



c a f f è
Musetti[®]





“

What matters is love and experience.
Great things are born from passion.
So, if you are crazy enough to live for what you truly
believe in... everything gains meaning.
I dreamt of an aroma, an atmosphere,
a good coffee.

Lucia Musetti

MUSETTI PILLARS pag. 04

SUSTAINABILITY pag. 05

VALUES AND HISTORY pag. 06

ACADEMY pag. 08

HO.RE.CA. pag. 09

COFFEE BEANS BLENDS pag. 10

ZERO IMPACT pag. 15

COFFEE PODS pag. 17

RETAIL pag. 18

RETAIL BLENDS pag. 20

COFFEE PODS pag. 22

COMPATIBLE CAPSULES pag. 24

GROUND COFFEE - VACUUM BAG pag. 28

GROUND COFFEE - TIN pag. 30

COFFEE BEANS - BAG pag. 32





Musetti coffee: perfect symphony in the cup.

The Italian tradition of authentic espresso has found its home in Musetti for nearly ninety years. This historic company has dedicated itself with passion, quality and expertise to creating the perfect espresso, serving both the **Ho.re.ca.** sector and the **Retail** market with complete solutions.

THE MUSETTI PILLARS

Selection of Coffee Beans

The constant search for the best coffee varieties in the world is essential to ensure a superior product. This care in selection results in a range of the highest quality coffees, with unique aromas and distinctive characteristics that are revealed in every cup.

Slow Roasting

Roasting is a critical process in creating the perfect Italian espresso. Musetti follows a slow roasting practice, which preserves the richness of the natural oils present in coffee beans, creating a rich and complex flavor profile.

Sustainability

Sustainability is a journey of continuous improvement, and Musetti is aware of the importance of adopting an ethical approach to contribute to the creation of a responsible supply chain.

Quality

Quality is the cornerstone on which Musetti's legacy is based. This relentless commitment to perfection ensures that each cup of Musetti coffee is a symphony of aromas, an extraordinary experience that celebrates the Italian tradition of authentic espresso.



UNI EN ISO 9001:2015



HACCP CODEX ALIMENTARIUS



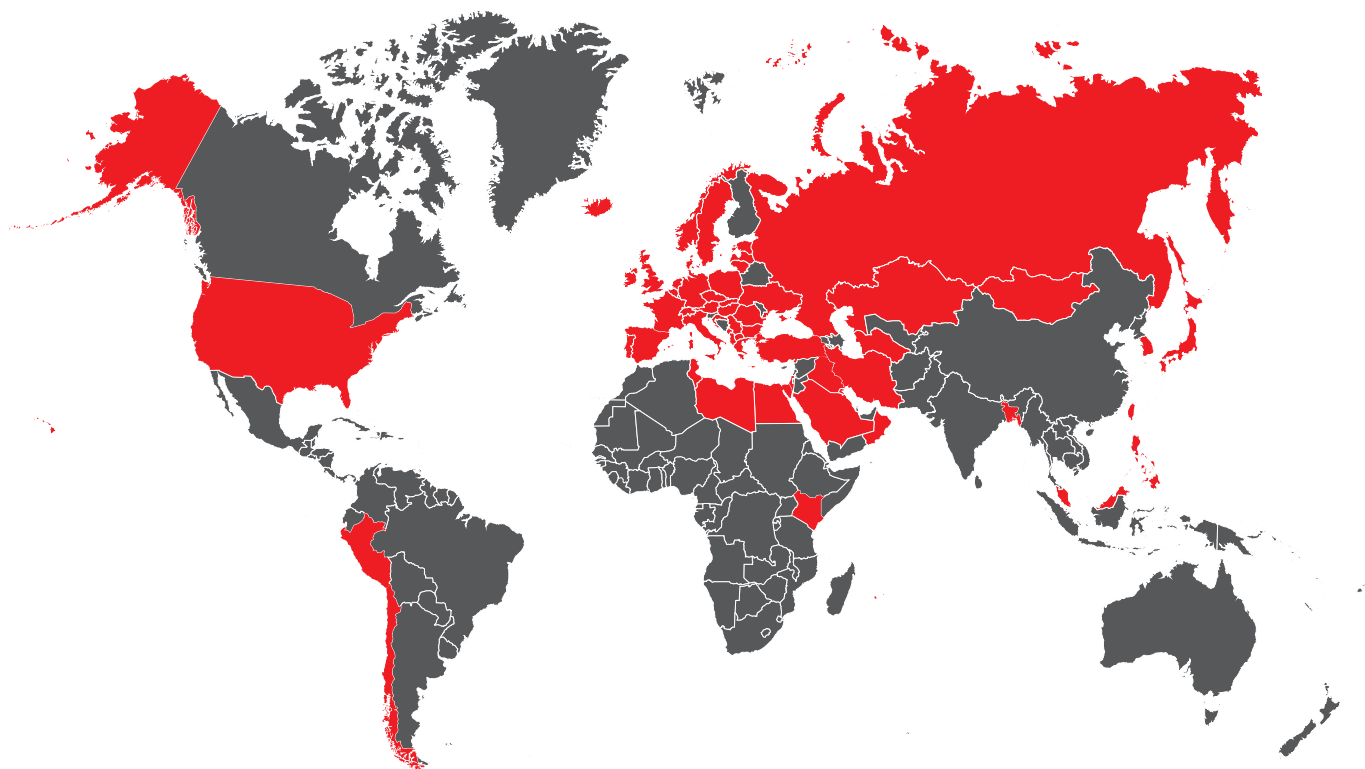
FAIRTRADE



A FOODCHAIN ID COMPANY

10/10/2020

With pride, we have been carrying on the Italian espresso tradition for nearly a century, offering coffee lovers around the world the opportunity to savor perfection in every cup.



Our History

• THE ORIGINS

1934



Luigi Musetti founded La Casa del Caffè, a shop in the center of Piacenza, in via Garibaldi 14. Luigi, together with his wife Dina, selected the best coffee beans and created the historic Musetti blends.

• POST-WAR

1950



Luigi, Dina and their children Lucia and Achille, with the iconic "Giardinetta" of the Casa del Caffè, expand the distribution network in Piacenza and neighboring towns

• THE COMPANY

1960



Musetti becomes a company: the headquarters are in Viale Sant'Ambrogio, equipped with modern, cutting-edge structures.

• DINA'S ERA

1973



Luigi Musetti dies due to a serious illness. Dina and her children Lucia and Achille rigorously continue the business. In just a few years, Musetti coffee became an international product.

• CONTINUITY

1997



Dina passes away and the baton goes to Lucia and Achille. Their respective children Guido and Silvia also join the company.

● PONTENURE

2003



In the new factory, technological innovations allow the company to produce superior quality coffee. The Musetti Coffee Academy is founded.

● ANNIVERSARY

2014



After Achille's death (2004), the company, led by Lucia Musetti and her son Guido, celebrated 80 years and inaugurated its second store in Piacenza.

● EXPANSION

2016



2013: expansion of the logistics area. 2016: the Musetti Coffee Academy becomes a cutting-edge multimedia reality for barista training.

● GUIDO MUSETTI

2017



Guido Sicuro Musetti is officially president of the company and he dedicates himself to the growth and constant expansion of Caffè Musetti.

● THE ACQUISITION

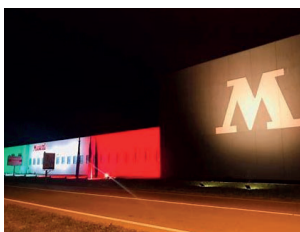
2020



Acquisition of Bonomi Spa by Musetti Spa: the goal is to create an aggregator hub in the Made in Italy coffee sector.

● THE TEAM

2023



The Musetti family together with a hundred collaborators help the company grow. The driving force: the love for good coffee and the desire to enhance and spread its culture.

Musetti Coffee Academy

The Musetti Coffee Academy offers several professional courses and workshops that touch on both theoretical aspects, in a state-of-the-art multimedia classroom, and practical ones thanks to the seven individual bar stations for complete exercises.

Everything is designed to turn learning into a journey into the world of coffee to discover its origins, properties and secrets, including how to prepare it.

The facility was completely renovated in 2016 to make room for the latest technology and thus enhance learning the secrets about the world of coffee.



HO.RE.CA.

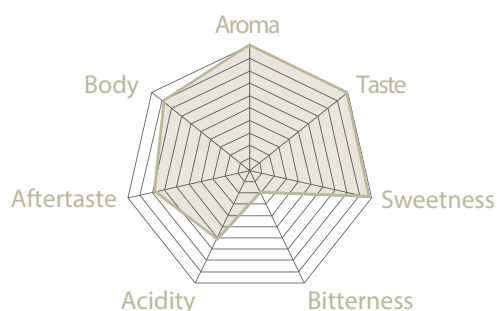


The Musetti Blends

ABSOLUTE 100

Personally selected by Lucia Musetti, this 100% Arabica blend offers a velvety body, balanced sweetness, and subtle acidity. It leaves an elegant aftertaste with hints of caramel and orange blossoms.

PREDOMINANT NOTES: Vanilla. Chocolate.
100% arabica



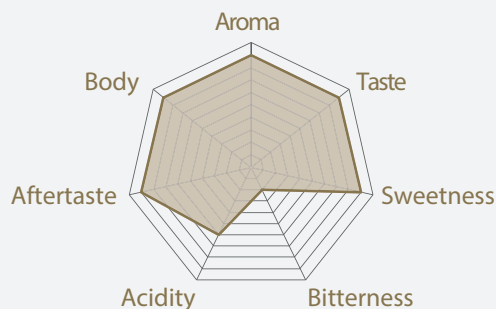
1,5 kg
Absolute 100

Cod. A020855

GOLD CUVÉE

Created to celebrate Musetti 80th anniversary from exquisite beans from Kenya and Central America, this unique blend is sweet with rich aromas and subtle acidity. It offers notes of enveloping chocolate and hints of candied citrus in the aftertaste.

PREDOMINANT NOTES: Citrus fruits. Cocoa.
90% arabica - 10% robusta



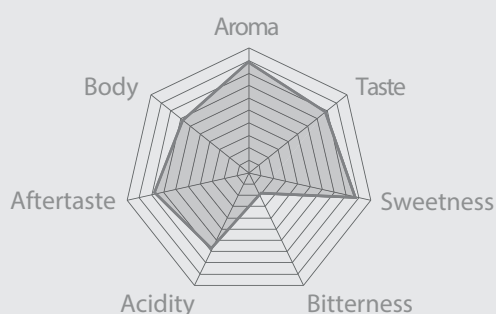
1 kg
Gold Cuvée

Cod. A020009

GRAND CRU

A blend dedicated to Achille Musetti, it features predominantly sweet and aromatic coffees. The taste is refined, with fruity notes and a finish of chocolate, almond, and vanilla, delivering a delightful sweetness.

PREDOMINANT NOTES: Chocolate. Yellow fruit.
90% arabica - 10% robusta



1 kg
Grand Cru

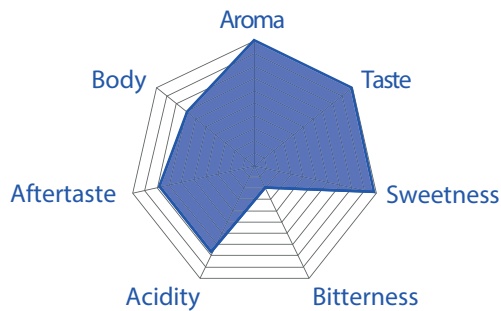
Cod. A020008

The world of coffee is made up of multiple aromas and flavors. From this world we have extracted our precious blends selected for home consumption, one different from the other and each with its own character, to please all palates.

EVOLUZIONE

100% Arabica precious coffee blend stands out as enveloping floral notes intertwine with dried fruit flavors, adding a layer of complexity that captivates. This blend promises harmonious balance and an unparalleled coffee experience.

PREDOMINANT NOTES: Jasmine. Dried fruits.
100% arabica



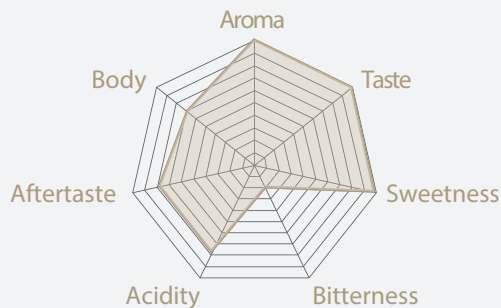
1 Kg
Evoluzione

Cod. A020002

100% ARABICA

A high-quality 100% Arabica blend known for its aromatic, fruity, and sweet notes. Its delicate and finely acidic taste caresses the palate, leaving a rich and persistent aftertaste.

PREDOMINANT NOTES: Citrus fruits. Almond.
100% arabica



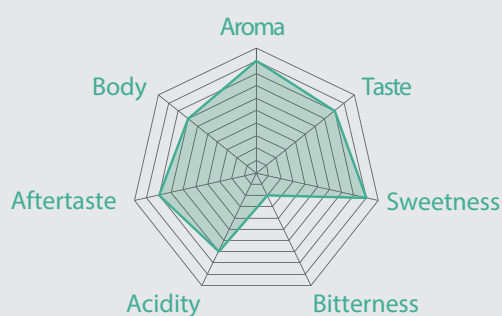
1 kg
100% Arabica

Cod. A020100

PARADISO

This high-quality Arabica blend offers a refined and pleasant taste with fruity notes in its aroma. It has low caffeine content and is perfect for those who seek a less intense but still gratifying coffee experience.

PREDOMINANT NOTES: Vanilla. Dried fruits.
80% arabica- 20% robusta



1 kg
Paradiso

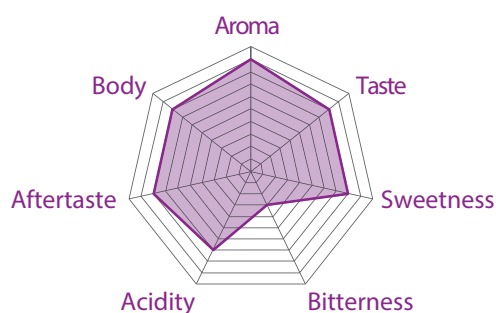
Cod. A020010

The Musetti Blends

CREMISSIMO

A balanced blend with a rich body and great creaminess. It offers a diverse array of aromas, from cocoa and chocolate to hazelnut, pastry, and warm spices. This blend is lively, strong, and deep, providing a pleasant and lasting taste experience.

PREDOMINANT NOTES: Cocoa. Hazelnut.
75% arabica - 25% robusta



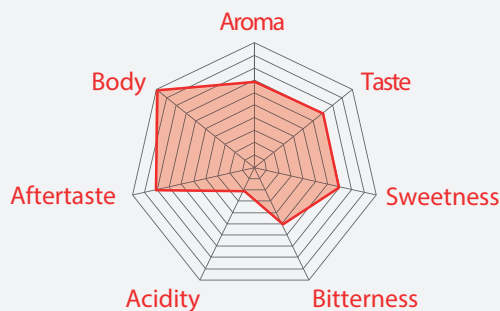
1 kg
Cremissimo

Cod. A020090

ROSSA

A bold blend with a full body, intense aroma, and a taste that combines coffee goodness with social responsibility. It supports coffee producers in the origin countries, invests in beneficial projects, and promotes a sustainable production cycle.

PREDOMINANT NOTES: Cocoa. Pastry.
60% arabica - 40% robusta



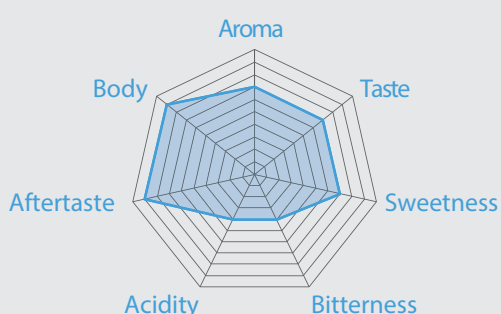
1 kg
Rossa

Cod. A020230

DECAFFEINATO

This decaffeinated blend offers a traditional coffee taste with less than 0.1% caffeine. It's sweet, delicately aromatic, and provides a full and persistent finish, making it perfect for caffeine-free coffee enjoyment.

PREDOMINANT NOTES: Vanilla. Dried fruits.
60% arabica - 40% robusta



1 kg - 500 g
Decaffeinated

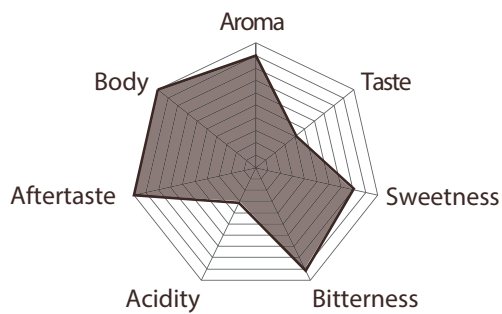
1kg: Cod. A020170
500g: Cod. A020091

Those who think that coffee is just coffee have never paid attention to their cup. Even before the first sip, just by looking at it and smelling it, one can perceive some differences between one coffee and another, which the taste test amplifies.

201

Dense and creamy blend featuring persistent and strong aromatic details with aftertaste and spicy notes.

PREDOMINANT NOTES: Vanilla. Pastry.
40% arabica - 60% robusta



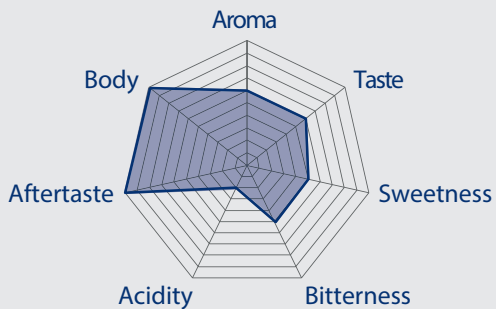
1 kg
201

Cod. A020250

SELECT

Blend with good body, excellent persistence, and a hint of chocolate and cocoa in the aftertaste.

PREDOMINANT NOTES: Cocoa. Pastry.
30% arabica - 70% robusta



1 kg
Select

Cod. A020265

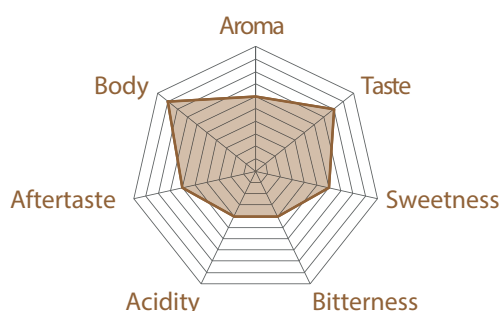


Two remarkable coffee blends that embody our commitment to quality, sustainability, and ethical sourcing :
our Fairtrade Certified coffee
and Midori, Organic Certified coffee.

FAIRTRADE

This blend not only offers great taste but also embodies a commitment to social responsibility. It has a full body, intense aroma, and bold flavor. A portion of its proceeds goes towards supporting coffee producers in their origin countries, funding socially beneficial projects, and promoting an environmentally friendly production cycle.

PREDOMINANT NOTES: Cocoa. Pastry.
30% arabica - 70% robusta



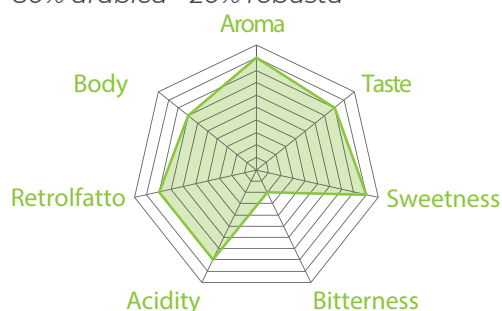
1 kg
Fairtrade

Cod. A020360

ORGANIC

Produced through organic farming methods without the use of chemical pesticides or fertilizers, this blend enhances the qualities and flavors of its premium beans. It presents a sweet and delicate taste with subtle acidity, making it ideal for those who prefer a milder coffee experience. It is also characterized by the absence of pesticides and chemical fertilizers.

PREDOMINANT NOTES: Vanilla. Dried fruits.
80% arabica - 20% robusta



1 kg - 500 g
Organic Midori

1kg: Cod. A020181
500g: Cod. A021181



Zero Impact Coffee beans hopper



Zero Impact, the refillable designer container built to last a lifetime. **Infinite freshness, zero waste.** Zero Impact is born from our commitment to sustainability and innovation, a revolutionary project designed to reduce the environmental footprint of coffee consumption in tins. This initiative **eliminates the production of 100,000 tins per year, cutting down on raw material use, waste volume, and CO₂ emissions from transportation.** The reusable containers offer an eco-friendly solution, promoting sustainable consumption. With Zero Impact, **every customer actively contributes to environmental protection** and reducing their carbon footprint.

An Invitation to Change: join us on this journey toward sustainability, offering a solution that benefits both the environment and consumers.



-100,000 tins
produced per year



Reduction in
material use



Reduction in
transportation



Reduction in
CO₂ emissions



COFFEE PODS



Simple to use, compostable, excellent.



Musetti paper filter pods are compostable and can be disposed of in organic waste. They are available in cartons of 150 pods, perfect for running your business at your restaurant or bar.



150 pods
100% Arabica

Cod. A025588



150 pods
Cremissimo

Cod. A025501



150 pods
Paradiso

Cod. A025589



150 pods
Rossa

Cod. A025590



150 pods
Gold Cuvée

Cod. A025573



150 pods
Grand Cru

Cod. A025611



150 pods
Organic Midori

Cod. A025906



150 pods
Decaffeinated

Cod. A025591

RETAIL



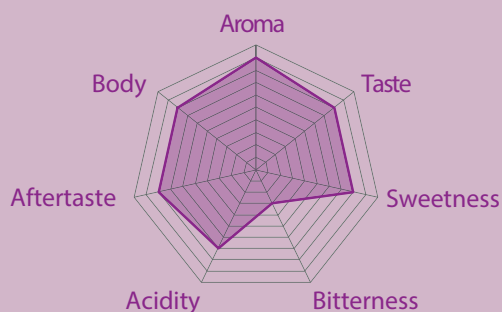
Musetti's retail symphony: discover Armonico, Intenso, Gentile and Deca



For the discerning coffee connoisseurs in the retail market, Caffè Musetti presents a quartet of exceptional blends, each designed to cater to a unique taste palate.

With a rich heritage of nearly 90 years in crafting authentic Italian espresso, we proudly introduce our four distinguished blends: Armonico, Intenso, Gentile and Deca.

That's Armonico

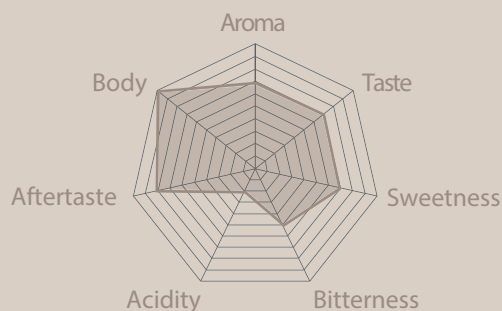


Coffee with the right balance between creaminess and aroma in the cup

Blend with an intense and balanced taste. Rich body and great creaminess, which provide the palate with good persistence and a full aftertaste. Excellent and well-balanced aromas, ranging from notes of cocoa, chocolate, and hazelnut to bakery, pastry, and warm flavors, offering a lively and pleasant yet bold and profound flavor.

PREDOMINANT NOTES: Hazelnut. Cocoa.

Enjoy your Intenso



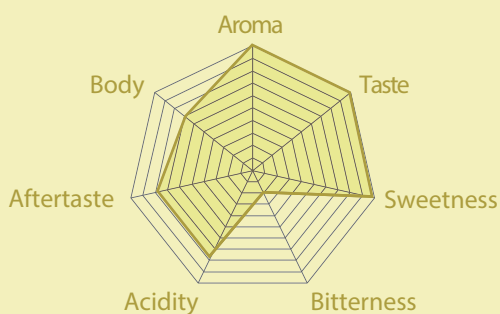
A blend with a dense and creamy body, bold and persistent aroma, with spicy notes that also linger in the aftertaste

An timeless and never dull blend, with a bold and creamy taste. An intense blend that combines a classic aroma with a full-bodied structure, accompanied by notes of cocoa and a smooth aftertaste. A special aroma that satisfies all palates and captivates coffee enthusiasts with its purest form.

PREDOMINANT NOTES: Pastry. Cocoa.

Very, very Gentile

100%
ARABICA

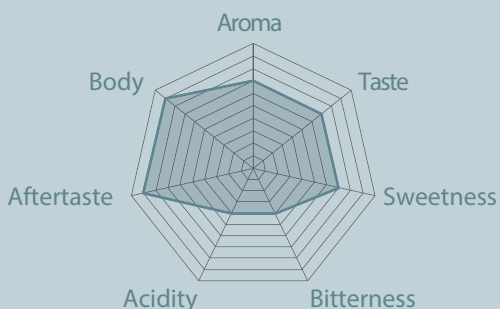


100% Arabica coffee. A sweet, delicate, and aromatic blend with noticeable fruity notes. Refined taste and a satisfying, lingering aftertaste

A blend of premium 100% Arabica coffee, characterized by aromatic, fruity, and sweet notes. The delicate taste, finely acidic, caresses the palate and leaves a rich and persistent aftertaste. For those who don't compromise and want only the best from coffee with a very low caffeine content.

PREDOMINANT NOTES: Citrus fruits. Almond.

Give me a Deca!



A blend with unchanged aroma and taste, difficult to distinguish from a traditional coffee

Decaffeinated coffee blend: less than 0.1% caffeine, 100% traditional flavor. Sweet and characterized by a delicate aroma, with a full and persistent finish. It is dedicated to those who want to give up caffeine without losing the pleasure of coffee.

PREDOMINANT NOTES: Vanilla. Dried fruit.

COFFEE PODS



The real italian Espresso in 7g

The pods are fully eco-sustainable products.
Musetti coffee pods are produced with 100% compostable filter paper: a first concrete step towards more resource-conscious management.
Pods are a totally smart way to have coffee!



18 pods
Armonico

Cod. A025231



18 pods
Intenso

Cod. A025232



18 pods
Gentile

Cod. A025230



18 pods
Deca

Cod. A025233



50 - 100 pods
Armonico

Pz. 50: Cod. A025611
Pz. 100: Cod. A025621



50 - 100 pods
Intenso

Pz. 50: Cod. A025612
Pz. 100: Cod. A025622



50 - 100 pods
Gentile

Pz. 50: Cod. A025610
Pz. 100: Cod. A025620



50 pods
Deca

Cod. A025613

CAPULES
COMPATIBLE NESPRESSO



The perfect solution for your home machine

All the quality of Musetti coffee in the range of capsules compatible with Nespresso® home machines. Many aromas for a pure sensorial experience. The production of these capsules is not connected either directly or indirectly to Nespresso S.P.A.



10 capsules
Armonico

Cod. A025401



10 capsules
Intenso

Cod. A025402



10 capsules
Gentile

Cod. A025400



10 capsules
Deca

Cod. A025403



50 capsules
Armonico

Cod. A025411



50 capsules
Intenso

Cod. A025412



50 capsules
Gentile

Cod. A025410

CAPULES
COMPATIBLE NESCAFÉ



Barista-quality coffee one capsule at a time

Experience the full quality of Musetti coffee with our range of capsules compatible with Nescafé® Dolce Gusto® home machines. A variety of aromas for a pure sensory journey, including the energizing pleasure of ginseng. The production of these capsules is not connected either directly or indirectly to Nescafé SPA.



12 capsules
Armonico

Cod. A025325



12 capsules
Ginseng

Cod. B025453

VACUUM BAG - GROUND



Classic Italian style for the best coffee

Ground for moka or espresso. Discover the Musetti coffee bricks: it's always the right time to enjoy a coffee alone or in company.
Available in single pack of 250g.



250 g
Armonico

Cod. A022591



250 g
Intenso

Cod. A022592



250 g
Gentile

Cod. A022590



250 g
Fairtrade

Cod. A022581

TIN - GROUND



Coffee for coffee lovers

All the freshness of the best ground coffee,
preserved in 250g cans.



250 g
Gentile

Cod.A024050



250 g
Deca

Cod.A024080

BAG - BEANS



Coffee beans excellence in the cup

Musetti offers a better and careful selection of grains with exclusive blends that suit everyone's tastes. Treat yourself to the aroma of a freshly brewed Musetti coffee.



1 kg
Armonico

Cod. A020253



1 kg
Intenso

Cod. A020254



500 g
Gentile

Cod. A021023



500 g
Deca

Cod. A021022

“

**Great works of art last forever.
My dream is to create an artfully crafted café.**

Guido Sicuro Musetti

Musetti
caffè



www.musetti.it