

Caffè
MORENO

THE NEAPOLITAN COFFEE TRADITION



Company profile



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ABOUT US

- **A LONG TIME AGO:** Born in Casoria in the early 1960s from Ferdinando Percuoco's entrepreneurial spirit, Caffè Moreno began as a small artisan roastery serving the local hospitality market.
- **EVOLUTION:** After years of experience and steady growth, the company remains family-run, now led by the second and third generations, and is a benchmark in the Ho.Re.Ca. channel.
- **TODAY:** With a solid production structure, qualified staff, and an innovative vision, Caffè Moreno brings authentic Neapolitan espresso to the world.



OUR MISSION

Transforming the tradition of Neapolitan espresso into a recognizable experience, every day.



Origin Selection

Green coffee beans from Brazil, Central America, India, Indonesia, and Africa.



Monitored Roasting

Roasting profiles designed to ensure balance and sensory consistency.



Quality Control

Continuous checks throughout the entire production process.

OUR PRODUCTION

1

SPACE AND TECHNOLOGY

The factory covers a total area of 16,000 m² (9,000 covered) with highly automated roasting and packaging lines, ISO 22000 certified for food safety.

In-house quality control laboratory for sensory analysis and daily roasting profiling.



2

PRODUCTION LINES

Production capacity is approximately 70-80 tons per day, distributed across four main lines: coffee beans, vacuum-packed ground coffee, tins, and single-serve (pods and capsules), dedicated to the professional and domestic channels.

Integrated production of 3 kg tins in a protective nitrogen atmosphere, an iconic format for the professional channel.



OUR DISTRIBUTION CHANNELS



Ho.Re.Ca. → *The heart of our expertise*

Caffè Moreno was founded and grew in the Ho.Re.Ca. channel, offering premium blends in professional formats (1 kg with degassing valve and 3 kg in protective atmosphere) designed to guarantee freshness, consistent quality, and maximum yield in the cup.

A reliable partner for bars, cafés, and hotels in Italy and abroad.



NORMAL TRADE → *The bar at home*

For home consumption, Caffè Moreno offers 250g vacuum-packed ground coffee, selected beans, and single-serve solutions, bringing the authenticity of Neapolitan espresso into everyday home life.



VENDING → *Quality accessible everywhere*

In the vending channel, Caffè Moreno develops dedicated blends that combine practicality and quality, ideal for vending machines.

We guarantee a superior, accessible, and impeccable coffee experience, without compromising on taste.



*A concrete
recognition of our
reliability!*



— —

SELECTED FROM LEADING COMPANIES

Caffè Moreno works alongside coffee shops and hotels as a key partner in the Ho.Re.Ca. channel, both in Italy and abroad.

Our customers include **Caffè Pedrocchi** in Padua, **Scaturchio** in Naples, prestigious national and international institutions based in Rome—including the **US Embassy**, **FAO**, **World Food Programme**, and **Bank of Italy**—as well as numerous historic bars and prestigious venues, particularly in the Campania region.

STRATEGIC GROWTH

CAFFÈ MORENO CONTINUES ON ITS PATH OF STRUCTURED GROWTH, WHERE INNOVATION REINFORCES EXCELLENCE AND PRESENCE IN THE ITALIAN COFFEE SCENE.



CORPORATE VALUES



Family Management

The family-run management of Caffè Moreno promotes long-term relationships based on trust and a deep understanding of the market.

Passion and Tradition

We combine respect for the Neapolitan espresso culture with consolidated artisan expertise, guaranteeing a quality experience in every cup.

Quality and Reliability

We maintain standards of excellence with rigorous controls on raw materials and processes, ensuring coffee of the highest quality and consistent reliability.

Ongoing innovation

Caffè Moreno enhances tradition by integrating it with modern technologies, developing innovative solutions in line with changing consumer habits.

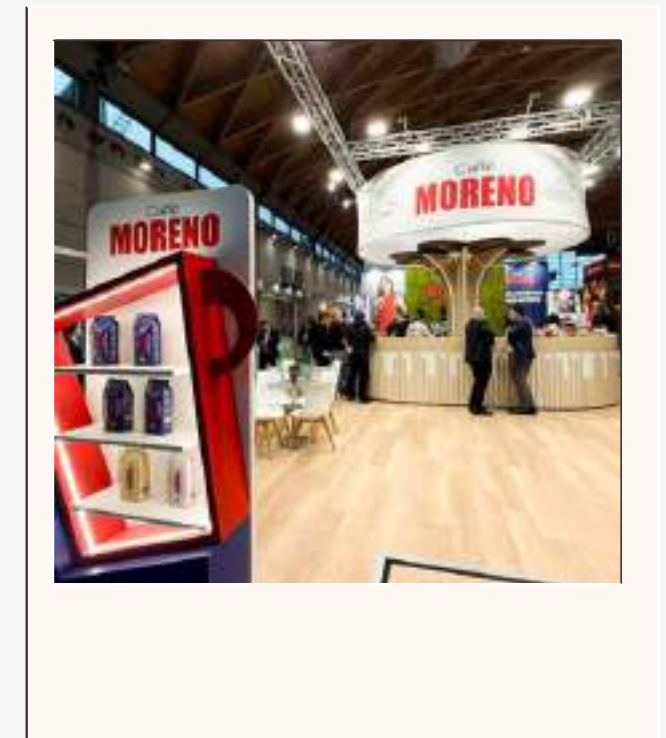
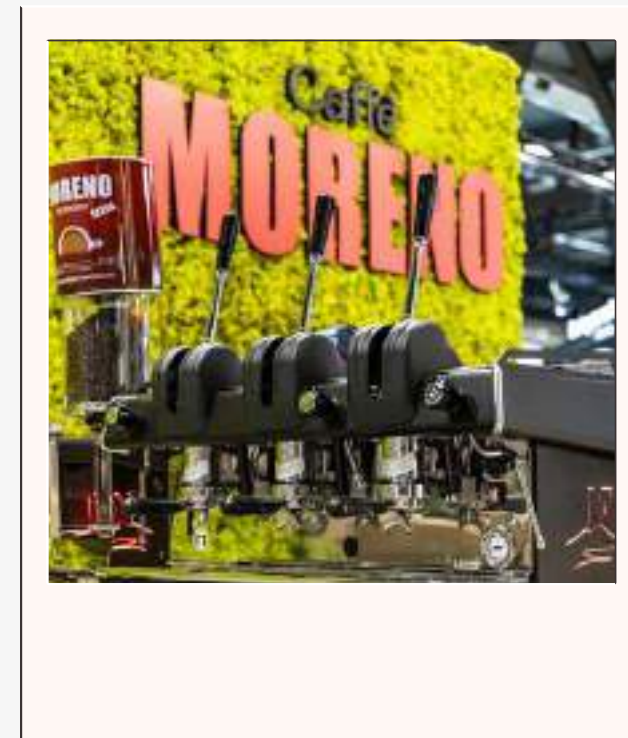
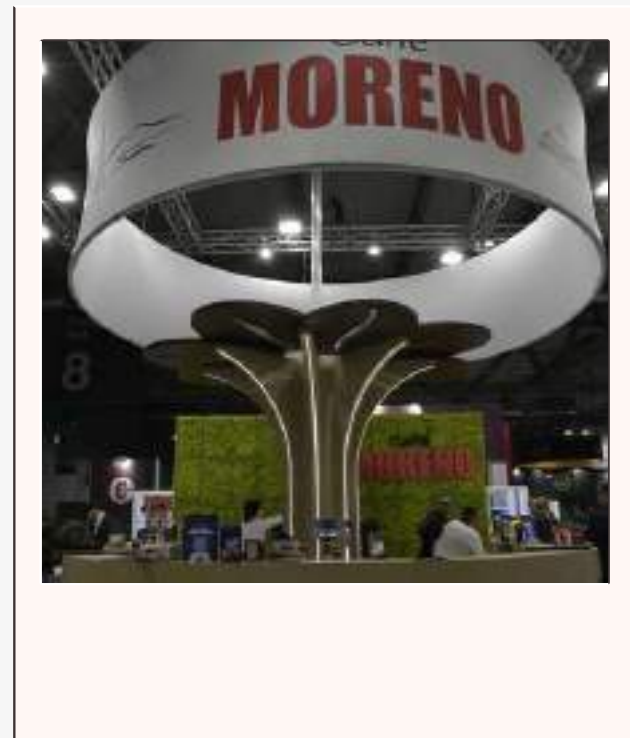
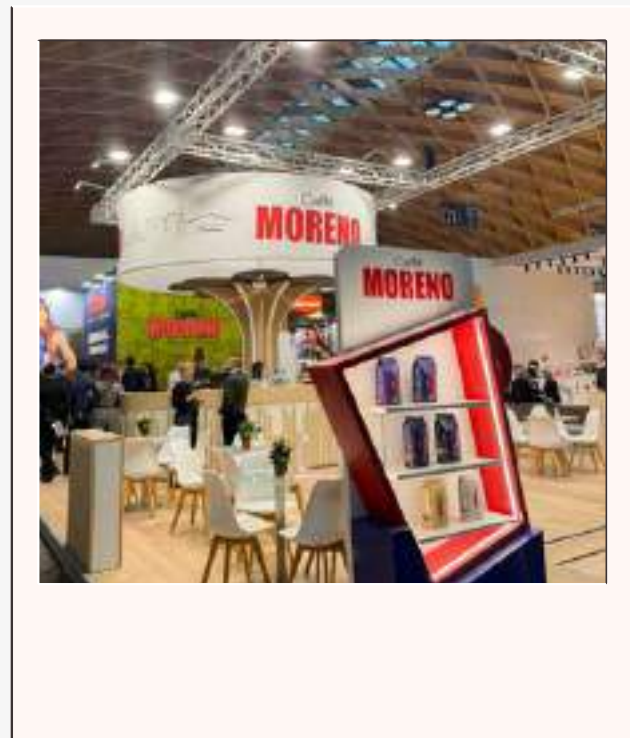


INTERNATIONAL PRESENCE

PARTICIPATION IN INTERNATIONAL TRADE FAIRS REPRESENTS A STRATEGIC OPPORTUNITY TO MEET PARTNERS, CUSTOMERS, AND ENTHUSIASTS, AS WELL AS TO DEMONSTRATE OUR ONGOING COMMITMENT TO EXCELLENCE AND INNOVATION.



Other exhibitions (Fiera del Levante, Fiera Horeca Expoforum, etc.)



COMMUNICATION AND INTEGRATED MARKETING

MULTI-CHANNEL STRATEGY TO STRENGTHEN THE BRAND

A long-term communication strategy that combines traditional and digital media.



TV advertising
campaigns



Out-of-Home
Advertising



Online Advertising



Offline Advertising



Sponsorships and
brand visibility



THE LATEST CAMPAIGN

Caffè Moreno x Elisabetta Gregoraci

The strength of a historic brand lies in evolving while remaining true to its identity.

Caffè Moreno confirms Elisabetta Gregoraci as its spokesperson: a face that expresses elegance, authenticity, and recognizability, interpreting the tradition of Italian coffee in a contemporary key.

Backstage



Caffè
MORENO



COMMERCIAL PRIZE INITIATIVE

VINCI TU, VINCO IO

“Snap and Win”

Nationwide promotional campaign with experiential rewards, aimed at supporting the brand's presence in stores and strengthening consumer engagement.

3

CRUISES TO
BE WON

IT

NATIONAL
SCALE



SOCIAL
ACTIVATION



FOLLOW US ON SOCIAL MEDIA CHANNELS



Facebook

Caffè Moreno Napoli



Instagram

@caffemoreno



LinkedIn

Caffè Moreno Srl



LET'S STAY IN TOUCH

Via Capri 1, 80026 Casoria (NA)



+39 081 7590106



info@caffemoreno.it



www.caffemoreno.it

www.caffemorenoshop.it



CAFFÈ MORENO...

*The espresso you
recognize!*