



Vittoria[®] Coffee

Where our
expertise is
still a family
tradition.



THE MARKET

Based on a recent survey by market analysts BIS Shrapnel, the humble cappuccino has become Australia's third most popular beverage with an estimated 370 million cups (\$630m worth) being consumed every year out of home, primarily in cafés. Furthermore, retail sales of Pure Coffee (espresso) through supermarkets are now worth over \$81 million pa, and this market is consistently growing faster than the instant coffee market.

The Cantarella Group has played an integral part in pioneering Italian style espresso coffee in Australia for over 40 years, and its Vittoria Coffee brand is one of the few brands which has a strong presence in both the retail and food service channels.

ACHIEVEMENTS

Vittoria is clearly Australia's No.1 Pure Coffee brand (ACNielsen – Scantrack MAT Jan. 2004) and has become an Australian icon. Sold in supermarkets, cafés and restaurants across the country, its success can be attributed to being crafted by experts, where expertise is a family tradition.

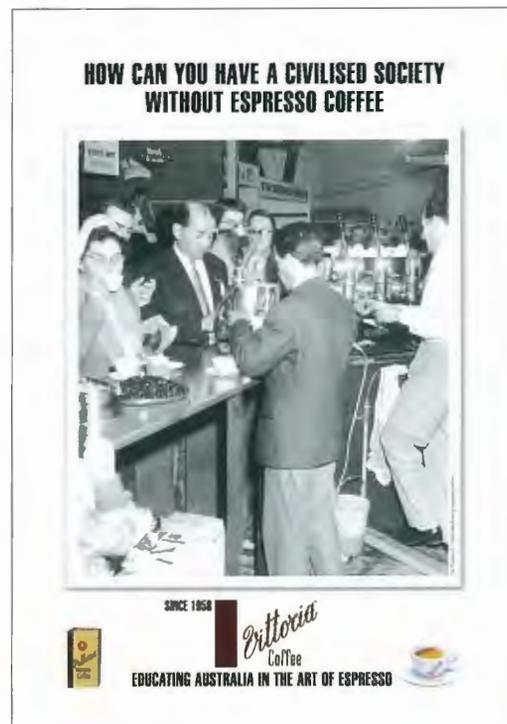
The Vittoria name is synonymous with Australia's café culture. Vittoria's ongoing consumer education campaign is teaching coffee drinkers to appreciate pure coffee, whilst barista training sets new standards for coffee served throughout Australia.

Vittoria also pioneered Italian style espresso through supermarkets in 1983. Criticised at the time, Vittoria took up the challenge and soon brought to life the phrase 'take the coffee they serve in cafés'.

Every day, more than one in every three cups of pure coffee consumed in Australian homes is a Cantarella brand (ACNielsen - Scantrack MAT Jan. 2004). The Cantarella Group, also markets a strong range of other food and beverage brands including Santa Vittoria and Aurora, with total retail sales exceeding \$110 million a year.

HISTORY

The Cantarella Group was established in 1947 by two Italian brothers, Orazio and Carmelo Cantarella,



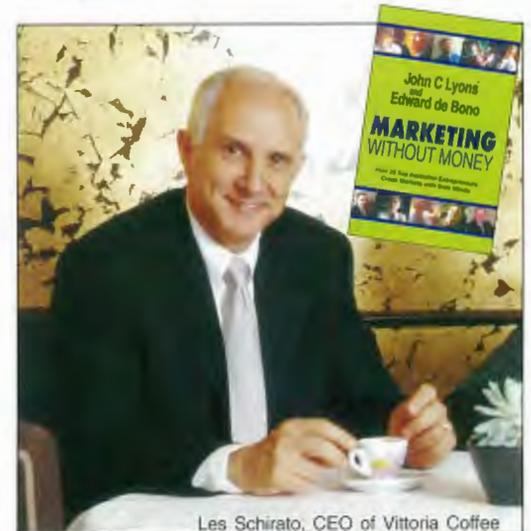
Vittoria Heritage press campaign 2003

who recognised a need for European foods in Australia and opened a small retail outlet in Sydney's Haymarket.

When it came to coffee they knew coffee tastes best when it's fresh - so they began roasting Vittoria Coffee in Australia in 1958. Today the roasting plant in Ryde, Sydney is one of the most modern roasting and packing facilities in Australia.

Over 50 years later, Vittoria is still a 100 per cent Australian private company, owned by direct descendants of Orazio Cantarella - the Schirato and Winton families - with Les Schirato as CEO. The company is headquartered at Silverwater in Sydney and has branches in all Australian States and in New Zealand. It is ranked in the top 500 privately owned Australian companies.

Les Schirato is recognised as Australia's 'Coffee King', and is the face of the Vittoria brand. Heading the Cantarella Group for over 20 years, Les' entrepreneurial flair, energy and passion combined with sales and marketing expertise has contributed to the immense growth in espresso coffee in Australia.



Les' achievements were formally acknowledged when he was awarded the national title of Entrepreneur of the Year 2001 in the category of Retail, Consumer and Industrial Products.

More recently, Les also featured in a new reference text 'Marketing without Money' which highlights how 20 of Australia's top entrepreneurs cracked markets using their minds instead of their wallets.

As industry leader, Vittoria has instituted many firsts in coffee research, roasting, packaging and barista training. Understanding the local market, whilst staying in touch with international trends, Vittoria is able to tailor and launch such trends well ahead of competitors.

The Vittoria Coffee College in Sydney - 'where the experts train the professionals' - was established in 1995 amid growing demand from the industry to provide a resource dedicated to teaching the 'art and science' of coffee making. The College teaches baristas the journey of coffee from the tree to cup - from sourcing beans, to roasting and cupping (tasting), even to operation and maintenance of machinery.

THE PRODUCT

Vittoria uses only 100 per cent Arabica beans sourced from the world's best coffee producers. These raw beans are combined locally to create Vittoria's distinctive blends, many of which have been developed over 40 years of experience in the market. Vittoria ground coffee is vacuum packed to retain maximum freshness with an extensive range of sizes and blends available to suit a varying range of consumer tastes.

Vittoria has recently introduced innovations such as the 'Café Series' highlighting café icon areas around Australia such as Leichhardt; the 'Restaurant Series' including Neil Perry Rockpool Blend; and 'Oro' designed especially for home espresso machines.

RECENT DEVELOPMENTS

One of the most significant recent initiatives by Vittoria has been the development of the 'Café at Home' display concept in conjunction with retailer Woolworths. Educational information, shelving, layout and leaflets all help the consumer to choose the 'right' pure coffee for their taste and occasion. Further, by actively promoting the growth of coffee making appliances and accessories, Vittoria remains committed to creating the café experience at home for the Australian consumer.

PROMOTION

Proud of its Italian cultural heritage, Vittoria has sponsored several major events during 2003/04 including the Italiani di Sydney Exhibition (celebrating the contribution of Italian migrants in Sydney); Caravaggio - 'Darkness and Light' Art Exhibition (Sydney, Melbourne) and José Carreras' Sydney Recital.

Vittoria sponsors various industry awards such as the Good Food Guide (Sydney & Melbourne) and Australian Food Media Awards, fostering Australian cuisine and dining.

The Vittoria Heritage press campaign was introduced in 2003 with a series of historical black and white photographs capturing Vittoria's Italian migrant roots and the early evolution of espresso coffee in Australia.

Also highly successful has been Vittoria's award-winning restaurant campaign which focuses on award-winning restaurants that choose to serve

award winning restaurants that's vittoria

The crown of Australia's restaurant don't achieve their success without an unwavering commitment to the best and freshest ingredients. Wherever you are in the world, a great meal in these 100 award-winning restaurants, you can look forward to only one coffee. And of course, that's Vittoria.

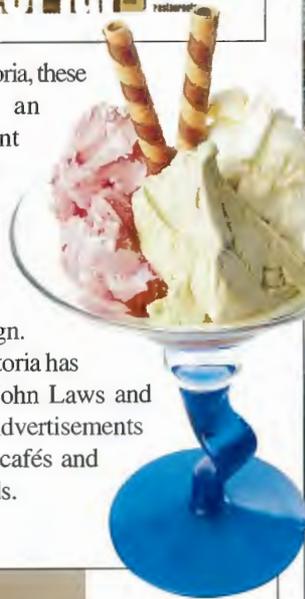
- Botanical** Melbourne
Restaurant of the Year
The Age & The Food & Wine Magazine 2004
- CCO** Brisbane
Best 500 Restaurants
Australian Quarterly Restaurant of the Year Awards 2007
- ESL** Sydney
Best 100 Restaurants
Australian Quarterly Restaurant of the Year Awards 2006
- Flower Drum** Melbourne
Best 100 Restaurants
Australian Quarterly Restaurant of the Year Awards 2007
- Kanabishi** Melbourne
Best Japanese
The Age & The Food & Wine Magazine 2004
- Jackson's** Perth
The Age & The Food & Wine Magazine 2007
Gourmet Traveler Restaurant of the Year Awards 2007
- Jacques Raymond** Melbourne
The Age & The Food & Wine Magazine 2007
Gourmet Traveler Restaurant of the Year Awards 2007
- Lake House** Sydney
The Age & The Food & Wine Magazine 2007
Gourmet Traveler Restaurant of the Year Awards 2007
- Pier** Sydney
Best 500 Restaurants
The Age & The Food & Wine Magazine 2006
- Pier Nine** Brisbane
The Age & The Food & Wine Magazine 2007
- Restaurant 88** Brisbane
The Age & The Food & Wine Magazine 2007
Gourmet Traveler Restaurant of the Year Awards 2007
- Rockpool** Sydney
The Age & The Food & Wine Magazine 2007
Gourmet Traveler Restaurant of the Year Awards 2007
- Stetson's** Malaga
The Age & The Food & Wine Magazine 2007
Gourmet Traveler Restaurant of the Year Awards 2007
- Tatoyan's** Sydney
The Age & The Food & Wine Magazine 2007
Gourmet Traveler Restaurant of the Year Awards 2007

Bring home the coffee served in award winning restaurants!

Vittoria Coffee. Like Vittoria, these restaurants have an unwavering commitment to the best and freshest ingredients.

Advertorials featuring particular award winning restaurants complement the campaign.

For over 10 years Vittoria has been advertising with John Laws and Mike Carlton on 2UE. Advertisements feature award winning cafés and restaurants via live reads.



'New' Gelateria gelato by Vittoria

vittoria - the art of espresso

A good performance is instilled from a sound technical expertise. A truly great performance combines this expertise with a personal passion and unwavering commitment to excellence.

It is this passion and personal involvement that has driven Les Schirato, CEO of Vittoria Coffee to bring Espresso coffee to life, both as part of café culture and also at home.

At Vittoria, our technical expertise is second to none. We have an unwavering commitment to the best and freshest ingredients using only 100% Arabica beans in all our blends, and roasting in Australia as coffee is best when it is fresh. This is the science of espresso.

But it's the passion for espresso that makes it an art. A family company proud of its Italian heritage, Vittoria has personal involvement and hands-on attention by the family members. Our experts are based in Australia and are passionate about our performance.

The art and science of espresso... that's vittoria.

Supporting sponsor:
Darkness & Light: Caravaggio & His World.
Exhibition at the Art Gallery of New South Wales.

Where our expertise is still a family tradition.

THINGS YOU DIDN'T KNOW ABOUT VITTORIA COFFEE

- All Vittoria blends use 100 per cent Arabica beans. These beans are lower in caffeine and have a more rounded smooth, milder taste.
- In the roasting process, Vittoria conducts seven separate checks, to ensure every roast is consistent in strength and colour.
- Vittoria is a family owned company, with experts here in Australia.
- Vittoria is the choice of many of Australia's award-winning restaurants.
- The Vittoria Coffee College is a purpose-built trade training facility for baristas.
- Vittoria Coffee's CEO Les Schirato was awarded the Ernst & Young national title of Entrepreneur of the Year in the category of Retail, Consumer and Industrial Products.
- Vittoria recently re-launched its own website (www.vittoriacoffee.com).
- Vittoria currently roasts over 14 billion coffee beans a year, but who's counting?
- Vittoria has just launched its own brand of Italian 'artisan' gelato - Gelateria.