



“CAFFÈ VERGNANO 1882”: FOUR NEW LOCATIONS IN VENICE, MESTRE, MUNICH AND BIRMINGHAM

Coffee shops as the ambassadors of Espresso and Italian culture

Turin, April 21, 2010 - Caffè Vergnano has expanded its global presence in recent months with the Caffè Vergnano 1882 chain, coffee shops and prestigious testimonials of the made in Italy Espresso with over 40 locations worldwide. The cities chosen to host the new locations are **Munich, Birmingham, Herbaria Venice** and **Mestre**.

The recently opened **Caffè Vergnano 1882** in Birmingham is the fourth location in the UK of the historic Turin Company after the three London coffee shops in New Street Square, Charing Cross and the South Bank.

Birmingham, officially England's second most populated city, is the centre chosen by Caffè Vergnano for its unique cosmopolitan character and the energy and constant transformation that over the last twenty years has made it the protagonist of an important cultural and architectural evolution, combining its industrial heritage with a new international identity and vibrant creative force.

The new Caffè Vergnano 1882 is located within the Mailbox, an innovative structure and architectural design in the heart of the city between ancient river channels where the urban renaissance of Birmingham began. The new coffee shop, located in Wharfside Street, is in the centre where the activities of numerous companies, international convention centres, theatres, hotels, designer shops and the finest restaurants coexist and flourish.

Munich, Dachauer Straße 25. These are the coordinates of the new **Caffè Vergnano 1882** in the capital of the German region of Bavaria. The address is a must, being that it is the longest street in Munich with its 11 km and over city tour. This, the latest Vergnano coffee shop to be opened, is the third in Munich after the two already present in the Karlstadt Mall and the nearby international airport.

The coffee shop brings out the typical global style of Caffè Vergnano 1882 and is highlighted by the ample outdoor area surrounded by greenery and hanging lamps that welcome the visitor to the naturally lit shop divided into two areas. One area designed for a quick coffee break and one set out as a lounge, as in the DNA of all Caffè Vergnano 1882, fully integrated to accommodate a simple moment of relaxation in front of a cup of coffee or literary events.

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It is exactly this last feature of the literary coffee shop that has distinguished and made a protagonist of the **Caffè Vergnano 1882 in Venice in the Erbaria Rialto area**, where dozens of meetings with authors of recent literary successes, as well as concerts and music of famous artists have already taken place. Unique moments in the welcoming atmosphere of the coffee shop with vaulted ceilings and fine design solutions that enrich the environment in which the visitor can enjoy a panoramic view overlooking the Grand Canal on one side and the Campo San Giacometto on the other, which hosts the ancient Church of San Giacometto, considered the most historical of Venice.

The Turin Company's presence in Veneto has been further strengthened with the opening of the fourth **Caffè Vergnano 1882** in nearby **Mestre, Via Palazzo 56**, a few weeks prior to that of the Venice shop. The Coffee shop is located in the heart of Mestre below the famous clock tower and a stone's throw from Piazza Ferretto. A large circular counter welcomes customers throughout the entire length of the shop with a showcase of the delicacies on offer.

As a whole Caffè Vergnano 1882 is a huge project that sees the worldwide development of a network of Italian coffee shops, from London to Hong Kong, from Milan to Paris, and as far as Saudi Arabia with areas dedicated to the devotion of coffee. Refined and elegant premises, where one can enjoy a perfect espresso with traditional and unique aromas anywhere in the world besides Italy.

*"The four new openings in Germany, the United Kingdom and Italy - said **Carolina Vergnano**, Export & Caffè Vergnano 1882 Manager - highlight the continued growth of our presence in Italy and around the world with this project of brand coffee shops, true international ambassadors of the Italian espresso flavour, the coffee break as a moment of cultural, literary, business encounter or simply as a moment of relax in a stylish and uniquely designed typically Italian location".*

Caffè Vergnano 1882 is in fact the ideal place to learn and fully appreciate the atmosphere of Italian coffee. Each location throughout the world offers a coherent concept, appropriately customized and adapted to the surrounding architecture. As for the first historical Vergnano 1882 coffee shop in Chieri, all have a wooden facade with monobloc structure and all are characterized by an essential and refined interior, enhanced by the lighting design and the choice of natural materials like oak or slate. The black of the merchandising and packaging also gives a unique and highly recognizable individuality. Everything seems to revolve around the concept of time: "a time to prepare the drinks, with the care and space to serve them as they should be served, a time to find the location, to meet and spend the best time of the day", says the architect **Roberto Ferrero**, image consultant, along with **Federico Rinaldi**, of the Caffè Vergnano coffee shop design.

Caffè Vergnano has also developed the **Menu 1882** with original dishes that enhance the offer of the Caffè Vergnano 1882 locations.

Caffè Vergnano, the oldest coffee house in Italy and amongst the most important coffee producers in Italy and the world, has been led by the Vergnano family since 1882 and has continued **in the name of tradition and innovation, to promote the culture of coffee in Italy and worldwide for 128 years.**

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Today Caffè Vergnano is a sound company, able to meet new market challenges with dynamism and professional competence that has established itself on the Italian market and has gained important new areas in the international arena. Caffè Vergnano exports to over 60 countries worldwide and employs 90 staff. The success is attributed to the constant pursuit of quality that true coffee connoisseurs have appreciated and recognized in Caffè Vergnano for over a century. A mission that is pursued with passion, enthusiasm and initiative by the fourth generation of the family.

For further information www.caffevergnano.com

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