



IL CAFFÈ D'ITALIA  
PROFESSIONAL LINE

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# INTRODUCTION

*The tribute to our history, the showcasing of know-how consolidated over 100 years of work, the pride in our brand, the momentum towards new challenges.*

*In this spirit we created a Bialetti experience dedicated to the professional world. Refined blends like in the best Made in Italy tradition, details with functional and elegant aesthetics, welcoming ambiances.*

*Starting today in every part of the world you can choose the ritual of Italian coffee.*

A STORY OF MEN AND OF IDEAS

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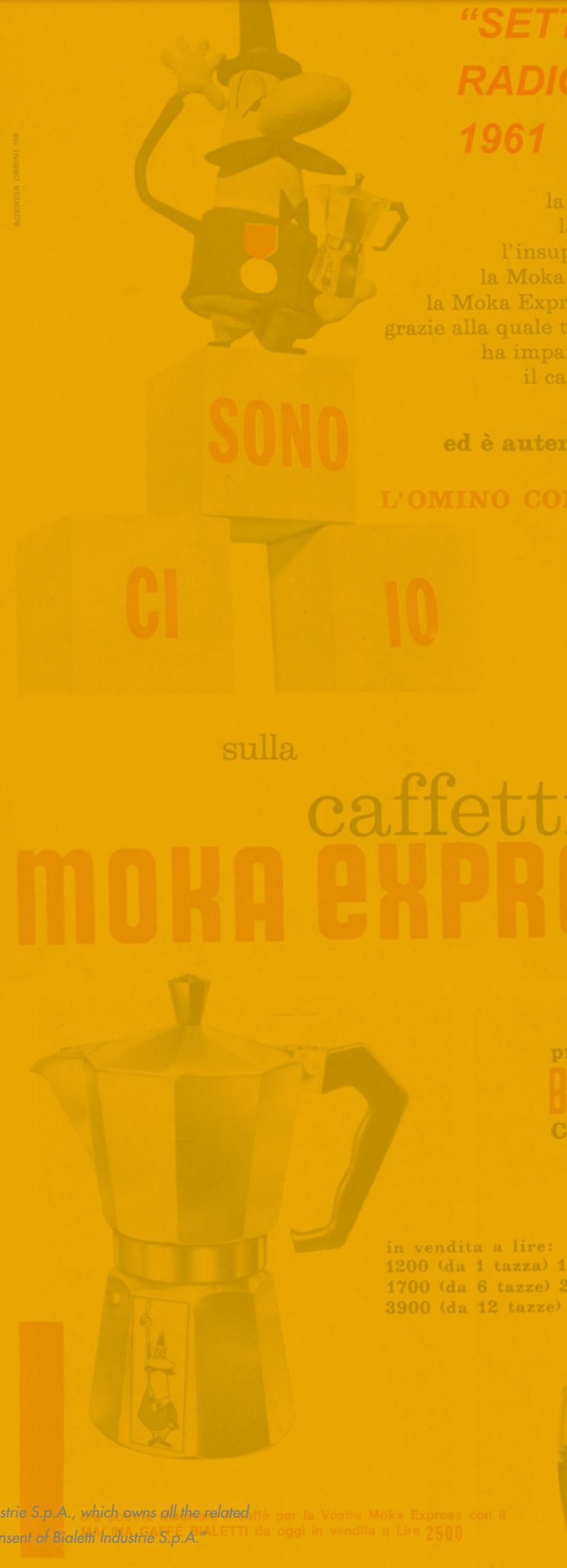
OUR BARS

MOKA  
caffettiera EXPRESS



A STORY OF MEN  
AND OF IDEAS

AGENZIA ORSINI 1961



"SETTE  
RADIO  
1961

la  
l  
l'insur  
la Moka  
la Moka Exp  
grazie alla quale t  
ha impa  
il ca

SONO

ed è auter

L'OMINO CO

CI

IO

sulla

caffett  
MOKA EXPRESS



in vendita a lire:  
1200 (da 1 tazza) 1  
1700 (da 6 tazze) 2  
3900 (da 12 tazze)

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# AVANT-GARDE AND CREATIVE FERVOR

## ALFONSO BIALETTI. ITALIAN INGENUITY AT WORK

*Inspired by futurist vitality, animated by a love of experimentation, Alfonso Bialetti founds his own workshop, where he builds the objects that his genius invents.*

*From futurism Alfonso takes the love of modernity, the power of creative thinking, the audacity of innovation.*

*Among metals he favours aluminium, the futurist symbol par excellence. Fast, strong, resistant, just like caffeine.*



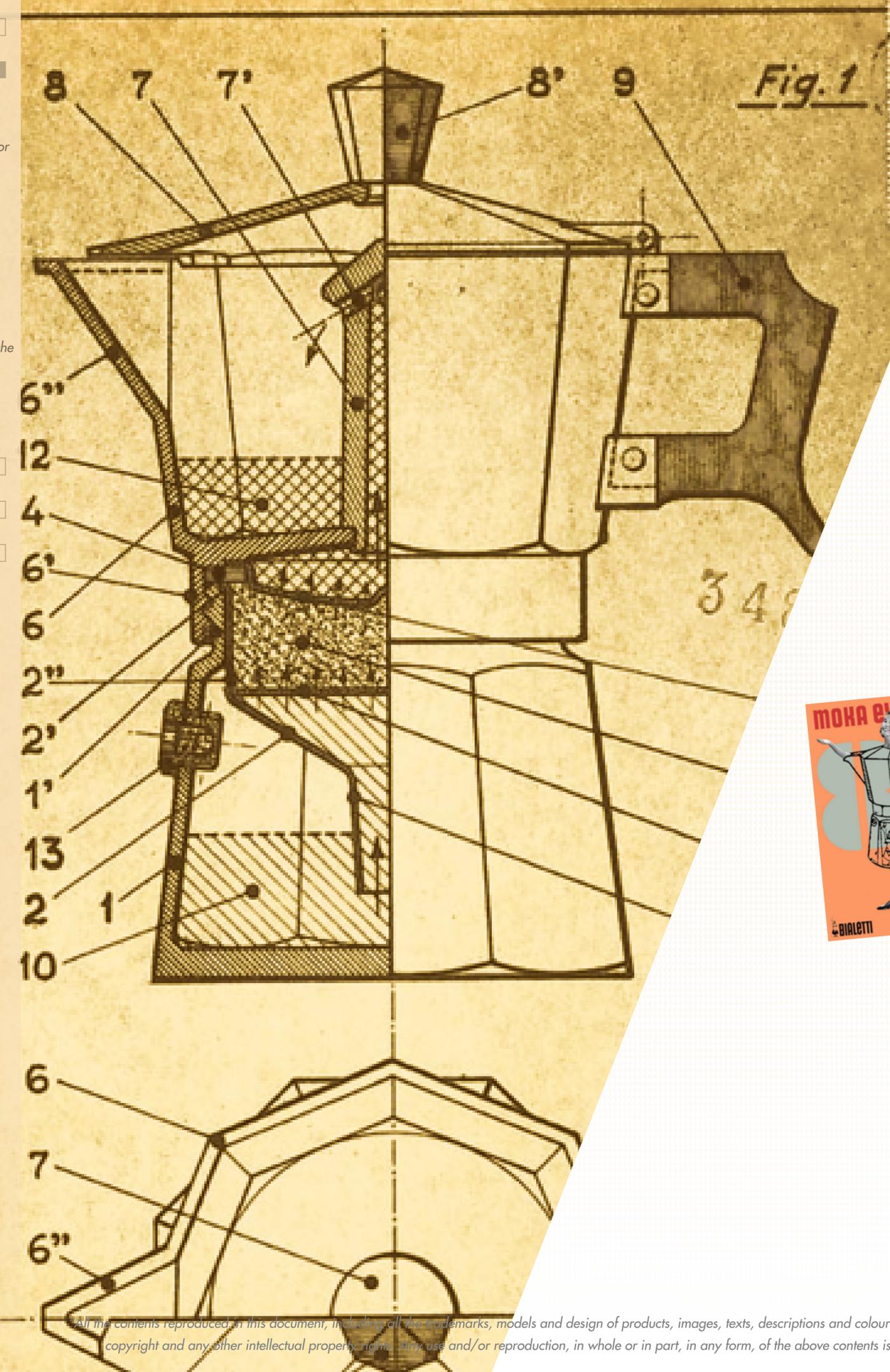
*Alfonso Bialetti*

"FAST, STRONG,  
RESISTANT,  
JUST LIKE CAFFEINE."



1919

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# EUREKA!

## THE INVENTION OF THE MOKA EXPRESS

*Creative, ingenious and a lover of good coffee, Alfonso Bialetti is in search of a way to prepare perfect coffee at home just like at the bar.*

### Eureka!



*It's 1933 when Alfonso Bialetti, watching his wife do the laundry with a "lisciveuse" (a predecessor to a washing machine), has the idea that the same system could be used to make coffee.*

*Not just that. The perfect machine must have a whispered sensuality and so the skirts that were fashionable at the time become an additional source of inspiration.*

*Thanks to his expertise in the processing of aluminium, Alfonso Bialetti invents the moka express, a revolutionary tool for brewing and serving perfect coffee at home just like at the bar.*

*From this formidable insight would be born a new, distinctly Italian ritual.*

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1933

# THE MOKA

## THE ICON OF THE RITUAL

An object with a typically Italian flavour comes to life, the Moka, a sublime synthesis that boasts impeccable functionality and a modern, original and naturally elegant shape.

An unmistakable octagonal silhouette, which has remained unchanged from its origins to today and has become synonymous with Bialetti itself.

An icon of Made in Italy that is part of the permanent collection of the Triennale Design Museum in Milan and the MoMA in New York.

A familiar and everyday object that transforms coffee into a special moment.



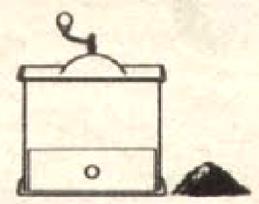
**EDI CAMPAGNOLI**

*vi suggerisce  
come fare  
uno specialissimo  
caffè espresso*

*a tutte le ore, con qualunque tempo,  
con qualsiasi fonte di calore, potete  
fare un ottimo espresso con la famosa  
caffettiera MOKA EXPRESS*

**moka**

**per poter ottenere un specialissimo  
espresso, meglio che al bar, occorre:**



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# A DISTINCTLY ITALIAN PLEASURE

## A DAILY RITUAL

*In a period of extraordinary vitality for Italy, when a new lifestyle is taking hold in households, embracing comfort and beauty for all, the gurgling of homemade coffee awakens millions of Italians every day.*

*A coffee that speaks of pleasure, shared joy, serenity.  
A real ritual that brings with it a warm and engaging ambiance.*

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# RENATO BIALETTI. AN ENLIGHTENED ENTREPRENEUR

## ITALIAN COFFEE GOES AROUND THE WORLD

*When Renato Bialetti takes the reins of the company, a new injection of creative energy and farsightedness marks new milestones.*

*The enlightened entrepreneur transforms the workshop into a company with grand ambitions, turns his own surname into a brand beloved by the general public, and makes the moka famous around the world.*

**oggi è realtà**

**quel fil di fumo si leva dalla**

**caffettiera**

**mo**

**su tutti i fornelli**

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1950

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# THE LITTLE MAN WITH THE MOUSTACHE

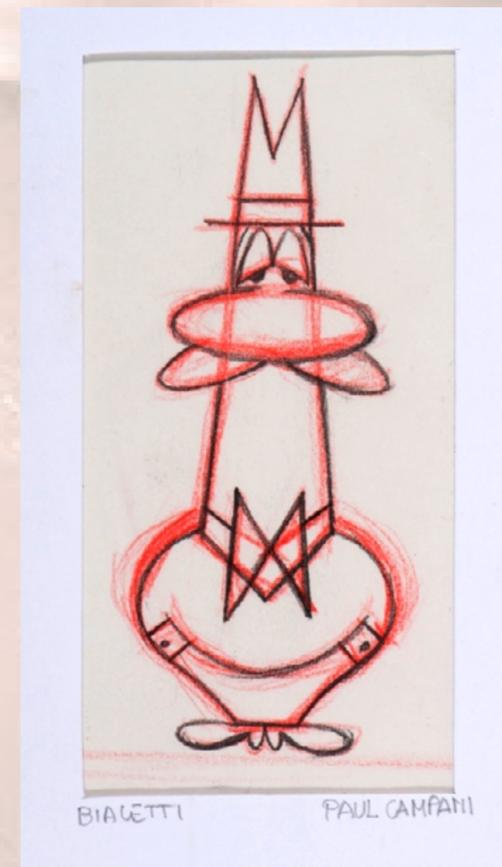
## RENATO BIALETTI'S ALTER EGO



*A brilliant intuition is a fundamental part of success. Renato Bialetti understands the importance of offering, along with the product, a feeling.*

*The little man with the moustache, a fantastic caricature of the entrepreneur himself, was born from the hand of Paul Campani. A graphic invention that has become legendary. A pop icon that starred in the famous ads on Carosello in the 1950s and 1960s, underlined by the unforgettable slogan "Eh sì, sì, sì... sembra facile!" ("Oh, yes, yes, yes... it looks easy!").*

*The little man with the moustache is a timeless, ironic, funny character with charming charisma, who has entertained and amused generations and still today is the star of communications.*



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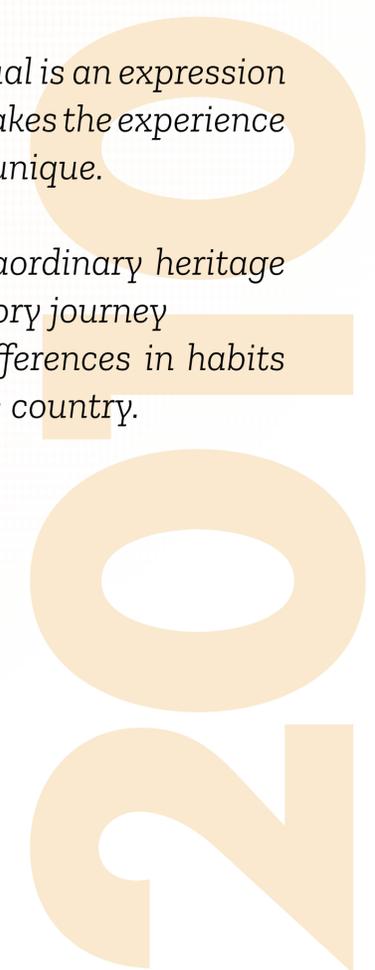
# BIALETTI ROASTING

## THE EXCELLENCE OF ITALIAN ESPRESSO

*Thanks to our profound expertise in the world of coffee and as experts in the Italian ritual par excellence, we at Bialetti are extending our range, becoming a real coffee roasting company.*

*In every city across the Bel Paese the coffee ritual is an expression of different traditions and techniques, which makes the experience of tasting espresso in each of the main cities unique.*

*We at Bialetti wanted to showcase this extraordinary heritage by creating the Caffè d'Italia capsules, a sensory journey from north to south, which celebrates the differences in habits and in taste from the north to the south of the country.*



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2020

# IL CAFFÈ D'ITALIA

## THE ITALIAN COFFEE RITUAL IN EVERY CORNER OF THE WORLD

*As undisputed leaders in Italy and around the world in the preparation of coffee, today, we at Bialetti are extending the ultimate Italian ritual to the world of the bar and the restaurant, in the principal international markets.*

*From the selection of the best coffees and the craftsmanlike care of the production process is born a line of blends specifically for professional use. An array of highly balanced and refined blends, which retrace the aromas and flavours most beloved in Italy's main cities.*



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*Mountain beans*

*Big heart*

*Triple selection*

*State-of-the-art blending*

*Traditional roasting*

*Rigorous refinement*

*Continuous tasting*

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*Thanks to the innovative vitality of our founder and to our experience that, propelled by the same momentum, has stretched for over 100 years, we at Bialetti have perfected our own particular method, to create blends that offer a perfect balance.*

*A work process that begins with the selection of the best beans and with state-of-the-art blending, ending with the customised roasting of each single batch, to guarantee you get the highest quality product and all the harmony of the aromatic bouquet typical of real Italian espresso.*



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# MOUNTAIN BEANS

In choosing our coffees, we favour the use of beans grown on plantations located in tropical areas at high altitude, over 1,000 metres above sea level.

Up there, due to the significant temperature shifts, the coffee ripens more slowly and thanks to this it develops a characteristic fine and elegant aroma.



PLANTATIONS  
SITUATED  
IN TROPICAL AREAS



HIGH ALTITUDE,  
OVER 1000m  
IN HEIGHT



SLOW  
MATURATION  
PROCESS

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## BIG HEART

*Mountain coffees are the most highly prized raw material, due in part to the large size of the beans.*

*Size is essential for perfect roasting. Large grains from the same batch allow us to achieve uniform roasting, essential for ensuring an intense and homogeneous aroma.*

"SIZE IS  
ESSENTIAL  
FOR PERFECT  
ROASTING."

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## TRIPLE SELECTION

**The first selection of the beans takes place before purchase.** We subject a sample of each individual batch to a thorough analysis, which evaluates the beans according to size, colour, perfume, and humidity. After roasting the sample, we carry out the tasting and the organoleptic assessments.

**The second selection of the beans happens before the roasting.** Thanks to high-precision optical sorters, we check the beans one by one, eliminating those that are not at the right level of ripeness, are ruined or fermented. We only roast perfect beans.

**The third selection for wholeness is carried out on already roasted beans.** With the use of a special filter we discard the fragments and the beans that have been damaged. We blend and package only perfectly intact beans.

**"WE ONLY ROAST  
PERFECT BEANS."**

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# STATE-OF-THE-ART BLENDING

*We believe that the composition of the blend is the key step, to obtain a coffee that has an aroma and a flavour that is harmonious and balanced, constant over time.*

*It's an almost artistic component of our method. Thanks to a special awareness, which integrates competence and methodological rigour, we at Bialetti, like composers, choose and combine the different origins and aromatic notes, creating blends with perfect harmony and constancy.*

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# TRADITIONAL ROASTING

Roasting is the key moment of processing, when the coffee's aroma develops that rich and enveloping aroma that gives you a preview of the taste.

To showcase the aroma, we opt for traditional roasting.

We use the "rotating drum" method, with the constant presence of a team of expert roasters dedicated to monitoring and continuously adjusting the entire roasting cycle.

The duration of the roasting has a determining role in defining the aroma. At Bialetti we apply a slow roasting method, in order to bring out the entire aromatic spectrum of each coffee.

It is a decisive period of time, in which the green beans are subject to a metamorphosis: they lose weight and moisture, change shape and colour and above all acquire the typical aroma of Italian espresso coffee, which has always been recognised around the world as our speciality.

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## RIGOROUS REFINEMENT

*The storage of the roasted beans before packaging is essential for the development of the oils that define the aroma of the coffee and the sensorial characteristics.*

*For each blend, we at Bialetti allow the coffee to rest in a suitable temperature-controlled environment, to encourage the release of the characteristic aromas of each blend.*

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## CONTINUOUS TASTING

The internal team of espresso sommeliers, professional tasters who have graduated from the International Institute of Coffee Tasters, is the face of Bialetti quality.

The irreplaceable contribution of espresso sommeliers is expressed in two fundamental moments.

The check of the incoming green beans where the quality of the raw material and the organoleptic characteristics are verified (acidity, bitterness, sweetness, ...)

The tasting of the espresso in the laboratory that verifies the final result in the cup. Beyond these official moments, the Bialetti espresso sommeliers constantly monitor the processing and are the reference point for the entire team.

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# IL CAFFÈ D'ITALIA

## PROFESSIONAL BLENDS

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# THE ATLAS OF ITALIAN ESPRESSO

## JOURNEYS OF TASTE

*Inspired by the thousand faces of Italy, a mosaic of identity that from the Renaissance to today is the wellspring of a special widespread creativity and of a multifaceted gastronomic culture, we retraced the many tastes and different habits that revolve around Italian espresso in the various geographical areas.*

*Milan, Venezia, Rome and Naples.*



*Four capitals of taste. Four different ways of understanding coffee, which we at Bialetti, standard bearers of Made in Italy excellence, proudly carry around the world.*

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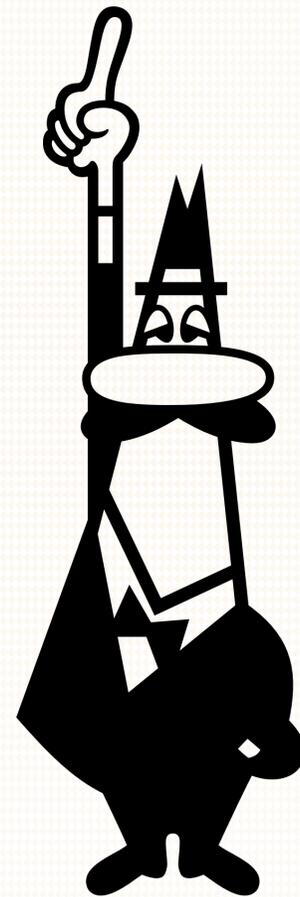
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# MADE IN ITALY STYLE

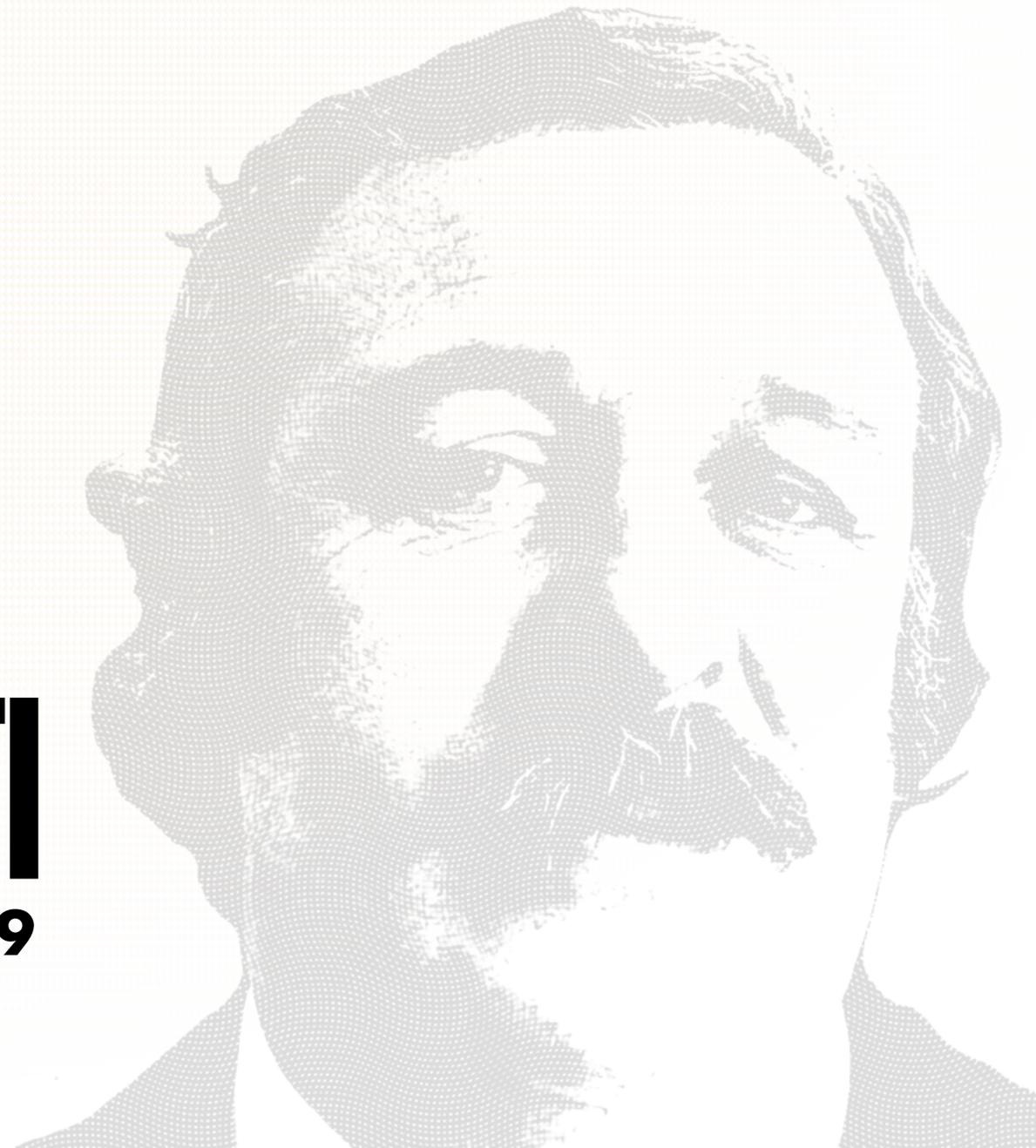
## A VISUAL IDENTITY THAT CELEBRATES THE ESSENCE OF THE PRODUCT

*An emblem of our history and a perfect synthesis of our way of working, the little man with a moustache, born as an affectionate caricature of Renato Bialetti, becomes the undisputed star of our brand.*

*An unmistakable icon, which guides people in the discovery of the true Italian coffee ritual.*



**BIALETTI**  
**CAFFÈ 1919**



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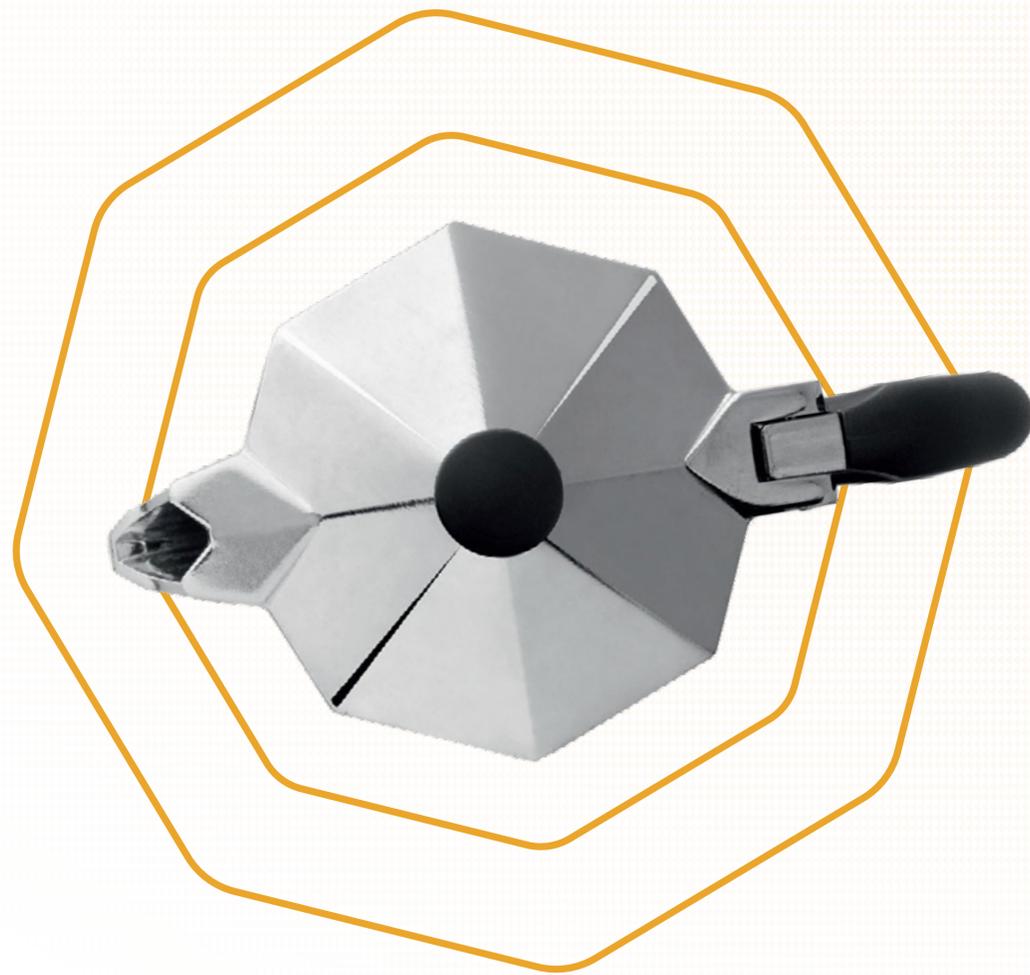
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*Alongside the little man, the octagon, the Bialetti hallmark, the foundational symbol of our iconography.  
A geometric symbol, which in addition to echoing the mocha, promises precision and harmony.*



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*An intense yellow colour code, immediately  
recognisable, and a delicate texture, convey the idea  
of the flavour and recall the coffee's crema.*

*A slender and slim silhouette frames all the elements  
and gives the product a distinctly Italian elegance.*



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# PROFESSIONAL BLENDS

## IL CAFFÈ D'ITALIA



**MILANO BAR**  
DELICATE



**VENEZIA BAR**  
SOPHISTICATED



**ROMA BAR**  
INTENSE



**NAPOLI BAR**  
DEEP BODIED

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# MILANO BAR

## OUR BLENDS

Inspired by the Italian capital of glamour, Milano is a 100% Arabica espresso coffee, with a delicate aroma and a balanced flavour, obtained from the most prized varieties of Arabica.

Thanks to the floral notes and the hints of fresh fruit, it is characterised by a soft taste, ideal for those who love subtle flavours.

Conferring unmistakable softness to the aroma, the presence of Colombian Excelso origin. Among the most prized coffees in the world, it grows at up to 2,300 meters above sea level and thanks to the mild temperatures ranging between 8 and 24 degrees centigrade, it develops an elegant aroma and an organoleptic profile with characteristic fruity notes.

BLEND:  
100% Arabica



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# VENEZIA BAR

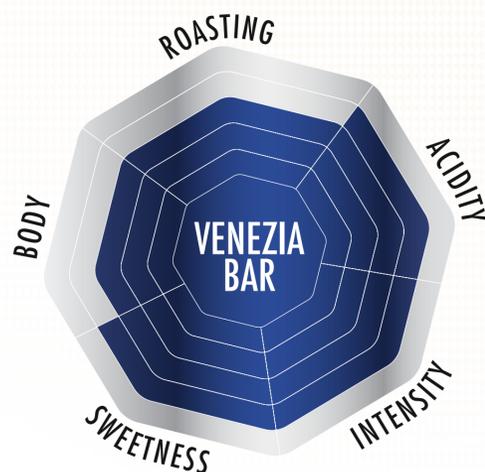
## OUR BLENDS

Homage to the ancient capital of trade with the Orient, Venezia is a blend with a light roast and low acidity, and stands out for its refinement and enveloping body.

Reminiscent of the intriguing spirit of the city, it is characterised by a vanilla and spiced aroma and a naturally sweet flavour, the perfect choice for those who love refined and sophisticated flavours.

Historically, coffee in Venice was imported from the Orient on wooden sailing ships. Over several months traveling by sea, the coffee was exposed to high levels of moisture, acquiring a particular flavour and a straw yellow colour.

Since the advent of steam transposition, to maintain this typical flavour, the coffee is subjected to the monsooning process. In southwestern India during the monsoon season, the coffee is stored in large warehouses without walls, exposed almost directly to the tropical rains, so as to develop the famous patina.



**BLEND:**  
70% Arabica  
30% Robusta



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**OUR BARS**

# ROMA BAR

## OUR BLENDS

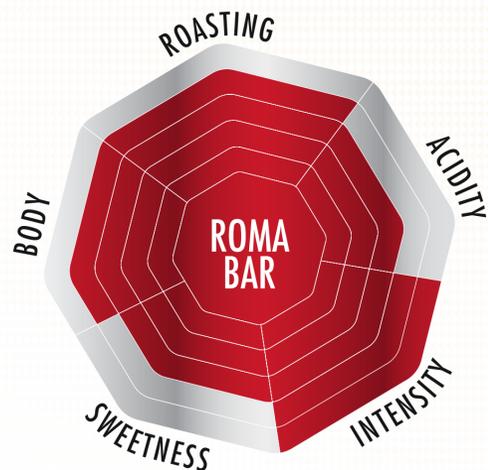
In honour of the Eternal City, Roma is a coffee that is perfectly balanced between Arabica and Robusta, with a persistent aroma and compact crema.

Echoing the charisma of the capital, Roma is a vigorous coffee, which in keeping with Roman culinary tradition, full of flavourful dishes, is perfect after a meal.

The presence of Flores origin gives this blend its particular intensity, softened by the characteristic notes of cacao and vanilla. It is a highly prized coffee, grown on the Thai island of the same name with the care typical of small farmers.

Here the red coffee berries are still harvested and selected by hand and, after pulping, dried in the sun in the farmyard in front of the houses of the farmers themselves.

**BLEND:**  
50% Arabica  
50% Robusta



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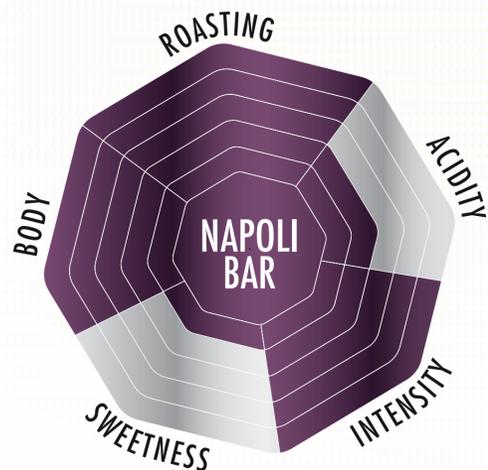
# NAPOLI BAR

## OUR BLENDS

Tribute to the city where espresso became a legend, Napoli is a coffee obtained mostly from the use of Robusta, which is characterised by its dark roast and deep body.

Inspired by the liveliness of the Neapolitan spirit, Napoli is a strong coffee, with a very persistent taste, mellow with notes of chocolate and spices, ideal for those who love flavours with character.

Giving this particular personality to the blend is the Indian Cherry origin, a coffee processed according to the natural method, which combines the body of Robusta with a multifaceted organoleptic profile. The special quality of this origin, recognised as one of the best Robustas in the world, is the result of the extreme care taken in the growing, harvesting and initial processing, which guarantees the selection of only perfect beans.



**BLEND:**  
20% Arabica  
80% Robusta



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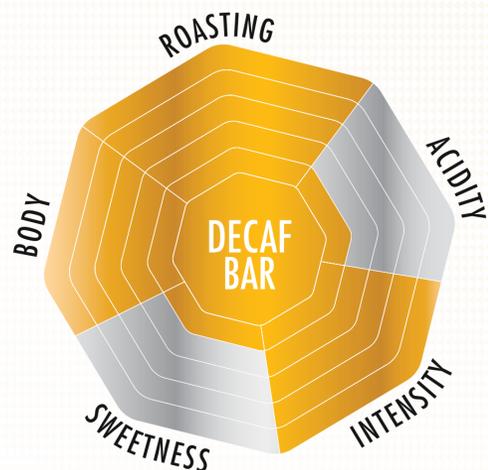
# DECAF BAR

## OUR BLENDS

Decaf Bar is a perfectly harmonious blend, obtained from the best quality Robusta, which offers a balanced and well-round espresso, ideal for those who prefer a light coffee.

Thanks to the use of the most advanced techniques for decaffeination, the blend maintains its complete aromatic richness.

Every single pod, which is vacuum packed, guarantees a fragrance that is always perfect and an ideal dose of coffee, for a result in your cup that is state-of-the-art.



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OUR BARS

# THE ITALIAN COFFEE RITUAL ALSO IN CAPSULES

## A UNIQUE GALLERY OF AROMAS

*An identical journey through the tastes and habits of the principal Italian cities, which make the Italian coffee ritual a unique gallery of aromas, is offered by the Bialetti capsule range.*

*Milan, Venezia, Rome and Naples.*

*Four different styles for an authentically Italian espresso.*



**The closed Sistema Bialetti:** *a perfect combination of functionality of the machine and characteristics of the capsule, which offers, in addition to ease of use, a perfect result in the cup. A self-protected aluminium capsule, which preserves all the aromas of the blend for a long time.*

*Seven grams of pure ground coffee, the ideal dose for real Italian espresso. A proposal designed to be 100% recyclable, which combines the pleasure of espresso with respect for the environment.*

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(Each capsule will have its own dedicated box like the one shown to the left)



(Each capsule will have its own dedicated box like the one shown to the left)



(Each capsule will have its own dedicated box like the one shown to the left)



### MILANO BAR DELICATE

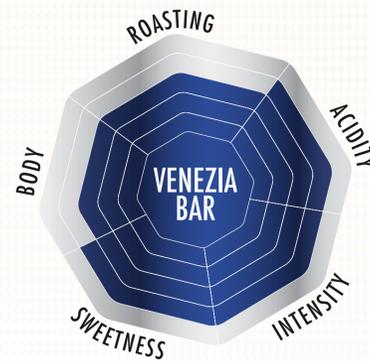
A 100% Arabica espresso coffee, with a delicate aroma and a balanced flavour, obtained from the finest varieties of Arabica, grown at high altitudes.



**BLEND:**  
100% Arabica

### VENEZIA BAR SOPHISTICATED

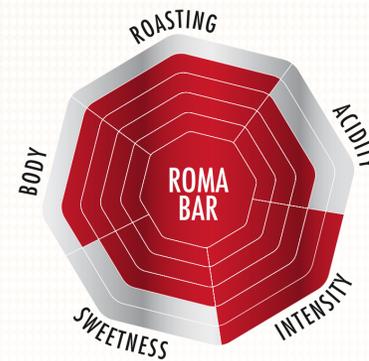
A blend with spicy notes and hints of vanilla, obtained from Indian coffees which, thanks to their exposure to the monsoons, are characterised by a straw-yellow colour.



**BLEND:**  
70% Arabica  
30% Robusta

### ROMA BAR INTENSE

A coffee that is perfectly balanced between Arabica and Robusta, with a persistent aroma and compact crema, which echoes all the vigour of the flavours typical of the Roman culinary tradition.



**BLEND:**  
50% Arabica  
50% Robusta

### NAPOLI BAR DEEP BODIED

A blend mostly made up of Robusta, with a very persistent, mellow flavour with notes of chocolate and spices. A perfect synthesis of body and aromatic richness thanks to the presence of the India Cherry origin.



**BLEND:**  
20% Arabica  
80% Robusta

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# OUR COFFEE MACHINES

## AREA

*Area is a professional OCS **Sistema Bialetti** capsule machine, 100% Made in Italy, which combines extreme ease of use and reliability with contemporary aesthetics and refined elegance.*

*Due to its minimalist style and small size, Area integrates well into many environments. The user interface, thanks to the backlit icons, makes it simple and intuitive to dispense drinks, up to 8 directly selectable types.*

*Equipped with an advanced cappuccino maker, it allows you to use fresh milk for creamy cappuccinos.*



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# OUR COFFEE MACHINES

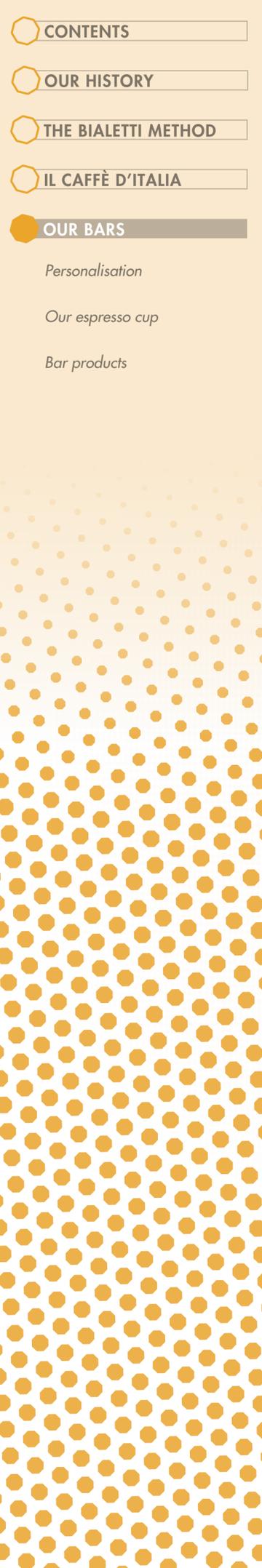
## STILLA

*Stilla is the **Sistema Bialetti** capsule machine that is ideal for the home, for small refreshment areas, B&Bs and small offices.*

*Endowed with harmonious lines and elegant chrome finishes, it owes its name to the characteristic drop-shaped dispensing head on the front.*



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# OUR BARS

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## PERSONALISATION OUR BARS

*To ensure the perfect espresso experience, we offer a series of service and communication materials, which recreate a typically Italian ambiance in different environments.*

*A collection of objects, which allow you to imbue your bar with a strong personality and use to your advantage the relevance and renown of the Bialetti brand.*



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# OUR ESPRESSO CUP

*A must-have co-star of the Italian coffee ritual, the Bialetti cup is a brilliant synthesis of functional needs and style elements.*

*An object that pays tribute to the history of the brand, alluding to the unmistakable shape of the Moka's lid, and lends itself to enriching the experience of espresso with subtle gratification.*



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# BAR PRODUCTS

## COFFEE BEANS



### MILANO BAR DELICATE

Article number:  
Ean code:  
ITF14:  
Net weight:



### VENEZIA BAR SOPHISTICATED

Article number:  
Ean code:  
ITF14:  
Net weight:



### ROMA BAR INTENSE

Article number:  
Ean code:  
ITF14:  
Net weight:



### NAPOLI BAR DEEP BODIED

Article number:  
Ean code:  
ITF14:  
Net weight:

**Single unit**  
Dimensions (w x d x h):  
Gross weight box:  
Shelf life:  
Max shelf life:  
N° capsules per box:

**Master carton**  
Packages per master:  
Dimensions (w x d x h):  
Volume:  
Gross weight:

**Pallet**  
Packages per pallet:  
Masters per pallet:  
Masters per layer:  
Number of layers:  
Pallet height:  
Volume:  
Gross weight pallet:

## CAPSULES



### MILANO BAR DELICATE

Article number: 096080313/M  
Ean code: 8006363031516  
ITF14: 18006363031513  
Net weight single capsule: 7gr  
Net weight single box: 112gr

(Each capsule will have its own dedicated box like the one shown to the left)



### VENEZIA BAR SOPHISTICATED

Article number: 096080314/M  
Ean code: 8006363031523  
ITF14: 18006363031520  
Net weight single capsule: 7gr  
Net weight single box: 112gr

(Each capsule will have its own dedicated box like the one shown to the left)



### ROMA BAR INTENSE

Article number: 096080315/M  
Ean code: 8006363031530  
ITF14: 18006363031537  
Net weight single capsule: 7gr  
Net weight single box: 112gr

(Each capsule will have its own dedicated box like the one shown to the left)



### NAPOLI BAR DEEP BODIED

Article number: 096080316/M  
Ean code: 8006363031547  
ITF14: 18006363031544  
Net weight single capsule: 7gr  
Net weight single box: 112gr

**Single unit**  
Dimensions (w x d x h): 8,8x8,8x9,1cm  
Gross weight box: 175gr  
Shelf life: 18 months  
Max shelf life: 24 months  
N° capsules per box: 16

**Master carton**  
Packages per master: 8  
Dimensions (w x d x h): 18,8x18,8x20cm  
Volume: 0,00707m<sup>3</sup>  
Gross weight: 1400gr

**Pallet**  
Packages per pallet: 1728  
Masters per pallet: 216  
Masters per layer: 24  
Number of layers: 9  
Pallet height: 195cm  
Volume: 1,872m<sup>3</sup>  
Gross weight pallet: 327,4kg

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# BAR PRODUCTS

## PODS



### DECAF BAR

Article number:  
Ean code:  
ITF14:  
Net weight:

**Single unit**  
Dimensions (w x d x h):  
Gross weight box:  
Shelf life:  
Max shelf life:  
N° capsules per box:

**Master carton**  
Packages per master:  
Dimensions (w x d x h):  
Volume:  
Gross weight:

**Pallet**  
Packages per pallet:  
Masters per pallet:  
Masters per layer:  
Number of layers:  
Pallet height:  
Volume:  
Gross weight pallet:

## ESPRESSO CUP



Article number:  
Ean code:  
ITF14:  
Net weight:

**Single unit**  
Dimensions (w x d x h):  
Gross weight box:  
Shelf life:  
Max shelf life:  
N° capsules per box:

**Master carton**  
Packages per master:  
Dimensions (w x d x h):  
Volume:  
Gross weight:

**Pallet**  
Packages per pallet:  
Masters per pallet:  
Masters per layer:  
Number of layers:  
Pallet height:  
Volume:  
Gross weight pallet:

## COFFEE MACHINES



### AREA

Capsule system: Bialetti Caffè d'Italia  
Size (w x h x d): 280x380x480mm  
Weight: 9kg  
Colour: Black  
Capsules/day recommended per machine: 40  
Power supply: 230V / 50Hz  
Power consumption: 1300W  
Boiler: Stainless steel  
Hot water nozzle: Yes - built-in  
Water source: Independent tank  
Water tank capacity: 4L  
Used capsule container capacity: 40  
Cappuccino maker: Yes  
Programmable dose: Yes - 7  
2.7" Graphic display and touch keys with photographic icons  
Number of one-touch directly selectable types: 8



### STILLA

Capsule system: Bialetti Caffè d'Italia  
Size (w x h x d): 120x231x320mm  
Weight: 3kg  
Colour: Red / White / Grey  
Capsules/day recommended per machine: 10  
Power supply: 230V / 50Hz  
Power consumption: 1200W  
Independent water tank supply  
Water tank capacity: 0.7L  
Used capsule container capacity: 7  
Automatic/manual: Automatic  
Button type: Manual  
Cup rest grille: Removable for each mug  
Number of dispensing functions: 2

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