metres. Lit by a big window, it is furnished with armchairs and sofas in the central area and by a long bench with tables and chairs opposite the prestigious Belle Époque coffee machine that characterises all the Coffee Shops.

The outdoor dining area measures 40 square metres, overlooks the square and is furnished with comfy chairs, which are greatly appreciated by the Coffee Shop's clients for a relaxing break in the company of a perfect Italian espresso.