

Biocaffè Superior Blend at Biofach: Certified Italian Espresso signed by Caffè Haiti Roma



“A hazel-brown to dark - brown foam – characterised by tawny reflexes – with a very fine texture (absence of large mesh and larger or smaller bubbles). The nose reveals an intense scent with notes of flowers, fruits, toasted bread and chocolate. All of these sensations are felt also after swallowing the coffee in the long lasting aroma that remains for several seconds, sometimes even for minutes. Its taste is round, substantial and velvet-like. Sour and bitter tastes are well balanced and neither one prevails over the other. There is no, or a barely perceptible, astringent taste. This is, according to the Secretary General of the Italian Espresso National Institute and President of the International Institute of Coffee Tasters Luigi Odello, the identikit of the perfect Italian Espresso: an Espresso that embraces the preference of a thousand consumers, compared to the experts’ opinion. The starting point was a great work of research to identify the Italian Espresso Symbol of Made in Italy worldwide; the next step was codifying these characteristics to safeguard tradition and quality of a product so renowned and appreciated worldwide. The final result? Identifying within the roasting companies from our Country the Certified Italian Espresso.

All things considered, Caffè Haiti Roma proudly announces the recent certification of Biocaffè Superior Blend, flagship within Haiti Roma Organic and Fairtrade offer, a coffee considered in compliance with the characteristics that the perfect Espresso must have, and therefore symbol of tradition and quality worldwide. Already Gold Medal at the International Coffee Tasting Asia 2015, it is not surprising that Biocaffè Superior Blend has been also recognized as Certified Italian Espresso, especially because all this comes at conclusion of a virtuous path in which the roasting company from Rome has committed itself, to offer a traditional product in line with the highest quality standards. The first useful occasion to meet this fine coffee blend and discover its features will be the international exhibition Biofach, from 14th to 17th February in Nuremberg, where Caffè Haiti Roma will be present at pav. 1 / 1-164.

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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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