



CAFFE PASCUCCI VISION

CAFFÈ PASCUCCI



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CONCEPT DESCRIPTION

The Caffè Pascucci Shop offering is based on fair trade and organic certifications, the concept blends the Italian coffee tradition with the international trend.

The core format is based on espresso, coffee recipes and a wide space dedicated to MokaMaria.

We wish to offer healthy, social, eco-friendly food menus through infusions, hot and cold tea, fruit juices and natural food.

The Pascucci espresso blend is organic certificated, at the same time represent the best quality Italian traditional coffee.

Biodegradable and compostable materials with a short recycling cycle are used for the "grab and go" products instead of traditional plastic materials for a minimum environmental impact.

Furniture are made of natural materials by following the ultimate trend, focusing on comfort, design and core Italian style as well.

One example is the typical Italian bar counter that allow to have a short espresso experience and a friendly conversation as well.

The atmosphere is created by mixing lights and bodies to enhance technical indoor elements like the Azomico. This is an incredible container for specialty coffees.

High pressurized nitrogen is shoot into the silos to preserve the coffee and keep the aroma for months.

Another typical element is the "Moka counter" that allow to have a Moka brewed coffee within 100 seconds.

The innovative technology turns into an element of exclusive design and furnishing. Mokas stuck upon the wall, espresso machines, grinders and all the brewing equipment work for communicating a high-quality coffee identity.



BOTTEGA GHINA

GIACCA MILANO
CAMPIONE D'EUROPA MILANO

XLVI XLVI



Why Pascucci will be an extraordinary customer experience for the people?

Why the customer should choose to drink a Pascucci coffee instead of other ones?

We believe our products to be an excellence within high tech and appealing design. Customer satisfaction is not only our primary aspiration, rather a natural vocation.

We have designed a place where people can breathe the typical Italian atmosphere, by drinking an espresso standing in front of the counter or sharing a steaming Moka.

We convey to the staff our worship for the coffee and our passion for the eco-friendly philosophy.

Our brand and style are easy to recognize all around the world.

Taking into consideration all the reasons above mentioned, we can say at Pascucci is it easy to meet interesting and kind people.

We are confident in our style, yet we respect our competitors.

Our ideas are not "black boxes", each one has got a world inside as we like to call it "Pascucci World".

MOKA MILANO

vieni a prendere un caffè da noi



CAFFETTIERA
3 TAZZE

€ 3.00

DA SOLI O DA CONDIVIDERE



AFFOGATO
CLASSICO / ESOTICO

CHIEDI AL BARISTA
I GUSTI DELLA SETTIMANA



CUPS 1 2 3

AFFOGATO MOKA € 4.00 6.00 8.00



CAFFÈ PASCUCCI



BANCO MOKA

PROGETTO MOKA

CERTIFICATIONS

- **ACE Alliance for Coffee Excellence:** the alliance for coffee excellence contains a strong spirit and method for innovating the coffee market. A revolution promoted to abandon conventional trade and sway farmers, buyers and consumers towards the concept of quality. The ACE farming training and support systems integrate a strong passion for coffee excellence. That is why Pascucci is an ACE supporting partner.
- **COE Cup Of Excellence:** COE coffees are coffee micro lots acknowledged by the ACE system to be the best. Their quality is extremely high and they are purchased in dedicated auctions. The cost of these lots is very high. We work to assign ourselves these lots and propagate their quality and knowledge among the public.
- **BIO Organic bland Espresso:** we promote organic coffees to continue propagating this quality and philosophy in the world. We are confident of the quality and ethical benefit found in organic farming and believe that modern trade, focused on international market dynamics, cannot refrain from including it.
- **Origins of coffee with declared supply chain:** the speciality coffees we import come with declared supply chain, plantation area \ names of farmers \land reforestation project.
- **SCAE:** we intend training capable, innovative and creative baristas and that is why we take part in the SCAE format, to provide the best cultural and training methods.





Cup of Excellence is the most prestigious award given to a fine quality coffee. The level of scrutiny that Cup of Excellence coffees undergo is unmatched anywhere in the coffee industry. All of the Cup of Excellence award winners are cupped at least 5 times (the 'Top 10' are cupped again) during the 3-week competition. During this selection process, thousands of cups are evaluated, tasted and scored based on their exemplary characteristics. The prices that these winning coffees receive at auction have broken records and proven that there is a huge demand for these rare farmer identified coffees.

Caffe Pascucci participate for several years at auction winning valuable lots of Cup of Excellence. Perfumed by Costa Rica to the precious beans Honduras. These coffee show fully their quality if extracted through systems that conserve and exalt the organoleptic characteristics.



ALUMINIUM
BOTIZZATORE
ITALY

BLEND
50/50

CAFFÈ PUMPATO
NITRO COLD BREW

NITRO COLD BREW



only organic

In this coffee shop you can taste only organic coffee.
For the good of man and the environment.

Riserva bio coffee: the quest for quality in the raw material is moving our production entirely to the coffees from organic farming.

This influence from "conventional" to organic is a path bound for lovers of quality, even in our industry. Over the last twenty years the coffee of various origins, which originally had very different characteristics, they are uniform and closer in taste and aroma. This flattening is due solely to the use of fertilized chemicals. In the organic variations rediscover the organoleptic

donated by soil and climate that we have always pushed the search for ideal blend. Pascucci imports the raw coffee beans from eleven different countries of origin. The result of this blend offers excellent coffee, full bodied, floral and fruity. You can feel the spicy and chocolaty tastes of natural and washed Arabica from land and climate.

In support of this ethic organic project, during the year 2009, were planted more than 15.000 coffee plants to contribute to the abatement of CO2 emissions into the atmosphere.





Green tea is one of the healthiest drinks for the body.

The traditional oriental medicine has used it from thousands of years as a natural medicine for its multiple curative and preventive properties.

Many scientific studies have shown that, the non-fermentation of the leaves, makes this tea a concentrate of polyphenols and antioxidants that slow down the cellular aging, facilitate the tissue regeneration and counteract free radicals, responsible for many degenerative diseases. Its regular intake helps to regulate cholesterol levels in the blood, reducing the risk of cardiovascular disease, and speeds up your metabolism, helping to burn fat.

So why not pay attention to our health, sipping a cold green tea as nonalcoholic aperitif?

















NITRO GOLD BREW



CAFFE PASCUCCI

- 1 Moka
- 2 Cup of Excellence 80 g
- 3 Moka Goccia
- 4 Napoletana

- 5 "Preserve and measure" clip
- 6 T-shirt
- 7 T-shirt
- 8 Backpack

1

2

3

10

9

8

6

7

4

5

CAFFETERIA ITALIANA

ESPRESSO		€ 1.20
DOPPIO ESPRESSO		€ 2.20
DECAFFEINATO		€ 1.20
AMERICANO		€ 1.30 2.20
ICED AMERICANO		€ 1.30 2.20
GINSENG BIO		€ 1.50 1.70
MATCHA CHAI BIO		€ 1.50 1.70
ORZO BIO		€ 1.30 1.50
CAPPUCCINO		€ 1.50 2.50
CAPPUCCINO VEG		€ 1.70 2.90
LATTE MACCHIATO		€ 1.70
FLAT WHITE		€ 2.50
FILTER COFFEE		€ 2.50
FRESH BREWED FILTER COFFEE CHIEDI AL BARISTA QUAL È LA SPECIALITÀ DEL GIORNO		
TE E INFUSI IN FOGLIA		€ 2.70

LA MOKA

CAFFETTIERA 3 TAZZE
DA SOLI O DA CONDIVIDERE



€ 3.00

AFFOGATO

CON LA MOKA O CON L'ESPRESSO

CLASSICO
ESOTICO

CHIEDI AL BARISTA
I GUSTI DELLA SETTIMANA



CUPS 1 2 3

AFFOGATO MOKA € 4.00 6.00 8.00

AFFOGATO ESPRESSO € 4.00

CLASSICI PASCUCCI

MOKACCINO ESPRESSO, CIOCCOLATA CALDA DENSA "PAS-CIOK" E CREMA DI LATTE		€ 2.90
PASPUCCIO IL CAPPUCCINO CLASSICO DELLA PASCUCCI CON CACAO "PAS-CIOK" IN POLVERE E CARAMELLO		€ 2.50
CAFFE CONFUSO IL NOSTRO ESPRESSO CON LA STORICA "CREMA CONFUSO" ALLA VANIGLIA		€ 2.90
ARGENTINO UN CLASSICO CAPPUCCINO PASCUCCI CON "DOLCE DI LATTE"		€ 2.50
GIANDUIO IL NOSTRO CAPPUCCINO ABBRACCIATO DA CREMA ALLA GIANDUIA CON PANNA MONTATA E GRANELLA DI NOCCIOLE		€ 3.40
SORBETTO AL CAFFÈ LA NOSTRA STORICA CREMA GHIACCIATA AL CAFFÈ, UN CLASSICO DAGLI ANNI '60		€ 2.90
PAS-CIOK FREDDO LA NOSTRA STORICA CLASSICA CREMA GHIACCIATA AL CACAO		€ 2.90
CAFFE DEI BIMBI LA NOSTRA CIOCCOLATA CALDA CON LATTE, CREMA CONFUSO E SMARTIES		€ 1.50
PAS-CIOK		
CLASSICA AROMATIZZAZIONI CARAMELLO, AMARETTO, VANIGLIA, CANNELLA		€ 2.90
CREAM PANNA / CREMA CONFUSO		+ 0.50

ICED

FRAPPO ESPRESSO, LATTE, ZUCCHERO DI CANNA, PANNA MONTATA O CREMA CONFUSO		€ 3.80 4.40
AROMATIZZAZIONI CARAMELLO, AMARETTO, VANIGLIA, NOCCIOLA		
MOCHA CHIP FRAPPO UN FRAPPO CON GOCCE DI CIOCCOLATO FONDENTE E LA NOSTRA CREMA CONFUSO		€ 3.80 4.40
FRAPPO SHAKE FROZEN CON LATTE E CREMA CONFUSO IN POLVERE, IL TUO GUSTO A SCELTA E PANNA MONTATA		€ 3.80 4.40
FRAGOLA		
MATCHA CHAI		
BANANA		
ICED MOCHA CREMA GHIACCIATA AL CIOCCOLATO, ESPRESSO		€ 3.40 3.90
AROMATIZZAZIONI CARAMELLO, AMARETTO, VANIGLIA, NOCCIOLA		
CREAM PANNA / CREMA CONFUSO		+ 0.50
ICED LATTE ESPRESSO O COLD BREW CON GHIACCIO E LATTE FREDDO		€ 2.40 3.10
AROMATIZZAZIONI CARAMELLO, AMARETTO, VANIGLIA, NOCCIOLA		

HOT

HOT MOCHA ESPRESSO, PAS-CIOK E LATTE MONTATO		€ 3.40 3.90
AROMATIZZAZIONI CARAMELLO, AMARETTO, VANIGLIA, CANNELLA		
CREAM PANNA / CREMA CONFUSO		+ 0.50
HOT LATTE I NOSTRI CAFFELATTE		€ 2.40 3.10
AROMATIZZAZIONI CARAMELLO, AMARETTO, VANIGLIA, CANNELLA		

Pop News

JUICY MOCHA LA PASCIOK CALDA E DENSA INCONTRA IL SUCCO DI FRUTTA E LA CANNELLA IN UN BLEND TUTTO AUTUNNALE		€ 3.40
SCARY COMBO JUICY MOCHA + BISCOTTO HALLOWEN		€ 4.90
SPECIALTY DEL MESE ESPRESSO O FILTER COFFEE EL SALVADOR COE FINCA HAMBURGO DI GLORIA MERCEDES RODRIGUEZ		€ 4.00
CAFFÈ POMPATO NITRO COLD BREW ALLA SPINA		€ 2.50

OR TAKE AWAY I NOSTRI BICCHIERI DA ASPORTO SONO TUTTI COMPOSTABILI

SALADS (SERVED WITH BREAD)	
TUNA SALAD MIXED SALAD, TUNA SAUCE, CUCUMBER, TOMATOES	\$
CAESAR SALAD LETTUCE, GRILLED CHICKEN, PARMESAN CHEESE, TOASTED BREAD, CAESAR SAUCE	\$
CHICKEN SALAD MIXED SALAD, GRILLED CHICKEN, GREEN APPLE, WALNUTS, TOMATOES	\$
RAINBOW SALAD PURPLE CABBAGE, GREEN SALAD, CARROTS, RED RADICCHIO, PUMPKIN SEEDS, RAISIN, ORANGES, GREEN APPLE, FENNEL	\$
SICILIANA AL TONNO TUNA, ORANGES, FENNEL, LETTUCE, BLACK OLIVES	\$
SALMON SALAD SMOKED SALMON, CELERY, FENNEL, TOMATOES, MIXED SALAD	\$
GREEN SALAD MIXED SALAD, TOMATOES, PARMESAN CHEESE	\$
FRUIT	
FRESH FRUIT SALAD	\$
FRESH FRUIT SALAD WITH YOGURT	\$

PASTRY	
PAN AU CHOCOLATE	\$
RASPBERRY DONUT	\$
BERRIES DONUT	\$
DONUT WITH CREAM	\$
CHOCOLATE DONUT	\$
BROWNIE	\$
MUFFIN	\$
WHITE CHOCOLATE MUFFIN	\$
APRICOT MUFFIN	\$
RED VELVET MUFFIN	\$
CINNAMON DANISH TWIST	\$
GLUTEN FREE	
CHOCOLATE BROWNIE	\$
LEMON TART	\$
PEARS & CHOCO CAKE	\$
RICE CAKE	\$
APPLE CAKE	\$
CHOCOLATE CAKE	\$
SALTY CAKE	\$
SALTY MUFFIN	\$

SANDWICHES	
CALLAGAN SANDWICH WITH PASTRAMI	 \$
BANKER MULTIGRAIN BREAD, SMOKED SALMON, BUTTER, YOGURT SAUCE, GREEN SALAD, CUCUMBER	 \$
TUNA TUNA SAUCE, TOMATOES, GREEN SALAD, TUNA	 \$
VEG GRILLED ZUCCHINI, TOMATOES, GRILLED EGGPLANTS	 \$
SALMON BAGEL BAGEL WITH CHEESE, SALMON, SALAD	 \$
PASTRAMI BAGEL BAGEL WITH PASTRAMI, SALAD, CHEESE	 \$
PAT-H PARMA HAM, MOZZARELLA, ANCHOVIES, GREEN SALAD, MAYONNAISE OR MUSTARD	 \$
PIDA TYPICAL ITALIAN BREAD, HAM, MAYONNAISE, GREEN SALAD, TOMATOES	 \$
CLUB SANDWICH CHICKEN, BACON, SAUCE	 \$
PARMA HAM SANDWICHES	 \$



