



Brasileira



Since 1948

A roasting machine, purchased during the Second World War with the strong faith that – eventually – it would be useful: this is the incipit of the wonderful company and family history of Torrefazione La Brasiliana, born in 1948 from an original intuition of its founder Carlo Govoni.

A history stretching back over 75 years and now including four generations: from the founder Carlo to his children – Giuliano, Onesta and Corrado (in the photo) – his grandchildren Elisabetta, Gian Carlo and Pierluigi (the latter CEO and CFO of the company) – and his great-grandchildren (Carlotta, Marketing and Export Manager).

Since its foundation, Torrefazione La Brasiliana has been committed to combining tradition and innovation, focusing on quality, know-how and the appreciation of the human component. The company devotes itself day after day to the development of top-quality coffee products, on the one hand by investing in research and development and

keeping a watchful eye on market trends, and on the other hand by always paying close attention to environmental sustainability.

The long-term goal of La Brasiliana is to offer an optimal tasting experience, thanks to its passion for the coffee industry, continuous training, teamwork and deep respect for customers. Achieving excellence in every cup is more than just an ambition; it is a promise that is fulfilled through decades of commitment and constant learning. The company is dedicated to spreading the essence of Italian espresso around the world, allowing coffee lovers to enjoy uncompromising quality, resulting from close collaboration with green coffee producers and the careful selection of the best Arabica and Robusta varieties. Its unique approach to roasting, aimed at meeting today's demand, allows this business to maintain the freshness and aromatic integrity of its prized blends, which have been appreciated in Italy and abroad for over 75 years.

New face, same old quality



In 2023 we celebrated an extraordinary milestone: seventy-five years since the founding of our business.

To celebrate this important anniversary, we have decided to engage in a complete renewal of our visual design: on the one hand celebrating our history and tradition, and on the other hand eagerly striving towards the future. The rebranding involves the company logo, the matching graphics, the website and the packaging of our products, thus giving a refreshed and modern face to our long-standing coffee roasting factory.

The new La Brasiliana logo is intended to stand both as a tribute to tradition and as a symbol of contemporary modernity. The restyled graphics and upgraded website are designed to deliver a new and improved experience, easing access to information on our products and events.

The packaging redesign was conceived to give an elegant and contemporary look to our blends, which nevertheless continue to

be the usual ones, embodying the quality that has identified and guided us since 1948.

Despite the rebranding, La Brasiliana's soul remains unchanged. The blends you love and continue to choose, the quality of the raw materials and the production techniques we have been employing since time began, are still the same. We will continue to treat you to the same coffee, only the dress it wears will be different.

This renewal is a sign of our continuous commitment to innovation, whilst never losing touch with our roots. We are excited to share our new look with you, and we are sure that you will appreciate our new outfits as much as we do.

Thank you for joining us on this exciting ride - the best is yet to come.



La BRASILIANA

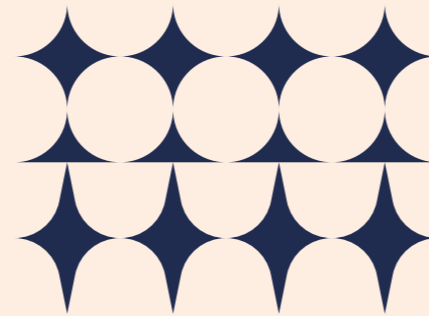
Marfisa

Coffee bean blend

Born over 40 years ago from the genuine passion of Nino Govoni – in his constant and daring search for a blend that would surprise his customers – today Marfisa is a truly uniquely timeless blend.

A delicate balance of the best Central American Arabicas and the finest Asian Robusta makes Marfisa a coffee blend that stands out in so many ways: the creamy, slightly nutty colour, the velvety texture. Its light and slightly fruity body, its intense aroma – with chocolate and hazelnut hints that also come through in the aroma – and its high persistence make Marfisa truly distinctive.

Because of its fruity taste, Marfisa is the perfect coffee blend for pastry shops, but can also be easily adapted to a wide variety of coffee preparations thanks to its versatility. Discover its refined and distinctive taste.



The Marfisa blend is available in the following sizes:

- 1000g beans
- 250g beans
- 250g ground

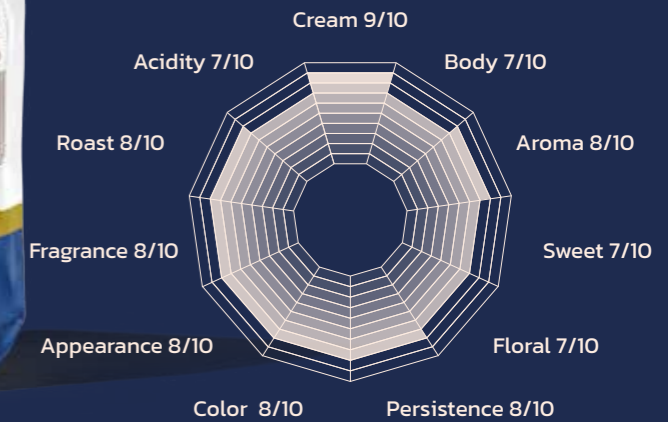


Aroma

- Fruity
- Velvety
- Balanced

Taste

- Hazelnut
- Gianduja
- Candied Fruit



La BRASILLIANA

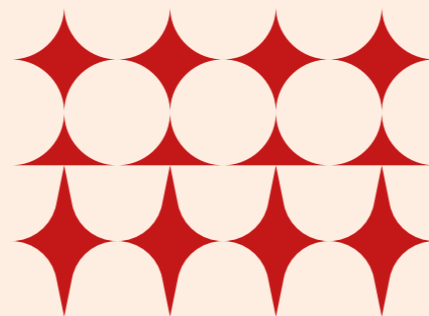
Extra

Coffee bean blend

Extra represents the harmoniously balanced combination of the sweetness and aroma of Brazilian Arabica and the body and persistence of Robusta from the best plantations in India and Vietnam.

Characterised by a rich and complex flavour profile, this blend offers a satisfying taste experience with chocolate flavours and a full body.

Extra is an exceptionally pleasant blend to drink, with a strong, dense taste. It is ideal for those seeking a coffee with a consistent body and a lingering aftertaste.



Extra Blend is available in the following sizes:

- 1000g beans



Aroma

- Intense
- Full-bodied
- Spicy

Taste

- Chocolate
- Caramel
- Hazelnut



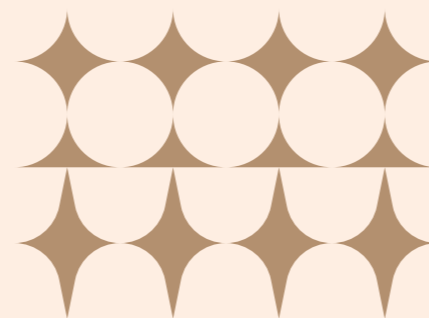
Oro Blu

Coffee bean blend

Oro Blu is the ideal blend for those in search of a cup of coffee that has both a rich flavour and is pleasant to drink, thanks to its delicate combination of sweetness, full-body and acidity.

The careful selection of a fine Brazilian Arabica variety and three excellent Robusta varieties result in a top-quality blend with a sweet aroma, which bears caramel and chocolate notes and an appealing floral scent.

Full-bodied and velvety in the cup, Oro Blu will be a great companion for every coffee lover through every moment of the day, from the morning breakfast to the afternoon break.



Oro Blu Blend is available in the following sizes:

- 1000g beans

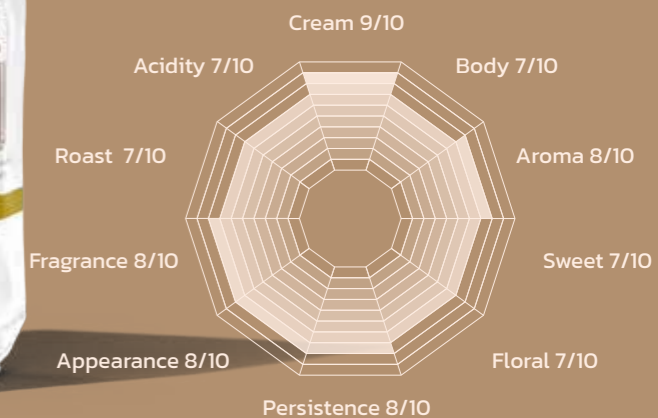


Aroma

- Aromatic
- Balanced
- Persistent

Taste

- Chocolate
- Caramel
- Dried fruit



Custom made 85/15

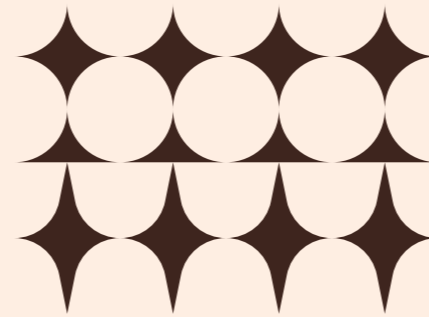
Coffee bean blend

Specially crafted for the 75th anniversary since the foundation of the roasting company, Custom Made 85/15 is one of our blends of excellence.

Created with care and passion, using the best Arabica coffees from Central America and an excellent Indian Robusta variety, this blend is able to satisfy even the most demanding tasters.

Custom made 85/15 excels with its complex and incredibly fragrant aroma: when tasting, you immediately perceive chocolate, hazelnut and caramel notes, which give the blend a rich and intense aroma. Later more delicate notes of fresh fruit – cherry, plum and apricot – of flowers and also of spices such as cinnamon, cloves and nutmeg emerge.

An enveloping and structured blend to be enjoyed over and over again, to perceive its many different nuances with each taste.



Custom Made 85/15 Blend is available in the following sizes:

- 1000g beans
- 250g beans
- 250g ground

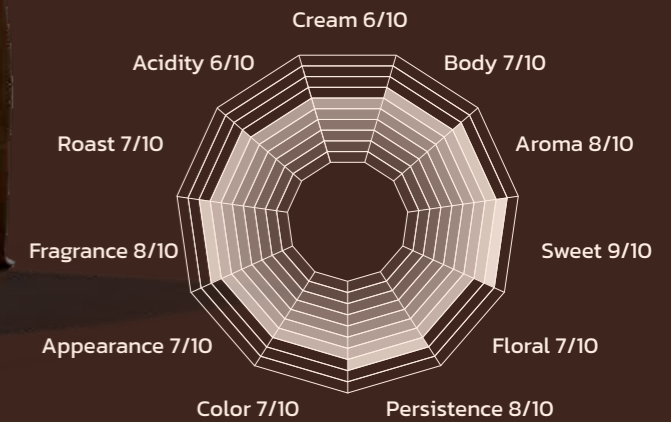


Aroma

- Sweet
- Delicate
- Fruity

Taste

- Jasmine
- Cherry
- Apricot



Arabica 100%

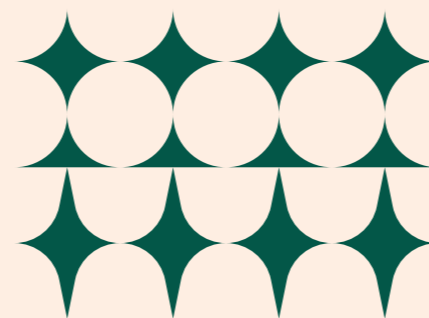
Coffee bean blend

The finest beans from Central America, carefully selected and roasted to offer our customers a pure Arabica blend that is truly unforgettable.

Its delicately hazelnut-coloured roast and fruity aromas of blackberry, blackcurrant and pine make 100% Arabica a one-off brew. Balanced and pleasant to drink, the blend leaves a round, long and persistent aftertaste.

This mix is ideal for those who like a coffee with a light body and a sweet, fruity taste. Perfect to be enjoyed at breakfast or in the afternoon, during a quality break, our 100% Arabica also goes well with milk.

The blend is ideal to be enjoyed alone, in an espresso, or along with milk, in a creamy cappuccino.



100% Arabica Blend is available in the following sizes:

- 1000g beans

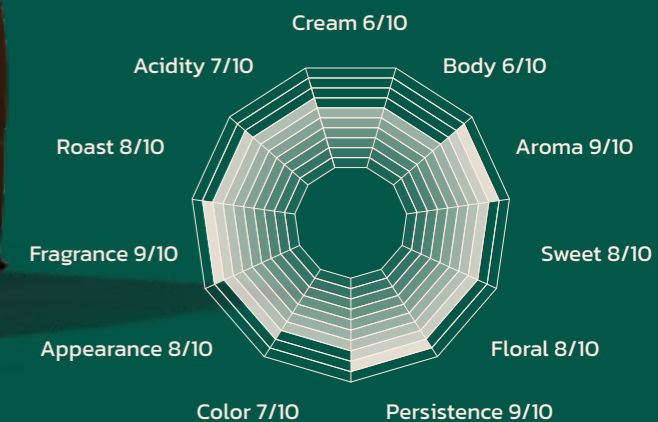


Aroma

- Fruttato
- Floreale
- Dolce

Gusto

- Mora
- Ribes nero
- Abete



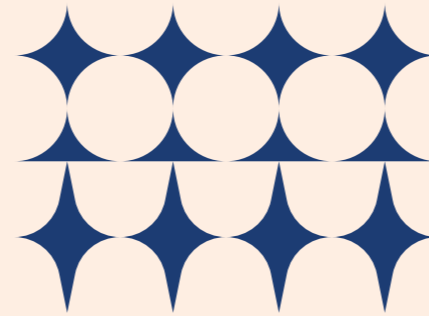
Decaffeinato

Coffee bean blend

The perfect coffee blend for all those who do not want to give up the quality and taste of an excellent coffee, but with a reduced caffeine dosage of less than 0.10%.

The Decaffeinato blend is the result of a specially developed roasting process and the incorporation of modern decaffeination methods to guarantee the same quality that characterises all our blends every day.

The velvety texture of its creamy, light hazelnut colour and soft body are combined with a complex, rich aroma with hints of chocolate, nuts and spices. For a delicate coffee with a unique taste, yet caffeine-free.



Decaffeinated Blend is available in the following sizes:

- 1000g beans
- 250g beans
- 250g ground
- 150 pods
- 100 FAP capsules
- 40 single-dose packets



Aroma

- Aromatic
- Spicy
- Delicate

Taste

- Milk chocolate
- Nuts
- Berries



Super Moka

Smart Coffee

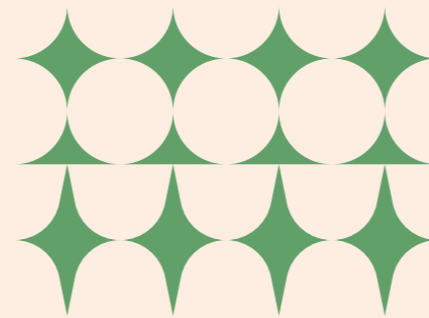
Coffee bean blend

Smart Coffee is a coffee blend with an intense and strong aroma profile, a chocolatey and fruity taste and a dense body.

Its dark brown coloured cream has a smooth, velvety texture, while its aroma is distinct and persistent. It is the ideal coffee for those who seek a rich taste in the cup, a strong body and a long-lasting aftertaste.

This blend is very versatile and can be enjoyed in a number of ways, from espresso to cappuccino to American coffee. A product of the highest quality, offering a unique taste experience.

Smart Coffee's traditional recipe, handed down carefully in the company for almost twenty years, is what makes this blend one of a kind.



SuperMoka Smart Coffee Blend is available in the following sizes:

- 1000g beans

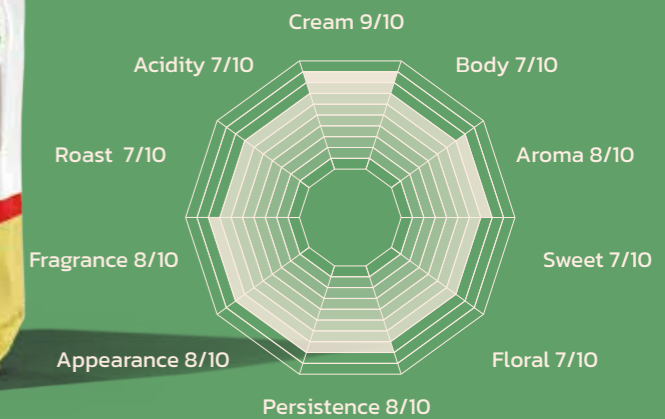


Aroma

- Spicy
- Persistent
- Full-bodied

Taste

- Dark chocolate
- Mou
- Dried fruit



Super Moka

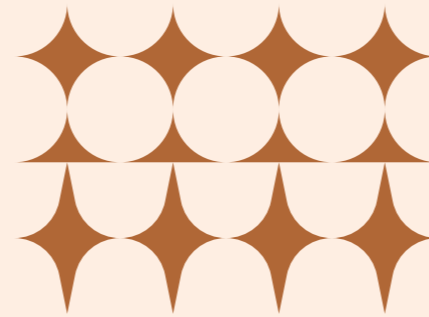
100% Robusta

Coffee bean blend

A high-quality blend with an intense aroma, a pronounced aroma of dark chocolate and clear, predominant spicy notes.

Our 100% Robusta coffee has a strong, assertive taste and is ideal for lovers of full-bodied coffee. The various origins of the beans grant the cup a full body, a slight acidity and a distinct and persistent taste.

The separate roasting of the origins (characteristic of every LA BRASILIANA products) is a particularly important aspect in the production of this blend, since during the roasting process the spicy and dark chocolate notes are enhanced to the highest degree.



SuperMoka 100% Robusta Blend is available in the following sizes:

- 1000g beans

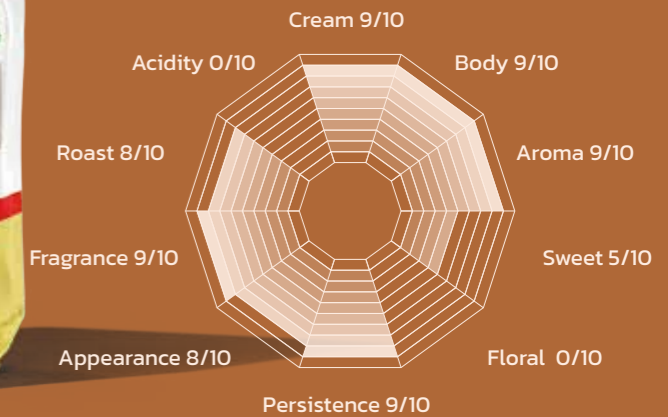


Aroma

- Creamy
- Intense
- Persistent

Taste

- Cocoa
- Wood
- Cinnamon



The perfect moka

Coffee bean blend

The ultimate moka blend, pleasant and balanced, perfect for starting the day in the very best way.

The velvety creaminess of this blend is a beautiful light brown, while the sweet, floral aroma—which features notes of caramel, chocolate and flowers.

The low acidity combined with a specially developed grinding for the moka pot allows for a thick and creamy cup of coffee at home, just like at the café.

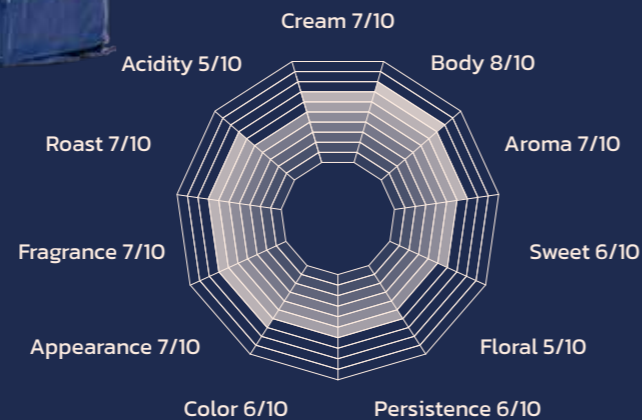


Aroma

- Robust
- Rich
- Persistent

Taste

- Chocolate
- Black pepper
- Cloves



The Perfect Moka Blend is available in the following sizes:

- 250g vacuum-packed ground



Spirit of India

Coffee bean blend

Spirit of India Plantation AA is a single origin coffee from the best plantations throughout India. A coffee of the highest quality, it offers a unique and refined tasting experience, perfect for specialty coffee lovers looking for a premium product.

Its berries, grown with care and attention, are harvested only when they reach the perfect ripeness. The beans are washed and sun-dried, then cleaned and sorted one by one using a process called 'zero defects'.

In the cup, Spirit of India releases complex and fine bouquet notes, with distinct hints of honey and vanilla, enriched by a light scent of green tea and a background of cocoa.

The body is balanced, elegant, and full. The taste is sweet and rich, backed by a pleasant acidity and citrusy, mildly spicy notes. This blend is perfect to enjoy at breakfast or after a meal, for a chic coffee break.



Aroma

- Refined
- Floral
- Complex

Taste

- Honey
- Vanilla
- Green tea



Spirit of India Blend is available in the following sizes:

- 250g ground



Single-origin coffee Plantation AA 100% arabica

The ideal blend for coffee #asgoodasatthebar



Single servings, Barley and Ginseng

Not only coffee beans and ground coffee: in this section you will find our exclusive selection of single-serve, barley and ginseng coffees for your professional business.

Whether it's regular or decaffeinated coffee, La Brasiliana's Fap Pods and Capsules are your best partner, ensuring quality coffee at all times of the day.

Offer your customers a light but tasty break: our barley, with its delicate flavor and beneficial properties, is the ideal solution for anyone looking for an alternative to coffee.

Ginseng, with its energizing and revitalizing properties, is the perfect choice for those looking for a soft drink that combines the pleasure of taste with wellness benefits.

Pods and capsules Fap

Compatible espresso solutions for your business and office

- Decaffeinated in FAP capsules (compatible with Espresso Point), 100 cups
- Decaffeinated in pods, 150 cups



- Coffee in FAP capsules (compatible with Espresso Point), 100 cups
- Coffee in pods, 150 cups



Orzo e Ginseng

- Natural barley, 50 pods
- Hazelnut-flavored barley, 25 pods



- Soluble barley, 500 grams
- Organic soluble barley, 600 grams



- Soluble coffee and Ginseng, 1 kg
- Soluble Ginseng, 500 grams
- Premium soluble Ginseng, 500 grams



- Ginseng FAP capsules, 54 cups
- Natural barley FAP capsules, 54 cups



- Thai Break Ginseng light, 20 pods



- Double-dose barley, 40 servings
- Double-dose hazelnut coffee, 40 servings
- Double-dose sweetened Ginseng, 40 servings
- Double-dose gianduia coffee, 40 servings



Merch and accessories

Everything you need to upgrade your coffee experience, whether you are a coffee professional or an enthusiast.

Within this section, dedicated to La Brasiliana branded accessories, you will find elegant ceramic cups suitable for all coffee products, as well as practical countertop and tabletop accessories.

Each product in this section is designed to combine functionality and aesthetics, reflecting the quality and style of our Roastery.

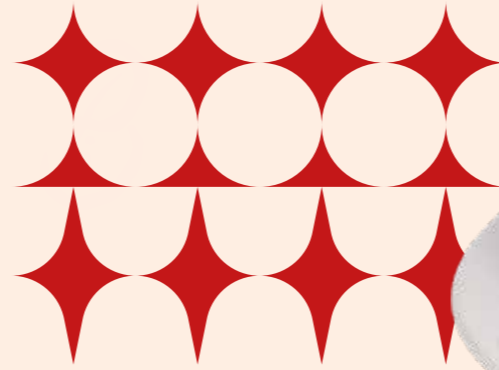
Discover how to enrich your service or personal collection with stylish and practical accessories.



Coffee cup and saucer for coffee and cappuccino



Cup and saucer for barley



Coffee cup and saucer



Mug and saucer for hot chocolate



Cup and saucer for decaffeinated coffee



Teapot



Milk jug



Sugar bowl



Large countertop sugar bowl



Napkins



Napkin holder



White sugar and cane sugar
Sweetener



Small table sugar bowl



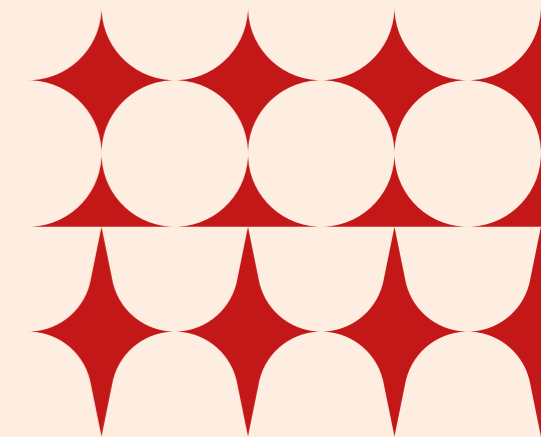
Coffee spoons



Apron with 2 pockets



Other products



Creams and sorbets

- Gluten-free cold coffee cream 1 kg
- Gluten-free cold fiordilatte cream 300 gr
- Gluten-free cold yogurt cream 300 gr
- Lemon sorbet 1 kg



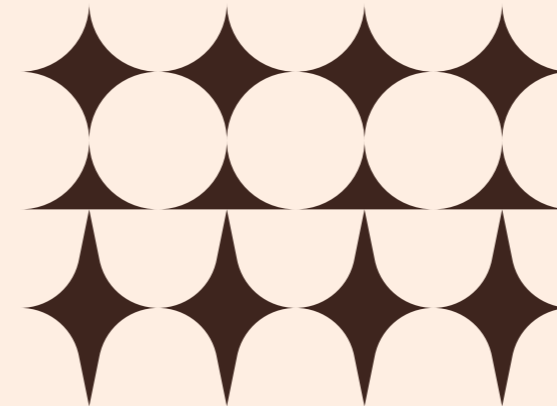
Teas and infusions



- Organic Wild Berry Infusion, 20 teabags
- Organic Ginger and Lemon Herbal Tea, 20 teabags
- Organic Red Rooibos Tea, 20 teabags
- Organic English Breakfast Tea, 20 teabags
- Organic Digestive Infusion, 20 teabags
- Organic Chamomile, 20 teabags
- Mint Green Tea, 20 teabags
- Twinings English Breakfast Tea, 50 teabags
- Sifted Chamomile and Aromatic Herbs, 100 teabags

Chocolate

- Classic Chocolate, 1 kg
- Classic Chocolate, 20 packets
- White Chocolate, 20 packets
- Hazelnut Chocolate, 20 packets



Biscuits



Venezia Butter Biscuit, 500 pieces



Mixed Flavor Biscuits: Vanilla, Caramel, and Cocoa, 250 pieces

AICAF

Torrefazione La Brasiliana is the accredited AICAF centre for Emilia-Romagna region. At La Brasiliana, excellence in every cup is more than just an ambition; it is a promise that is kept through decades of commitment and constant learning.

We are dedicated to spreading the essence of Italian espresso around the world, allowing coffee lovers to enjoy uncompromising quality. We are dedicated to spreading the culture of Italian espresso beyond borders, offering consumers around the world the opportunity to enjoy coffee 'the way you like it'. Hence the company's desire, in collaboration with AICAF - Accademia Italiana Maestri del Caffè e Sommelier, to organise professional coffee training courses at its own headquarters. Our in-house coffee bar is equipped with three complete stations featuring a professional espresso machine, grinders and water purifiers, dishwasher and ice-maker;

The classroom has more than 20 seating places, a projector and a screen for presenting; what makes the Ferrara facility unique is the availability and proximity of the roasting machine installed in the production department - a unit adjacent to the classroom and bar. Students will thus be able to witness live the transformation of the bean and learn more about the individual origins that make up a blend.

Enrolling is easy! Choose the option that suits you best:

- Visit www.labrasiliana.it - Academy section
- Contact us on (+39) 0532 975190, available Monday to Friday from 8 a.m. to 1 p.m. and 2 p.m. to 5 p.m.
- Send us an e-mail enquiry to info@labrasiliana.it
- Ask your sales representative for more information!



Experience La Brasiliana

Book an experience at La Brasiliana: a 360° tour of our production. Our Master Toaster Marco Nava (one of the top eight roasters in Europe) explains and shows you all the production processes: from the arrival of the green bean coffee, its origins, the testing phase, the blending according to the family recipes up to the roasting and packaging. The tour is followed by a coffee tasting of La Brasiliana's different blends; you will have a cup of our most famous recipe: Marfisa, precious Central American coffees with a mild and fruity taste, low caffeine content and high percentage of Arabica. A tribute to the Estense family. Included in the experience is a Masterclass on one type of extraction of your choice: e.g. espresso machine, french press, moka and V60.

For further information: www.labrasiliana.it | Tel: 0532 975190 | e-mail: info@labrasiliana.it

Team building

A cohesive and well-knit team is the engine that fuels business growth. Bringing together different departments of the company, beyond the usual areas of operation, fosters better communication exchange. The best way to do this? Plan a day at the roastery.

Break the routine, get your employees out of the office and prepare for an experience that will boost your team's spirit. Let Torrefazione La Brasiliana be your next off-site team building experience. Our unique combination of work and fun will surely bring you and your employees closer together.

For more info: www.labrasiliana.it | Tel: 0532 975190 | email: info@labrasiliana.it

