

caffè del
FARO



THE STORY

The Roasting Company Caffè del Faro has less than 10 years of life.

It was born as a diversification of investment strongly supported by the group's founder, Mr. Angelo Sgariglia, who in addition to being a lover of the agrifood world, he had understood the importance the consumer give to gourmet products in the food sector, today demonstrated by a growing sensitivity and global attention to fine food products industry.

After having had such as enlightened guide and as a reference point a successful man like Mr. Angelo Sgariglia, the 3 sons who currently carry on the entrepreneurial tradition of the family, with the core business focused in the fashion industry, wanted to tribute this branch of the family business with the name Caffè del Faro (literally translated as: Lighthouse Coffee) in memory of the father figure of reference, now unfortunately disappeared. The intent of the 3 is to pursue a productive choice started with no need to relocate in other countries, using a product 100% Made in Italy combined with highly automated production systems for their competitive strategy in the World. Thanks to their fashion tradition they have focused both on the quality of the product as well on aesthetics, and our team of graphics and merchandisers was able also to get an especially attractive packaging, which has received particular international interest, also because we collaborate with local artist to create our brand image (you can find here one of them <http://www.maurocicare.it/>) that is particularly young, fresh and dynamic.



FRANCHISING

Project Design



The assistance provide customer support for the detailed study of design and functional furniture, including equipment and furnishings, for several “flagship store” mainly targeted to a coffee shop.

Product



Production and sale of fresh products made with procedures and methodologies exclusively handmade.

Consultancy & Staff Training



Design of store, through customized solutions, performed by highly qualified personnel on aspects of procedures, management, training, support and supply of goods & merchandising, creation of menus and menus upgrades and staff training for the bar.

Coffee Shop



Supervision and development of the Caffè del Faro Format through affiliate agreements or direct participation.



CONCEPT:

THE FLAGSHIP STORE

Is designed for:

- **Reinvents** the world of coffee through innovation of a product strongly associated with the “Italian Style” in the international culture, with a brand that adds value and identity where tradition and modernity live together with old Italian recipes and minimal design.
- **Raises** the entry barriers for competitors, thanks to an innovative model that integrates the expertise on the process of the cafeteria with the valuable equipment and on interior, as well as a product knowhow with the service and suggestion of the consumer.
- **Give value** to a commodity product by combining coffee with food that satisfies multiple occasions of consumption: a light and tasty brunch to a sophisticated lounge cafeteria that provides space for relaxing moments.



CONCEPT:

THE FLAGSHIP STORE

Quality



Premium positioning by the handmade characteristics with the highest quality standards.

Freshness



Products prepared and freshly baked directly on the point of sale.

High value of the Service



Flexibility, customization, and just in time.



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THE 3P VALUE:

PROJECT, PLACE, PRODUCT

Our helps for the project of a minimalistic store, with a strong appeal, that communicates warmth and conviviality, for a place which evokes the product thanks to the high selection of a wide range of blends, with the professional equipment in a front view.

A careful selection of menus that evoke the best Italian craft workshops, guarantee to the product a distinctive characteristics thanks to a R & D continuously in a creative ferment.

Quality, freshness and great attention to the contextualization of the product by creating a coherent combination with each serving.



THE 3P VALUE:

PROJECT, PLACE, PRODUCT

From
the cafeteria



Original blends and delicious recipes, coffee is served.

From
the kitchen



The best-known regional specialties of bread and bakery products.

By the chef



A researched dishes and sandwiches for a quick and genuine lunch break.



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HIGH STANDARD

SERVICES

Caffè del Faro offers a complete service which includes a store open all day long, so multiply the occasions to consume.

The creation of an emotional shop, which increases the loyalty and trust of the consumer, through the creation of cultural events and previews (book presentations, tasting food & beverage quality), and a wi-fi network, to create in the mind of the consumer **Caffè del Faro** as a point of reference.

The possibility of take-away thanks to our stylish line designed for, and orders who can be made directly on phone or e-mail.

The possibility of developing a catering line for a quality service for every occasion or event, at home or office.



HIGH STANDARD

SERVICES



Open 12 hours/7 days for a service that multiplies the consumption opportunities.



Take away & delivery: you can personally pick up and go away with our product thanks to our packaging line developed and specially designed for take away.

Bring all of our major productions everywhere: from the fantastic espresso, to the creamy cappuccino and warm Americano, as well as all of italian delicatessen such as sandwiches, pizza, salads, cakes, croissants, muffins ..



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AN HEALTHY PROPOSAL

Our philosophy is to be recognized for the propose of menus with nutritional characteristics beneficial, and with the guarantee to use halal and kosher food.

All grain
flours



To the first stage of manufacture so rich of proteins, mineral salts, vitamins and fibers.

Wholemeal
flours



Low-carb and low glycemic index.

Low caloric



The pastry products are made up with use of fructose, honey and sugar cane sugar, avoiding the use of saccharose.

Natural dried
yeast



Highly digestible because without chemical additives



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HOW TO ENJOY YOUR COFFEE

Espresso



This method of extraction is superior to all others for aromatic complexity and better quality, where it is recognized the distinctive feature of Caffè del Faro.

Americano



A coffee that satisfies the American preference for more sips in every cup.

Moka



Directly by Italian families, how is the coffee consumed at home with your loved ones.

French Press



Ready to taste the unparalleled flavors of a French press coffee?

Coffee Pods



The best way to make authentic espresso coffee at home for your customers, they can take it with our small espresso machines.



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ROYALTIES PACK

SERVICES & CERTAINTY

Materials, tools and methods for the shop

Menù and coordinated image: the menù containing unique selling proposition for the food&beverage offer consist of two main areas: premium selections of hot & cold beverages (soft drinks and traditional coffee, special menus to serve it in all its forms of extraction) and selected fine food for the bakery category (sweet and salty) through the use of fine flours and typical Italian gourmet ingredients.

- Equipment to communicate “in store” concerning news, products of the month, promotions and special events.

- Supply of customized uniforms for men and women, to create a sense of belonging for the staff and

provide a clear and co-ordinated image to the customers, including: T-shirt, polo shirt, short / long apron, bandana / hat.

- Study, design and supply of consumable and durable materials: tablecloths and napkins, trays, take-away packaging, envelopes, bags, containers display, wood-plates and durable holder with logo



TRAINING

AND COACHING

Production, R & D, quality control: the production unit of Montegranaro (Italy) is a real experimental lab to develop and test recipes for new products.

Our technicians will carry out activities of support and operational training, upon specific request of the customer, regarding the product and procedures for the management of all stores. They will teach you everything about the World of Coffee and they will help you to verify the correct application of all the instruments and display application, maintenance of material communication related to the brand, product offerings, room cleaning etc..



NOTE

Horizontal dotted lines for note-taking, consisting of 15 rows.



PROJECT STYLE AND DESIGN

















