

A FAMILY PASSION

since 1971



ENHANCE THE DIFFERENCES

Cooking is **feeling**, it is knowing the raw materials, choosing the right doses, cooking them enhancing the flavors of each ingredient.

Roaster task is all of this: knowing **the peculiarities of each variety of coffee** - *different by species, variety, origin, also different from crop to crop* – and how to enhance them, creating balance in a blend.





THE PLEASURE OF A COFFEE
MADE WITH PASSION.

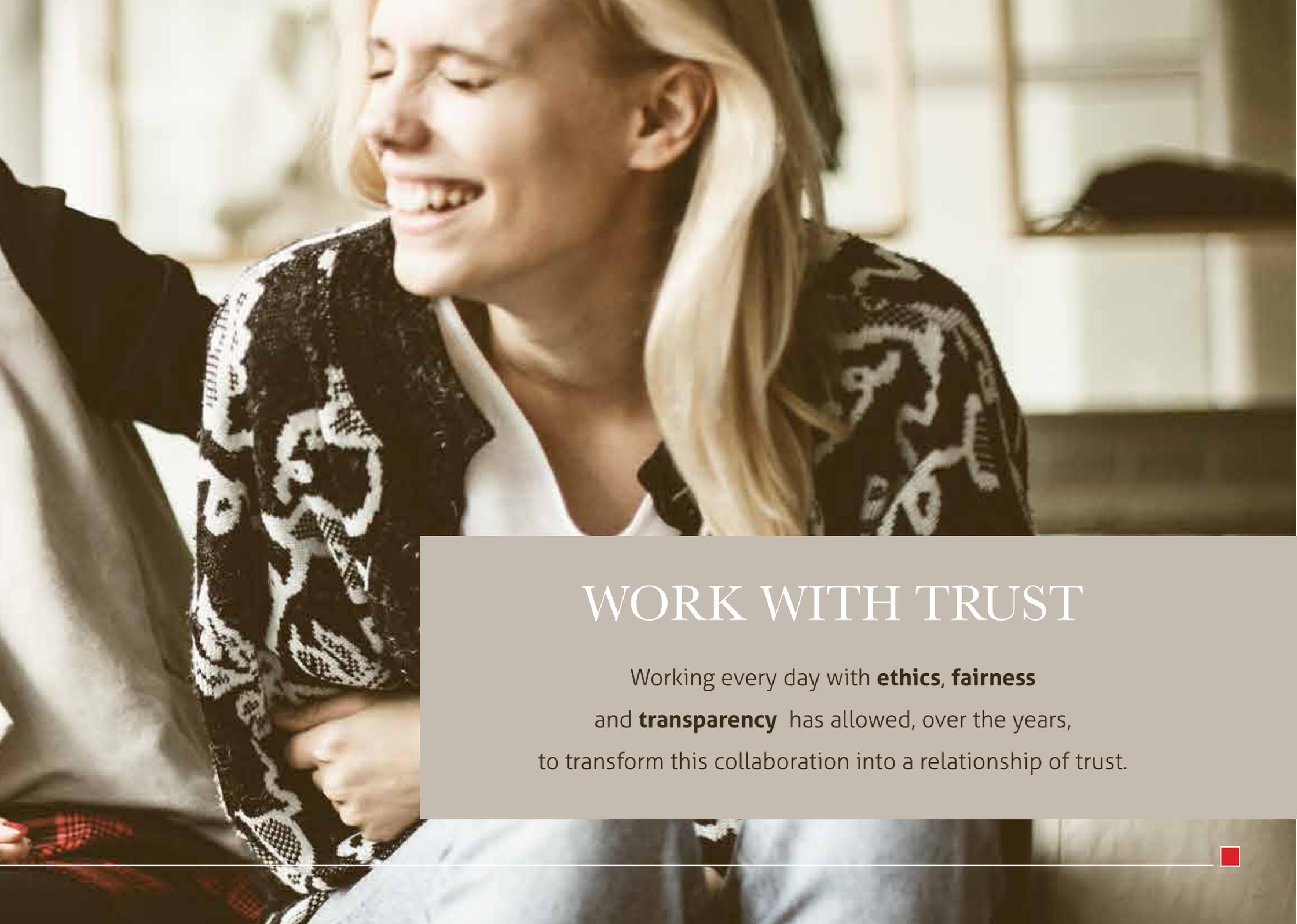


A close-up photograph of two young women with long brown hair, laughing heartily. The woman on the left is wearing a beige turtleneck sweater, and the woman on the right is wearing a white blazer over a dark top. They are both smiling broadly, showing their teeth. The background is softly blurred, suggesting an indoor setting with natural light.

THE VALUE OF PEOPLE

We like to think that every cup of our coffee is more than a great coffee, that it can tell about our noisy family meetings around the large tables, of the dedication to work that our grandparents taught us, of respect for values and relationships with others.

Being a family and being a company is a unique source of energy, a guarantee of passion, a natural drive to believe and invest in collaboration between people: people who founded the company, who were part of it, those who still work there today, our customers and our suppliers.



WORK WITH TRUST

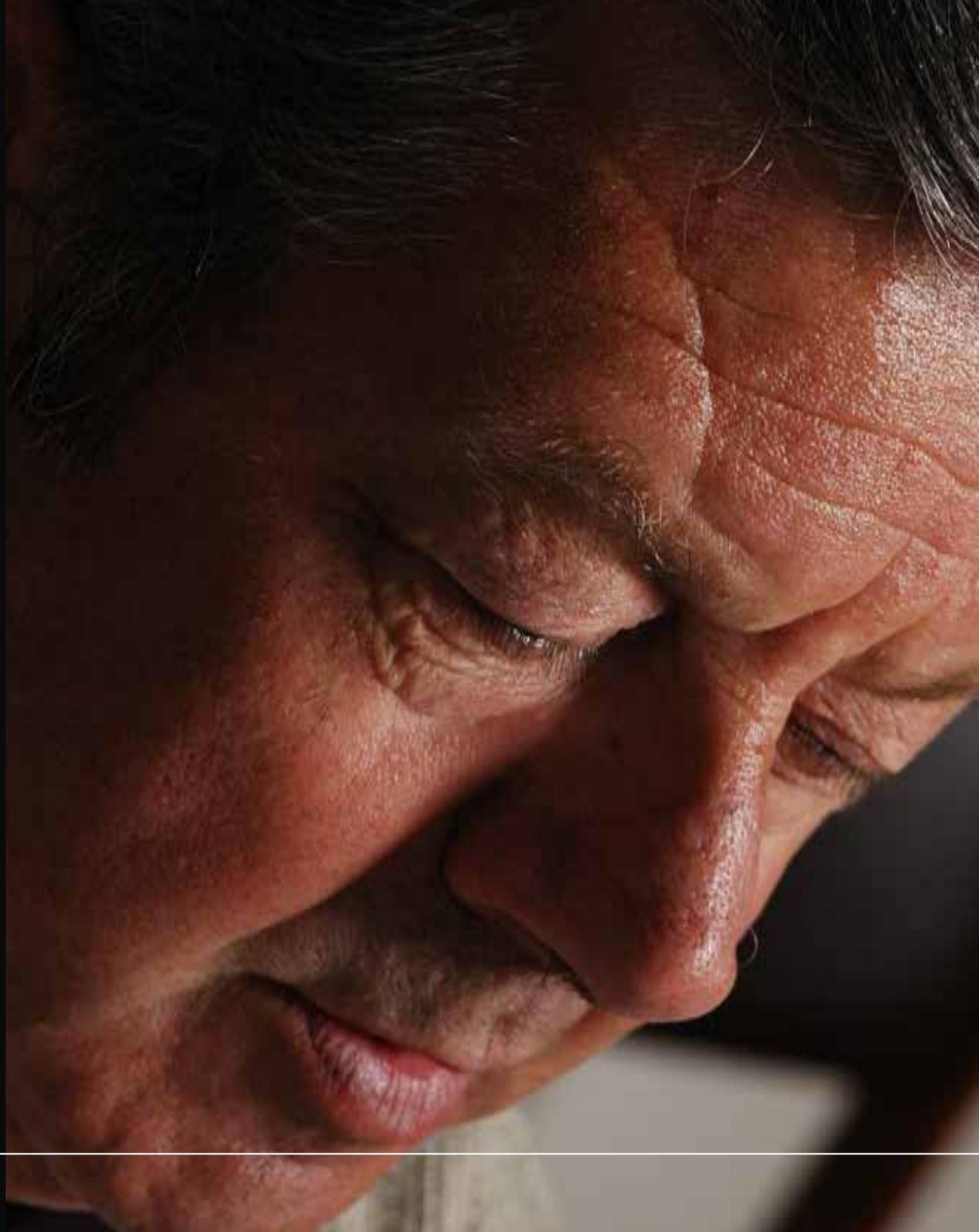
Working every day with **ethics, fairness**
and **transparency** has allowed, over the years,
to transform this collaboration into a relationship of trust.



50 YEARS OF OUR STORY

"Our story as roasters begins in San Carlo Canavese in **1971**, in a small warehouse owned by my grandparents. My father, **Luciano Perrero**, with the experience gained in the coffee field and with the help and support of my mother Margherita, decides to renovate the old warehouse, to **realize the dream** of building something of their own. A great challenge begins..."

Paola Perrero

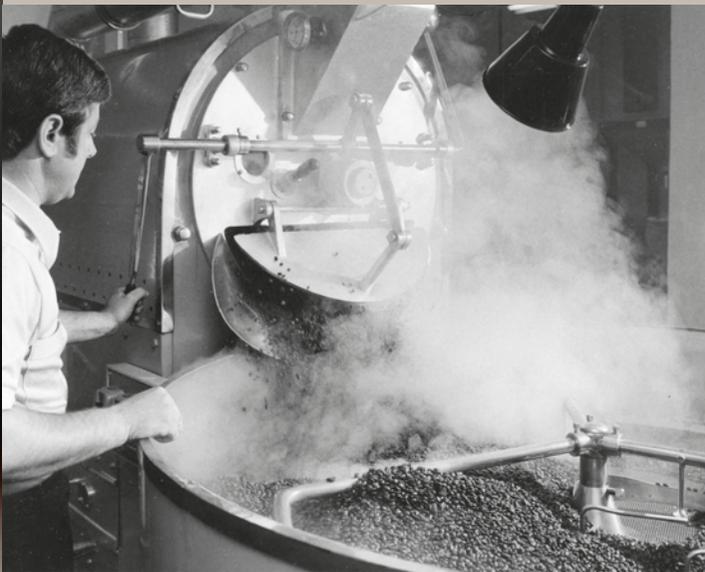


THE FIRST PERRERO COFFEE

Few machineries, so much the desire to experiment, learn, invest and grow.

The **first proposals of Perrero coffee beans are born.**

After a few years, thanks to the transfer in the new headquarter and the purchase of new machineries, **the range of products is expanded:** the first **ground** coffee packs are added to the coffee **beans**, to bring home the **aroma of that coffee tasted** at the bar.



A PASSION THAT MOVES OVER TIME



Family, ethics and **passion** are our DNA today as they were yesterday.

We have chosen to **realize each of our products inside our factory**, in order to maintain the highest **control** over all stages of production, to be able to respond flexibly to each new request and to continue to transfer a part of us into each cup of coffee.





OUR PRODUCT LINES

Today **we produce coffee beans lines, ground coffee lines in different formats and grain sizes** and single **portioned** coffee lines: coffee pods compatible with system ESE 44mm machines, capsules compatible with Nespresso® machines for domestic use and capsules compatible with Lavazza Espresso Point® machines.



RESEARCH AND INNOVATION



OUR CHOICES

Today many things have changed, but others have **remained unchanged**: our obstinacy to **learn** and **grow**, the **enthusiasm** for our coffee and the **deep respect for the land and the work of the entire supply chain.**

Investing in **sustainability** seemed to us to be the most honest answer.



A GOOD COFFEE

Building our **photovoltaic system** was the first step, choosing **Organic** and Fairtrade has meant strengthening the company values of **respect, knowledge** and **well-being**.

This is our dream: a good, fair, unique coffee.

Good because it respects the environment; **fair** because it contributes to the improvement of the living conditions of agricultural producers in developing countries; **unique** because it is the synthesis of our story, of our choices of production and of the search for quality.



Offriamo
un assortimento
di caffè BIO
Fairtrade







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