

Caffè Haiti Roma at Welcome Italia: a window onto the UK market



Everything is ready at the Royal Horticultural Halls in Londra: soon the Cookery Theatre will be pervaded by the smells and flavours of the Italian regional culinary tradition, thanks to the expert hands of famous chefs and to the precious contribution of many companies that, like Caffè Haiti Roma, have produced since years very high quality products.

Already since years our cooking culture has been exported all over the world, thanks to Italian chefs that gave it new life through its regional varieties, and to the export activities of wine and food Italian productions. All this is balanced by a constant request for supply, a close attention to all that our Country has to offer. In this context, food and beverage plays an important role in exporting to some countries, such as the UK, that is the fourth country to import from Italy. And the exporters are well aware and always quality-oriented. Given these premises, one can better understand how important is exhibition Welcome Italia, from 21st to 23rd October, that will see the famous Haiti Roma coffee blends on the side of the best chefs, in a kermesse made of cooking shows, seminars, tastings. Being not the first time that Caffè Haiti Roma cooperates with the chefs, suffice it to think about the past ones with the Italian Chefs Association, the artisanal roasting company is proud to put its Espresso at the service of cooking craftsmanship, and above all to open itself to the promising UK market.

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Caffè Haiti Roma was born from the initiative of its founder Azeglio, who for many years since 1950 has been leading the Company, at the beginning alone, and then with the help of his wife Adriana, the sons Paolo and Fabio, the daughter Monica and Francesco Geracitano, who took the lead of the Company at the end of the 80's. Today, Caffè Haiti Roma is a Company that makes of correctness and clearness in the relationship with bars its own corporate philosophy; a roasting Company with a huge inherited experience, which means not only excellent espresso blends for

bars, but also inputs to make more pleasant the atmosphere in bar, through many accessories with a refined and accurate design. Coffee cups from the Collections “Haiti Art”, trays, big wall clocks, “Mug” cups, are just some of the innovative ideas that Caffè Haiti Roma proposes to enrich offers for bars that choose it as partner.

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