

CAFFÈ VERGNANO OPENS A COFFEE SHOP AND ROASTING AREA INSIDE EATALY- NEW YORK

Turin, August 31st, 2010 - Caffè Vergnano is gregarious of the new EATALY food store in New York. The historic producer of coffee in Turin, was chosen by Eataly as a partner also in the "Big Apple", for the highest quality and care in selecting the best coffee origins. Caffè Vergnano presents a real coffee shop and roasting area, where visitors can enjoy coffee and learn more about the cult of Italian Espresso; and buy prestigious and high quality blends (Caffè Vergnano could not miss the two extremely valuable blends: Nicaragua and Jamaica Blue Mountain). The main entrance, welcomes customers with the aromas of the best coffee, housed in four silos on the back counter, highlighted by an illuminated wall. Customers are guided in knowledge, tasting and purchase coffee by professionals trainers, formed at the prestigious "Vergnano Academy", that for years has prepared the bartenders around the world to achieve the best Espresso.

The collaboration between Caffè Vergnano and Eataly started with the project "Caffè Fresco"(Fresh Coffee), roasted and distributed within hours in Eataly in Turin, and "1882 Made in Eataly", a line of products Caffè Vergnano makes with the finest varieties of coffee Arabica origins, exclusively for Eataly worldwide. Caffè Vergnano "1882 Made in Eataly" is for sale at Eataly in Bologna, Milan, Turin, Pinerolo, Asti, Tokyo and New York.

The range "1882 Made in Eataly" shows the partnership between two ambassadors of Italian quality abroad, Eataly and Caffè Vergnano, which aims to spread the tradition of the best Italian coffee in a range that goes from 100% Arabica 250g Tin, the decaffeinated 100% Arabica 250g Tin and the 100% Arabica 18 pods pack.