



OUR STORY

Caffè PIU' is a fine example of a successful product created from pure passion, founded by Piero Gallucci in 1998.

During his college years, drinking coffee was initially a daily necessity to get through the day, but gradually it evolved into an emotional experience. His then ever-growing passion for coffee also quickly made him realize that there were many espressos with qualities that could appeal to him, but that the espresso that combined all these separate aspects simply did not exist. This fact prompted him to look for the perfect espresso, with the perfect composition, structure, aroma and taste. His intensive search, continuous tasting and adjustment... ultimately led to an exceptional taste and aroma composition and also to the quality that PIU' stands for today.

Aromas that make you crave “more” and that was also the basis for the name choice (“PIU'” is the Italian translation of “more”).

Caffè PIU' is a unique total concept that takes the aspect of “coffee” to a higher level. Tradition, the Italian lifestyle, passion, striving for quality, respect for authenticity ... all these values are contained in a small cup of Italian coffee and you simply taste it. Everything shows the important role coffee, and espresso in particular, plays in Gallucci's life. *“Everything starts and ends with coffee,”* says Gallucci. *“Coffee is not just part of my life, it IS my life.”* Or how genuine love for your product contributes to a genuine success story.





MISSION

A tasteful, pure moment of rest. An Italian sensation. A stopping point in hectic daily life. Over the years, the “life of the good life” - La dolce vita - has gotten a bit lost.

Caffè PIU' does not want to see this fact lost and, thanks to its sensational composition, meets a great human need, namely that of tranquility and authenticity. The immense love for coffee was brought back in a quality product, where people and their emotions are central.

Whether it's a much needed break during a busy day, a cup of comfort during a difficult moment... PIU' proves to be the ideal companion for every emotion or need.





VISION

Communicating our mission in a credible way starts with offering a high-quality product. The selected coffee beans (from the best plantations) are thoroughly inspected for their quality in advance and, moreover, roasted in a traditional way to guarantee the preservation of taste.

We are happy to share our knowledge through coffee workshops and training courses. They are the ideal way to teach candidates the correct working method and technique.

Our shop concepts, aimed at emphasizing the right accents in your business, also guarantee quality and authenticity.

The purity of Caffè PIU' is further underlined by the support of a number of child-friendly projects and numerous charities (Make a wish, A heart for Limburg, Kiwanis ...)

The partners we wish to work with are also a well-considered choice. They must be as passionate about “authenticity” as we are ...



Caffè PIU' 250g Grinded Classico

Ground mixture of Arabica and Robusta beans. The taste varies from 100% fondant chocolate from Madagascar to a fruity note of liquorice. Balanced aftertaste.

Suitable for filter use and the classic “Bialetti Mocca” appliance.



Caffè PIU' 250g Beans Classico

Mixture of Arabica and Robusta beans, although the Arabica variety predominates here. The Arabica beans come from South America (Brazil, Colombia...), while the Robusta originates from Africa or Asia.

The taste varies from 100% fondant chocolate from Madagascar to a fruity note of liquorice. Balanced aftertaste.

Caffè PIU' 250g Beans Deca

Consists of 100% Arabica beans, originating from Colombia. Has a soft, elegant taste, supplemented with a slightly palpable acidity.



Caffè PIU' 1kg Beans Superiore

Consists of 100% Arabica beans from South America. Gently roasted to bring out the refined, balanced acids. Has a creamy, fruity touch and a velvety chocolate aftertaste.

Caffè PIU' 1kg Beans Classico

Mixture of Arabica and Robusta beans, although the Arabica variety predominates here. The Arabica beans come from South America (Brazil, Colombia...), while the Robusta originates from Africa or Asia.

The taste varies from 100% fondant chocolate from Madagascar to a fruity note of liquorice.
Balanced aftertaste.





PIU' Dolce Gusto Compatible



6 Flavours

- Gusto Espresso
- Gusto Lungo
- Cappuccino
- Macchiato Caramel
- Espresso Choc Bianco
- Cioccolato al latte





PIU' Nespresso Compatible



8 Flavours

Arabica Robusta
Indonesia
Ethiopia
Guatemala

South America
Only Arabica
Kivu R.d. Congo
Colombia



COFFEE WORKSHOPS AND TRAINING

With coffee workshops and training courses, we attempt to teach our customers the ideal method, techniques and attitude. With goal to serve the perfect espresso, cappuccino or macchiato, over and over.

Our offer:

- barista training on site for bartenders and bar managers
- barista training in our “coffee academy” (max. 12 people)
- training for the sales team of distributors
- creating the ideal coffee menu

We also have an “on the road” concept (Il PIU’ piccolo Barista) with which we provide events and incentives.

SHOP CONCEPTS

With our shop concepts we attempt to set the right accents in your business. We partner with a number of passionate and renowned architects, contractors, art designers and photographers to give your establishment the ultimate PIU’ look. As always, with a lot of respect for simplicity and traditional Italian values.



PIU' @ THE OFFICE

Companies that see their employees as their greatest strength choose Caffè PIU'. Our elegant coffee machines and accessories fit seamlessly into the interior of your office... and give your company the necessary cachet.

The Caffè PIU' range includes coffee for all brewing systems and the coffee concepts can easily be tailored to your personal wishes.

Our barista workshops are a perfect networking tool for your employees, customers and suppliers.

Interested? Contact us and we will be happy to help you find the right coffee composition and most suitable machine.



PIU' Coffee&More conceptstore



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