

# Simply for a good coffee...

## Who is Noircafe.com Importation

Noircafe.com is a family company founded in 2007 by Marcel Gérin and his daughter Catherine. Marcel has been in the business world for 25 years, during which he has owned two food stores and a distribution company in beautiful Quebec City. Having worked in the coffee business in 2001, he is making a comeback, wishing to become a reference as an importer and a distributor in North America.

Catherine always wanted to expand her knowledge. Her interests go to languages, history and natural sciences. Growing up in her father's shadow, she is most enthusiastic about the Noircafe.com project, which has become a true passion. The new challenge of being responsible of International

Relations has given her the opportunity to learn new languages as well as the history of the exporting and coffee roasting countries.

Meticulousness and perseverance are the slogan of the instigators of this new flavors discovery project.

Noircafe.com is a brand new business which wishes to accompany the coffee lovers in their quest for the best.

### Mission

Noircafe.com's mission consists in a search for the best coffee flavors all around the world. Our goal is to import, not only the coffee, but also the knowledge and tradition of the roasting masters across the planet. It is the coffee blends created by

these companies - whether multinational or family businesses - that we want to help you discover here and now.



Marcel Gérin, President  
Sylvie Sanschagrin, Muse  
Catherine Gérin, International Relations

### Sommaire :

- Who is Noircafe.com Importation?
- Pitti Caffè
- What are PODs?
- The advantages
- The blends available
- Espresso Machines
- Adaptor
- Sizes available

## Pitti Caffè, an Italian coffee, new to Canada

At the beginning of 2005 on an exceptionally sunny winter day in Milan the first meeting took place between Mr. Monti, industrialist and owner of an important Italian coffee roaster, with over half a century in the business at national level and Mr. Massimo Cubicciotti, export manager with a long standing experience in the coffee trade in Italy and over 10 years abroad.

An instant understanding was established between the two generations due to a common desire to "raise the standards"

exporting the culture of a true, genuine coffee worldwide. The culture of being together and sharing moments of pleasure, beating down any language or cultural barriers, benefitting the community and its people.

### Mission

To make a name for itself in a competitive world in whirling acceleration, especially in the context of work and production which is now part of a single globalised market, it becomes increasingly more pressing and necessary to move

in two fundamental directions: on one side to give voice to its own partners and personnel, listening to their needs and demands, and on the other to know how to grasp the changeable demands of the market.



by MOKA EFTI

What exactly is a POD? 2

The advantages of using a POD 2

The PITTI Blends 2

Espresso Machines with a POD adaptor 3

The adaptor 3

The sizes available 3

## What exactly is a paper POD

Pitti Caffè coffee paper pods are designed to make your life easier! How many times, in the morning will you avoid to prepare a good espresso? You need to grind the coffee, compact it in the handle, clean up the mess after the brewing process...

Packed individually in an inert and protected atmosphere and meticulously weighted to get the perfect amount of coffee to prepare a high quality espresso, those paper pods give you the opportunity to have, at any time during the day, a good espresso from your new espresso machine or your actual machine!

Three things to do: replace your handle by the pod adaptor given with your machine, place the paper pod in and brew it. There you go! The only things left to do is enjoying your cup of espresso, put the used paper pod in the composting basket and the plastic envelope to recycling!



**A Paper POD is  
biodegradable  
and can be thrown  
away in  
composting**

## The advantages of using a paper POD

### Simplicity and speed of use

The correct amount of coffee is already dosed and sealed in the paper, avoiding the need to tip the correct amount of coffee into the filter.

### Greater cleanliness and hygiene

The absence of ground coffee avoids direct handling of the powder and its natural spillage onto the work surface, around the filter, the jets and the grill at the end of the preparation process.

### Less maintenance

The E.S.E. system is naturally hygienic and this reduces the need to clean the espresso machine as often in order to ensure correct working and preserve the coffee's aroma.

### Constant quality

Using E.S.E. machines and servings enables you to obtain a coffee that is always top quality and does not rely on the experience of the person preparing it.

### Freedom of choice - Compatibility

The E.S.E. standard allows the end consumer to choose between the brands of machines and servings on the market.

### Respect for the environment

The E.S.E. serving is ecological: it consists of about 7 grams of coffee and 0.2 grams of paper, both natural products that respect the environment.

## The PITTI Blends

**Arabica 100** Blend made from 100% Arabica coffee beans, delicate, mild, with a fragrant after-taste.

**24 Seven** Smooth blend with a delicate flavor.

**Nero** Traditional Italian espresso blend, strong, rich and intense.

Or even **No Limits**, a decaffeinated blend that keeps the real flavor of a good coffee!



**Arabica 100**



**24 Seven**



**Nero**

**No Limits**



## Espresso machines with a paper POD adaptor

**KRUPS**

XP4050, XP4030, XP4000, XP2070, XP2010

**Breville®**

BES-820-XL, 800-ESXL, BES-400-XL, BES-200-XL, ESP-8-XL

**Cuisinart®**

EM-200C, EM-100C

**Oster®**

3300-33

**Saeco**

MAGIC CAPPUCCINO, VIA VENEZIA, AROMA, NINA

**DeLonghi**

EC155, EC270, BAR32

## You may already have the paper POD adaptor



Look for this adaptor! On the reverse side you may read « POD » or you may recognize the *E.S.E Pod* logo.

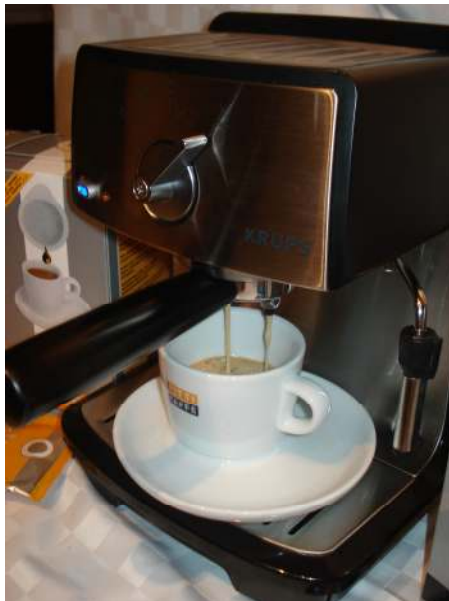
## The sizes available

For home use, you may choose a 18 paper pods blister



For restaurants, the 100 paper pods box is the best way to go

## Espresso prepared the easier way—with a paper POD



## Noircafe.com Importation

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