

A close-up photograph of a woman with long brown hair, wearing black-rimmed glasses and a red and black plaid scarf. She is smiling warmly and looking down at a cup of coffee she is holding with both hands. The coffee is in a white cup with a brown rim, sitting on a white saucer with a spoon. The background is softly blurred, suggesting an indoor setting like a cafe.

PRESENTATION

CAFÉ PRIVÉ

ROASTERS SINCE 1985

WC&C°

ADVANTAGES

- YOUR PRIVATE LABEL UNIQUE AND PERSONALIZED TO YOUR SPECIFICATIONS / TASTE
- CUSTOMIZE PACKAGING TO SHOWCASE YOUR BRAND
- EXPERT BRANDING TEAM TO ACHIEVE YOUR GOALS
- A TO Z BRANDING OPPORTUNITIES
- NATIONAL RETAIL DISTRIBUTION NETWORK
- LARGE VOLUME CAPABILITIES
- IMPORTED ITALIAN ROASTING TECHNOLOGY
- SGS GOOD MANUFACTURING PROCESS CERTIFICATION
- CERTIFICATION RECOGNIZED AND ACCEPTED BY COSTCO, WAL-MART, SOBEYS, AMAZON, LOBLAWS, METRO
- SGS CERTIFICATION AUDIT SCORE 99.7% IN 2018
- ECO CERT CERTIFIED
- KOSHER CERTIFICATION

WHO IS CAFÉ PRIVÉ

THE FOOD SERVICE INDUSTRY IS ONE OF THE WORLDS MOST DEMANDING INDUSTRIES. IT ALL STARTS WITH A FIRM COMMITMENT IN TAKING CARE OF OUR CUSTOMERS AND BUILDING A LOYAL CONSUMER BASE. OUR EMPHASIS ON INNOVATION AND ONGOING TRENDS SET US APART FROM OUR COMPETITION. CAFÉ PRIVÉ HAS GROWN INTO ONE OF CANADA'S LEADING PRIVATE LABEL ROASTING HOUSES FOR SPECILTY COFFEES, AND ORGANIC PRODUCTS.





- UTILIZING ONLY PREMIUM SELECTED COFFEE ORIGINS
- LOCAL ROASTING WITH LARGE VOLUME CAPABILITIES
- SPECIALIZES IN ITALIAN ROASTING TECHNIQUES
- FAMILY OWNED AND OPERATED COMPANY WITH 30 YEARS OF EXPERIENCE
- PRIVATE LABEL K-CUP AND NESPRESSO COMPATIBLE CAPSULES AVAILABLE
- SWISS WATER DECAF OPTION AVAILABLE
- PREMIUM SINGLE ORIGIN AND ORGANIC OPTIONS AVAILABLE

COFFEE ORIGINS

CAFÉ PRIVÉ UTILIZES 100% HIGH QUALITY ARABICA BEANS FROM REGIONS SUCH AS SOUTH AND CENTRAL AMERICA, CARIBBEAN, AFRICAN AND SOUTH EAST ASIA. CAFÉ PRIVÉ PRIDE THEMSELVES ON UTILIZING IMPORTED ITALIAN CRAFTSMANSHIP THAT SPECIALIZES IN A SLOW ROASTING PROCESS. A METHOD THAT HAS MADE ITALIAN COFFEE INTERNATIONALLY FAMOUS FOR CENTURIES.

WE EMPHASIZE ON THREE MAIN COFFEE PROFILES. NUTTY, FLORAL AND CITRUS. ONCE WE DETERMINE YOUR PREFERRED PALET TASTE, OUR MASTER ROASTERS WILL CUSTOMIZE AND CREATE A UNIQUE BLEND TO YOUR TASTE.

ROASTING INTENSITIES

- Blond 
- Medium 
- Mi Noir 
- Dark 

CAFÉ PRIVÉ

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CUSTOM PACKAGING & PRINTING

DIGITAL PRINTING

MIN. 1000 - 5000 BAGS COMMITMENT
MIN. 200 BAGS PER ORDER

CHOOSE YOUR BAG STYLE

- STAND UP POUCH
- SIDE GUSSETED BAG

CHOOSE YOUR BAG MATERIAL

- GLOSSY FINISH FOIL
- MATTE FINISH FOIL
- NATURAL KRAFT PAPER

CHOOSE YOUR BAG SIZE

- 340 G
- 454 G
- 1 KG / 2.2 LBS
- 2.5 KG / 5 LBS

CHOOSE YOUR BAG FEATURES

- VALVE
- TIN TIE
- ZIPLOCK
- EASY TEAR

PRESS PRINTING

MIN. 5000 BAGS COMMITMENT
MIN. 200 BAGS PER ORDER

CHOOSE YOUR BAG STYLE

- STAND UP POUCH
- SIDE GUSSETED BAG
- QUAD SIDE SEAL BAG

CHOOSE YOUR BAG MATERIAL

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PRODUCT BRAND DEVELOPMENT

- MARKET RESEARCH
- DESIGN CONCEPTS
- BAG RENDERINGS
- DIGITAL PROOFING
- PRINT READY FILES

BRAND ACCESSORIES

- CUP RENDERINGS
- MENU
- POSTERS
- SOCIAL MEDIA ARTWORK

CAFÉ PRIVÉ

ROASTERS SINCE 1985

30 YEARS OF BREWING INNOVATION

MEDIA COVERAGE

■ ADVERTORIAL

Caffè CIMO Celebrates 30 Years of Brewing Innovation

By Amanda Fulginiti

There is no question that Italians love their coffee. Whether it is enjoyed first thing in the morning, after lunch, or perhaps as a quick shot during the day or as a nice way to cap off dinner, "caffè" is not just a routine, it is a ritual. The question here in Montreal: who do you turn to for your caffeine buzz? Caffè CIMO hopes to be at the forefront of people's minds as a first choice label.

Something new is brewing at Caffè CIMO. The family-owned coffee company is preparing for some exciting changes as it marks 30 years in business.

In addition to continuing to offer customized coffee for every taste, they will also add to their mix of flavours. Azzurro, a blend with a full-bodied taste and aroma, has been Caffè CIMO's star attraction. While it will still be available to enjoy, there will be plenty of new varieties to choose from including fair trade certified and organic options for health conscious customers. "Coffee is a very delicate business. It's an acquired taste," says Giovanni Caruana, Director of Sales and Marketing. "We all have a different palate."

Just as important as suiting different tastes is a company's ability to attract customers on appearance alone - it's become the key to the success of many businesses nowadays. Caffè CIMO's new simple clean-cut packaging will consequently be more informative and include the coffee notes, countries of origin and different intensities contained in the roast. Their new sleek, modern and eye-catching logo, which will launch sometime in the late summer, is another way to attract a younger demographic and create more of a brand consciousness for new customers. It's also a way to provide more information and to educate people about how much goes into each and every selection. Conversation around the office coffee machine just got a little more interesting!

Caruana, however, is quick to point out that the company is still loyal to its core beliefs. "Just because we've changed our packaging does not mean we have changed our values," he emphasizes.

Family values is one of the hallmarks of Caffè CIMO. This local home

grown company was developed by his grandfather Giovanni Caruana Sr., born in Agrigento, Sicily, who even after he immigrated to Canada always had a passion for the Italian lifestyle and Italian products. Today the company is run by Giovanni's father, who serves as president, and his father's three brothers and sister. This is a family enterprise and to say that there is heart behind the product would be an understatement. The passion has been passed on through the generations. "Like our company, coffee has gone through such an evolution, especially since pioneers like Starbucks and more recently Nespresso. We must contribute to the conversation," says Caruana.

Caffè CIMO will continue to supply clients nationally and sell to all the major retailers such as IGA, Metro, Loblaws, Costco, and Walmart, as well as independent markets. The company's products can even be found throughout food services in Montreal.

Caffè CIMO is committed to offering quality coffee at an affordable price - something that has always been the recipe for their success. They have a local roaster, unlike many of their competitors, which means customers are not paying for importing costs. Italian equipment imported directly from Italy is used for roasting. They also use a hot air

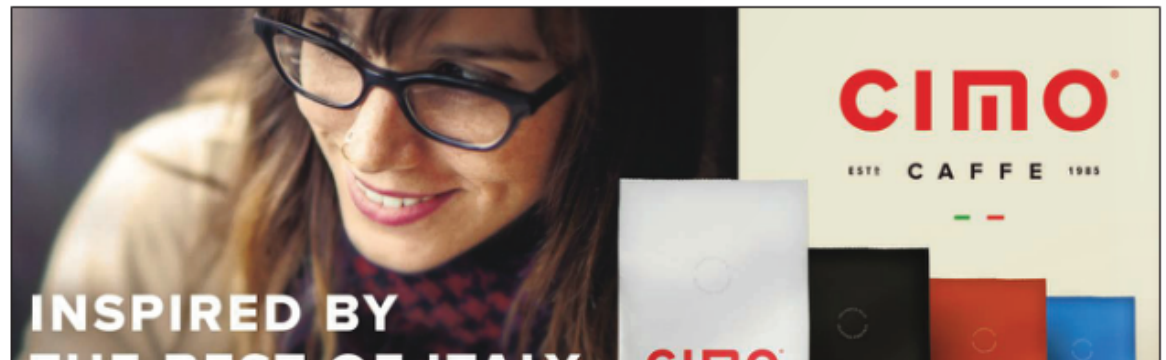
infusion process, which means it is slow-roasting, thereby creating a more refined quality product, with a rich, creamy, perfectly balanced result from start to finish.

Another project that sets them apart is their CIMO bar mobile. A portable bar that caters to event planners' needs by providing what they like to call latte art for special events. Whether it is set up next to a dessert table at a wedding or just something different to have at a corporate event, the company sees this as an opportunity for their coffee to take centre stage.

Going down like silk and remaining wallet friendly, Caffè CIMO rivals any espresso in town. As they set off on this more visually dynamic path, they hope for continued support from both the old and new generations of coffee drinkers. On this note, we salute them. Cent'anni indeed!

“Coffee is a very delicate business. It's an acquired taste.”

- Giovanni Caruana



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THANK YOU

FOR MORE INFORMATION, PLEASE CONTACT US

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