



CAFFÈ
UMBRIA

ARTISAN COFFEE ROASTER

ESTABLISHED 2002

ABOUT CAFFÈ UMBRIA

Caffè Umbria was founded in 2002 by Emanuele Bizzarri and partners Jesse Sweeney and Pasquale Madeddu. Built on the foundation, history and knowledge of previous generations, Caffè Umbria quickly established itself as the real and true cornerstone of Italian espresso and coffee in the Pacific Northwest. Master Roaster Emanuele Bizzarri is the third generation of coffee roasters, starting with his grandfather Ornello, who owned Torrefazione Perugia in Umbria, followed by his father Umberto, who founded Torrefazione Italia in Seattle, Washington. With a great passion for sourcing the best arabica beans available, and then blending and roasting them to perfection, Caffè Umbria captures the true essence of Italian espresso and coffee, combined with the personal service and attention to detail of a local roaster.



The Arco Etrusco (Etruscan Arch) in our logo represents one of the famous seven entrances to the city of Perugia. The griffon is the heraldic symbol of Perugia.

WE INVITE YOU TO EXPERIENCE IL GUSTO DEL CAFFÈ



ROASTERY

Located in the Pacific Northwest, Caffè Umbria is a full service wholesale coffee roaster serving North America and Canada. We roast and ship daily from our fully automated, state-of-the-art 22,000 square foot roasting facility and warehouse.



PRODUCTION CAPACITY

Our green coffee silo holds 18 tons of green coffee, providing a constant flow to our two roasters. Our 60kg and 120kg roasters are capable of roasting a combined 9000 pounds of coffee per day.

Our automated packaging area includes:

- four ground coffee silos that hold a total of 10,000 pounds of coffee.
- two portion pack machines capable of producing 2500 pounds of portion packs with a size range of 1 ounce to 8 ounces
- pod packaging machine capable of producing single or double hard pods and single soft pods
- 12oz packaging machine can pack 500 pounds per hour
- 5lb packaging machine can pack 1000 pounds per hour



SOURCING

We source a wide spectrum of coffee varieties from Brazil, Costa Rica, Peru, Honduras, Guatemala, Columbia, El Salvador, Mexico, Nicaragua, Ecuador, Tanzania and Kenya to create our coffee blends. We seek out high quality arabica beans that are certified organic, fair trade, and shade-grown and / or bird friendly. We work extensively with farmers that belong to strong, established coffee growing cooperatives as they invest in infrastructure and raise the entire community in which they live.

We stand behind the quality of our coffee, which is only possible through the careful selection of high quality coffee beans, and the relationships with coffee growing farmers and cooperatives. We personally choose the beans that end up in your cup of coffee.



CUPPING

Green coffees received from farmers and the coffee growing cooperatives are first cupped individually by Master Roaster Emanuele and his roasting staff to determine overall quality and flavor profiles. The beans are then cupped within their given blend before they are accepted into inventory. We continue this process weekly in our tasting room to ensure on-going consistency within our blends.



OUR ROASTING TRADITION

Master Roaster Emanuele Bizzarri has always had coffee in his blood -- from his grandfather Ornello to his father Umberto. When his family moved to Seattle from Italy, he became the third generation in a family of roasters. Our coffees are made by blending different types of coffee from various parts of the world, a passionate Italian tradition.

A well-balanced premium blend is made by combining various amounts of diverse varietals from numerous origins, and then roasting them to bring out the best of their individual characteristics. There are around 80 coffee growing countries in the world, spread across four continents, between the Tropic of Cancer to the north and the Tropic of Capricorn to the South. Each of these areas have wide variations in plant types, climate, harvest periods and transportation, all of which contribute to the multiple grades and quality of the beans produced. Because of these variations, the roaster must be both artist and scientist to ensure quality and consistency.



OUR COFFEES

Caffè Umbria creates coffee according to the tradition of blending in order to have the complex flavor required for a great espresso or coffee. The difference between a single origin coffee and one made with a blend is like listening to a symphony or a soloist: they are both good, but there is a definite difference in the experience.

GUSTO CREMA BLEND *Medium Roast*

The classic Italian espresso blend that typifies the style of coffee blended for generations by the Bizzarri family. Produces a thick golden crema and a distinctly European flavor profile. Also excellent as a mild to medium bodied drip coffee.

BIZZARRI BLEND *Medium Dark Roast*

A versatile blend that is wonderfully rich and flavorful as an espresso and perfect for milk based drinks. Also recommended as an all-day drip coffee with its rich complexity and lingering finish.

TERRA SANA BLEND *Medium Dark Roast, Certified Organic, Fair Trade*

Created from 100% organically certified Fair Trade beans. This coffee has a chocolaty aroma and soft, earthy undertones. This blend is suitable for espresso and drip coffee preparation.

ARCO ETRUSCO BLEND *Dark Roast*

Named for the famous arched entry to the Umbrian town of Perugia, Arco Etrusco is the darkest of our blends. Roasted specifically for drip coffee preparation, this blend is bold and rich with a smooth, non-bitter finish. Great in a French press.

MEZZANOTTE BLEND *Medium Dark Roast, Decaffeinated*

All the qualities of our signature blends without the caffeine. Roasted to a medium dark finish, this coffee is versatile as both a flavorful espresso and drip coffee.

GRIFO BLEND *Medium Roast*

A premium blend created in celebration of our 10th Anniversary. A careful blending of seven different coffee beans produces a complex coffee with intense flavor.

SEASONAL SINGLE ORIGIN (MONO-ORIGINE)

A deconstruction of our blends, our single origin offerings are designed to explore the components of our blends more deeply.



ULTRA HYDROCARBON FREE

1935

SINCE 1935

ULTRA HYDROCARBON FREE

SINCE 1935

ULTRA HYDROCARBON FREE

ULTRA HYDROCARBON FREE

SINCE 1935

ULTRA HYDROCARBON FREE

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PACKAGING

Inspired by the Italian approach to craft, detail, passion, heritage, and loving to work with our hands, our packaging explores the correlation between different creative outlets that have been a part of the Italian culture for centuries, and the art / science of creating the perfect blend of coffee.

Everything significant about our packaging is in the details and the subtle nuances in printing. A custom pattern printed in gold has details of coffee leaves, berries, griffins, crowns, shields, and the Arco Etrusco. Our logo text is reminiscent of the Arco Etrusco brickwork, and the packages can be stacked like bricks for merchandising. Each bag bears a stamp that is inspired by the blend name and adds a handcrafted touch.

The package conveys a sense of richness and suggests a unique coffee experience from the first sip to the last drop.



MARKETING

Relationships are key at Caffè Umbria - with our employees, our customers and our suppliers. Our marketing strategy is designed to develop our brand awareness and to connect with and support our customers, our biggest asset.

All of our marketing initiatives have one goal: to reflect the pride we take in providing great coffee and service to our customers.

- Our website provides information about our company, our coffees and cafés
- Our social media platforms (Facebook, Twitter, Instagram, Pinterest) allow us to connect directly with our customers
- Our branded collateral, signage, and personalized marketing support ensure success for our wholesale partners.

MARKETS

Caffè Umbria operates retail cafés in Portland, Seattle, and Chicago. Our wholesale business reaches nationwide, with wholesale offices in Seattle, Portland, Chicago, San Francisco, and Canada B.C.



Seattle Café - Pioneer Square
320 Occidental Avenue South
Seattle, Washington 98104



Ballard Café - Historic Downtown
5407 Ballard Avenue NW
Ballard, Washington 98107



Portland Café - Pearl District
303 NW 12th Avenue
Portland, Oregon 97209



Chicago Café - River North
346 North Clark Street
Chicago, Illinois 60654

FEATURED ACCOUNTS



FOUR SEASONS RESORT

*Orlando at Walt Disney World, Los Angeles at Beverly Hills,
Washington DC, Boston, Palm Beach, Hualalai*



THE RITZ-CARLTON®

Naples Beach Resort, Naples Golf Resort, Amelia Island

Fairmont
HOTELS & RESORTS



**MACRINA
BAKERY**

B
BELLAGIO®
L A S V E G A S



MODERN • ITALIAN • COFFEE BAR

TESTIMONIALS

Caffè Umbria is a first class organization! The product is fabulous and consistent and is the best coffee I have ever had personally. With its growing recognition, people who visit our hotel get genuinely excited to see we have chosen Caffè Umbria as our coffee.

The product itself is complemented by the wonderful team working for Caffè Umbria. I have a fantastic relationship with my rep, and in every encounter with his colleagues, they have also shown service that is above and beyond my expectations. They are all pleasant, helpful and I would consider them a part of our team here at the Portobello.

I am very happy to be able to serve Caffè Umbria here at the Fairmont Chateau Whistler.

~ Arun Malik, Fairmont Chateau Whistler

The most rewarding decision that I have made in my 15 years of experience with 9 locations has been partnering with Caffè Umbria. Caffè Umbria provides us with unparalleled quality, service and training.

~ Joe DiCarlo, Owner – Caffè Baci and Caffè RōM, Chicago

Caffè Umbria is spectacular! They are a true group of dedicated and passionate professionals, providing unparalleled service and continuing to surpass all my expectations as a business operator and owner. People truly enjoy the Caffè Umbria experience at CHARCUT Roast House.

~John Jackson, Owner - CHARCUT Roast House, Calgary

We are proud to serve Caffè Umbria in our cafés. Caffè Umbria's commitment to sourcing and roasting the highest quality blends aligns with Macrina Bakery's philosophy of artisan baking. The value of their brand has helped us build an even more loyal following in our cafes.

~Matt Galvin, Owner - Macrina Bakery



Pictured, from left to right: Co-founders Emanuele Bizzarri, Jesse Sweeney, and Pasquale Madeddu

MANAGEMENT TEAM

EMANUELE BIZZARRI

As the third generation of a family of coffee roasters, Emanuele has the knowledge and experience to be Caffè Umbria's Master Roaster. A co-founder of Caffè Umbria, Emanuele lives in Seattle with his son Teo and daughter Francesca, and enjoys working and golfing.

Favorite Drinks: Espresso Ristretto, Campari Shaken Straight Up

JESSE SWEENEY

Jesse graduated with a B.A. in Marketing from the University of Washington and started his career in coffee with Torrefazione Italia. A co-founder of Caffè Umbria, Jesse lives in Seattle with his sons Quintin and Cade, and enjoys snowboarding and paddle-boarding.

Favorite Drinks: Espresso Macchiato, Negroni

PASQUALE MAEDDU

Pasquale brought years of experience in the restaurant and hospitality industry, and with Torrefazione Italia, when he helped co-found Caffè Umbria. Pasquale lives with his family in Portland, and enjoys cycling and soccer.

Favorite Drinks: Espresso Coretto, Grappa

JIM LOURAS - *Director of National Accounts*

As the Director of National Accounts at Caffè Umbria, Jim is responsible for establishing and maintaining relationships with our national clients. Jim has a substantial amount of experience in coffee and food and beverage, including owning and operating his own coffee bars. Jim lives in Chicago, but spends a lot of time on the road. You can follow Jim on Twitter & Instagram: @jimcaffeuumbria

Favorite Drinks: Espresso, Red Wine

LANCE BUSCAGLIA - *Director of California Sales*

Lance is responsible for establishing and maintaining relationships with our clients in the entire California region. He has 21+ years in the coffee business, starting with Torrefazione Italia, and is one of the original team members at Caffè Umbria. Lance holds a Bachelor's Degree in Organizational Communications from California State at Sacramento, and lives in Martinez, California with his wife.

Favorite Drinks: Espresso, Gibson

MARIE FRANKLIN - *Director of Strategic Development*

With extensive coffee and sales knowledge, including work at Torrefazione Italia early in her career, Marie is responsible for the Pacific NW Sales Team and the Training Department. Marie lives in Portland, OR with her family. You can connect with Marie on Twitter @CaffeUmbriaMF or Instagram @caffeuumbriamarie

Favorite Drinks: Caffè Latte, Meyer Lemon & Thyme Gimlet

ANNAMARIA GATLIN - *Director of Marketing*

As custodian of the Caffè Umbria brand, Anna is responsible for all digital (web, social media) and print (packaging, collateral) communications from the company. Anna holds a B.S. in Economics and lives in Oregon with her daughter Viviana and the family dog, Lucky. You can connect with Anna on the company's social media platforms: Facebook.com/CU.CaffeUmbria Instagram, Twitter, and Pinterest @caffeuumbria

Favorite Drinks: Espresso Con Panna, Prosecco

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Caffè Umbria Coffee Roasting Company
8620 16th Avenue South
Seattle, Washington USA

TEL 206-762-5300
www.caffeumbria.com

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Twitter, Instagram, Pinterest @caffeumbria