



Vittoria[®] Coffee

Where our expertise is still a family tradition



tradition and steeped in its Italian heritage, Vittoria has become a unique Australian icon being sold in supermarkets, cafés and restaurants across the country.

Vittoria's high profile has made it synonymous with alfresco dining & Australia's growing café culture. Vittoria is at the forefront of a massive consumer education campaign, teaching coffee drinkers to appreciate the quality and taste of pure coffee. This knowledge is setting new standards in coffee served throughout Australia.



Vittoria is proud of its leadership role in the development of the Australian café society. It is not entirely unexpected, since the company pioneered Italian style espresso blends through supermarkets in 1983. At the time, critics claimed it was not a viable proposition to introduce the cosmopolitan appreciation of pure coffee to mainstream Australia. Vittoria took up the challenge and championed the establishment of the café scene, which for the most part has now replaced the pub as a local meeting place.

Vittoria has truly brought to life the phrase 'Take home the coffee they serve in cafés'. Today, almost one in every three cups of Pure Coffee drunk at home by Australians everyday is a Cantarella brand. This is made possible by the company's own coffee production facility in Sydney (NSW) which is one of the most modern roasting and packing plants in Australia.

The Group also markets a strong range of other well known food & beverage brands, with total retail sales of more than \$100 million a year which continues to grow steadily.

HISTORY

The Cantarella Group (manufacturers and marketers of Vittoria Coffee) was established in 1947, when Orazio and Carmelo opened a small retail outlet selling imported Italian foodstuffs in the heart of Sydney's major produce market.

During these early post war years, millions of Europeans were migrating to Australia in search of a new life. As the migrant population continued to swell, so did the demand for those products that were so much part of their European lifestyle.



Within a couple of years, the brothers found that their modest retail outlet was no longer big enough to satisfy the demands of both their customers and a growing number of small business clients.

The next stage in the development of the Cantarella group had begun. In 1956, after becoming frustrated by the lack of quality Italian Espresso coffee, they began roasting small amounts of coffee at their premises in Sydney's Haymarket, initially supplying the small Sydney café set. Eventually these premises became too small for the burgeoning business and a move to Leichhardt in 1964 was followed by moving the company's own coffee roasting facility from Goulburn Street

THE MARKET

Although complete industry statistics are not available, it is clear that the Pure Coffee market has exhibited extraordinary growth over the past 10 years. A survey recently undertaken by market analysts BIS Shrapnel indicated that the simple cappuccino has become Australia's third most popular beverage, after milk & carbonated drinks.

Historically a country preoccupied with tea and instant coffee, Australia has embraced espresso style coffees with a genuine passion, to the point where a new breed of trendy cafés line the streets and shopping malls of all major centres.

Furthermore, retail sales of Pure Coffee (espresso) through supermarkets is now worth over \$72 million a year, and is consistently growing faster than the sizeable instant coffee market. The main factors limiting growth in the home consumption area continue to be the need for further equipment, in the form of plungers, dripolators and espresso machines. By promoting such coffee accessories, Vittoria remains committed to re-creating that café experience at home for the Australian consumer.

ACHIEVEMENTS

As Australia's leading Pure Coffee company, Vittoria has helped pioneer Italian style espresso coffee in Australia for more than 40 years. Vittoria's coffee credentials are impeccable. Crafted by experts where expertise is a family



Les Schirato, MD of Vittoria Coffee

in the city to suburban Ryde in 1978. Headquartered today at Silverwater, next door to what was the home of the Sydney 2000 Olympics, the company has branches in all Australian states & in New Zealand.

Today, driven by a second generation of family members, Vittoria Coffee remains one of the few major Australian brands privately owned and operated without any outside interests. Cantarella have also been in the forefront of coffee crop development in Australia, fostering major plantations in the far north of Queensland. As a result, Vittoria introduced its unique Australian Breakfast Blend, a pure coffee that predominantly uses Arabica beans grown here in Australia.

THE PRODUCT

The secret of Vittoria's success is simple - a unique combination of family tradition and expertise with today's roasting technology and product quality control. In fact, that same espresso coffee first produced and sold in the 1950s has now become Australia's largest selling Italian style espresso coffee blend.

Today, all Vittoria coffees use only 100% quality Arabica beans sourced from the world's best coffee producers. These raw beans are then combined locally to create Vittoria's distinctive blends, many of which have been developed from over 40 years of experience in a market place that has seen continual consumer change.

Acknowledging consumer trends, Vittoria has also recently introduced innovations such as its "Origins of The World" Range - Jamaican Blue Mountain, Brazil, Costa Rica & Java which highlight key coffee growing regions. Vittoria coffees are vacuum packed to retain maximum freshness with an extensive range of sizes and blends available to suit a wide range of consumer tastes.

RECENT DEVELOPMENTS

Vittoria formally introduced its prestigious coffee college to the industry in 1995. The college combines tradition, passion for great coffee and a touch of a Tuscan garden, right in the heart of Ryde in Sydney. It is a place where experts train today's café professionals. Various courses take Vittoria trade customers through every facet of the coffee process... history, growing, harvesting, roasting, cupping,



equipment, extraction, steaming, grinding, maintenance and preparation, everything from the tree to cup. A real appreciation of the 'art & science' of coffee making is gained.

In an effort to help re-create that café experience at home for consumers, the company has also introduced line extensions such as drinking chocolate, Chocochino, and quality coffee accessories including Cappuccino frothers/creamers and special limited edition collectors' series of espresso cups ideal for gift-giving.

PROMOTION

The Vittoria philosophy is committed to strategic marketing and above the line media, store level support and extensive ongoing public relations with its stake holders. The company invests heavily in the marketing of Vittoria with innovative and striking 'creative' executions used effectively in media such as press, radio & outdoor.

The recent "Before Vittoria" press campaign used well-known Australian



celebrities, food and wine industry icons including Neil Perry, Len Evans & Marina Prior, to reinforce the brand's specialness & quality image. Advertorials in magazines such as Gourmet Traveller and Vogue provide a perfect vehicle to personalise the Vittoria brand to the market place. Meanwhile, the highlighting of some of Vittoria's award winning restaurants, cafés and five star hotels further builds the brand's unique standing as Australia's café culture icon.

Market research is also vital to the company with particular importance being placed on supermarket scan data and consumer studies. This

data is essential to the development and implementation of effective marketing strategies.

Vittoria's innovative marketing approach also includes extensive involvement in industry and public events from Cultural Festivals to Food & Wine Awards. Consumer promotions aim to reinforce the distinctive cosmopolitan and Italian spirit that the brand exudes.

BRAND VALUES

Vittoria's success is attributable to six fundamental core values.

Family tradition - many of the ideals of the founding brothers are still evident in Vittoria Coffee today.

Quality Italian Style Espresso Coffee - this is the essence of Vittoria Coffee.

Freshness - coffee tastes best when it's fresh, hence the original decision to roast coffee beans locally rather than importing them already roasted.

Expertise - making 'the perfect espresso' coffee is a mixture of man and machine; nothing can replace knowledge and expertise.

Passion - for consistently providing the best quality with 'hands on attention' to detail.

Commitment - to a vision; one which it shares by building personal relationships with its stake holders. . . That's Vittoria.

THINGS YOU DIDN'T KNOW ABOUT VITTORIA COFFEE

- All Vittoria blends use 100% Arabica beans. These beans are ideal for espresso style coffees, as they are typically lower in caffeine and have a more rounded smooth, milder taste.
- Espresso is a technique, which uses water forced under pressure through the coffee dose by an espresso machine.
- Espresso, more than any other method, releases essential flavours and oils from the ground coffee, giving it that unmistakable taste and aroma we have come to love.
- To make the perfect espresso requires a dose of ground coffee of around 7 grams.
- The perfect dose is approx. 50 - 55 beans, depending on the Vittoria blend being used.
- In the roasting process, Vittoria conducts seven separate checks to ensure every roast is consistent in strength and colour.
- Vittoria recently launched its own internet website (www.vittoriacoffee.com)
- Vittoria currently roasts over 14 billion coffee beans a year, but who's counting?