




Espressione

It is our mission statement to create and market into all major world markets, a collection of the finest coffee and coffee brewing products, marketing these under our **ESPRESSIONE** brand. The perfect cup of espresso begins with the most important ingredient...THE COFFEE! We have searched the globe for the finest quality espresso coffee and have accomplished this through an old world, Italian coffee roaster, having mastered the technique of producing blends of coffee from the best varieties of Arabica and Robusta coffees.

The most important trend in the consumer market is the use of the easy serving espresso or pod, marketed with the label E.S.E. Seven grams of coffee are compressed unto a practical filter package. The E.S.E. system (Easy Serving Espresso) is ideal for guaranteeing the level of quality of the product and is now a brand protected by the Italian "Consortium for Development" and the protective measures of the E.S.E trade standard. With E.S.E. the coffee is perfectly proportioned and sealed in food safe filter paper: it is no longer necessary to guess and try to gauge the exact quantity of ground coffee into the filter holder, nor to try to guess how best to compact the loose ground coffee portion; vital work area mess is avoided and the risk of using too much product, leading to finished product spoilage, is eliminated. Therefore, **ESPRESSIONE** will offer our coffees exclusively in the E.S.E. format in the following three blends:

- **ESPRESSO** blend: rich blend of coffee perfect for North American tastes
- **100% ARABICA**: highest quality coffee available. Dark roasted for true European taste
- **DECAF** blend: rich coffee taste without caffeine

Model	E.S.E. Coffee Pods	UPC	Case Pack
P-150E	CLASSIC rich blend. 150-count box of pods	8-18486-007310	1
P-150A	100% ARABICA rich blend. 150-count box pods	8-18486-007327	1
P-150D	DECAFFINATED rich blend. 150-count box of pods	8-18486-007334	1
P-18E	CLASSIC rich blend. 18-count box of pods	8-18486-007341	6
P-18A	100% ARABICA rich blend. 18-count box pods	8-18486-007358	6
P-18D	DECAFFINATED rich blend. 18-count box of pods	8-18486-007365	6

ESPRESSIONE COFFEE PODS are now available in 100% arabica, espresso and decaffeinated blends in 150 and 18 count boxes.

ESPRESSIONE /THE SMITH AGENCY, LTD.
 TEL: 770.509.3006 FAX: 770.509.8736
 E-MAIL: espressione@smithagy.net

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