

"Caffè Vergnano 1882" OPENS THREE NEW COFFEE SHOPS: IN CASABLANCA (MOROCCO), IN THE VALTUR VILLAGE OF SANTO STEFANO (SARDINIA) AND TREVISO

Turin, July 14, 2010 - Coffee Vergnano launches during the summer three new Caffè Vergnano 1882 in Casablanca, the Village Valtur island of Santo Stefano in Sardinia and Treviso. The Turin-based company expands the chain of Coffee Shops 1882 with strong development during the summer of 2010, focusing on important holiday destinations.

The Village Valtur in Island of Santo Stefano in the Natural Park of La Maddalena is the world premiere of a Caffè Vergnano 1882, intended as a summer bar. The Cafeteria is located in picturesque village, perfectly integrated in the beautiful Mediterranean nature, and comes with a lightweight design that is the arbor under which there are four areas of seating. Caffè Vergnano is already a supplier of all Valtur villages and thus adds an important element in this collaboration.

The Caffè Vergnano 1882 Casablanca, will open in August, and is another excellent addition to the chain that has over 40 locations worldwide. This is the first of two locations that will open by the end of 2011 in Morocco and the company represents a further investment in this project to export "Espresso Made in Italy" and Italian culture of coffee in all continents. The sprawling complex spread over two floors covering an area of 120 square meters with the addition of the dehor. The first floor is devoted to a quick coffee break, while the upper floor features comfortable lounges, as in the tradition of these elegant locations, and develops an area dedicated to relaxing in the cozy atmosphere of the coffee. The bar also features an elegant and charming coffee maker Belle Epoque by Elektra, that embellishes the room.

Treviso is the third signed Caffè Vergnano location that will open in late August in Piazza San Leonardo in downtown. A cafeteria where the attention to every detail is the hallmark. A beautiful reading room with library, wi-fi around the large coffee and sitting on a long bench that runs the entire length of the room. A major challenge of the new coffee Treviso is to revive the coffee ritual and tradition of after dinner.