

NIKCAFÈ

IL VERO ITALIANO



FULL FLAVOR ZERO BURN

the coffee you love without compromise



**THE WORLD NEEDS MORE
ATTENTION!**



FINELLI GROUP
ITALIAN EXPERIENCE

Excellence, Innovation, and "Made in Italy" in the Coffee World

At the heart of the premium coffee industry, Finelli Group Srl, parent company of the renowned Nik Cafè and Luwak Energy brands, stands as a symbol of success, innovation and pride in the "Made in Italy" tradition. Founded in 2015, the company has masterfully fused the art of artisanal coffee making with a deep commitment to environmental responsibility, establishing a philosophy rooted in respect for people and a passion for high-quality coffee.

The company's excellence has achieved international recognition through a series of prestigious awards. In 2023 Finelli Group Srl was awarded the prestigious title of "World's Best Coffee Brand 2023" by the renowned LUX Life magazine, demonstrating its supremacy in the sector. This recognition not only pays homage to the superior taste of their products, but also highlights their unwavering dedication to providing top-quality coffee, a testament to Italian craftsmanship in the world of coffee.

The triumph continued with recognition at the 2023 World International Taste Awards in Dubai, where the Espresso blend won the prestigious Gold award. Experts praised the perfection of the flavor of the blend, affirming the company's ability to satisfy the most demanding palates around the world and reaffirming Italian excellence in the sector.

Beyond the recognitions, Finelli Group Srl has embarked on a path of sustainability through its participation since 2021 in the Eko AGRO GROUP Impact Zero® project. This ambitious initiative, aimed at offsetting CO2 emissions through the production of new oxygen, aligns perfectly with the Italian approach to environmental responsibility.

In conclusion, Finelli Group Srl is not just a producer of high quality coffee; it is also a proud representative of "Made in Italy". Its success story not only redefines coffee standards, but embodies Italian artisan excellence and commitment to sustainable production. A feat that not only honors Italian taste but also brings the best of Italy to the world coffee scene.



NIKCAFÈ
IL VERO ITALIANO



A true Italian masterpiece that will satisfy your palate without irritating your stomach

Distinguishing features:

Low Acidity: Our coffee is carefully selected from low acidity beans, reducing the risk of stomach irritation. The superior quality of our product is reflected in the care with which the beans are grown and roasted.

Controlled Roasting:

We have perfected the roasting to achieve a harmonious balance between the rich, rounded flavor and the delicacy for the stomach. Controlled roasting preserves flavors without compromising gastric tolerability.

Italian Provenance:

Our passion for authentic Italian coffee is reflected in the choice of beans from the best plantations. The Italian tradition and art of coffee come together in every cup of Nik Cafè

Sensory Experience:

Immerse yourself in a unique sensorial experience with Nik Cafè. Enjoy the enveloping aroma, the velvety texture and the balanced taste that will delight your palate without causing discomfort.

Versatility:

Whether you prefer an intense espresso or a lighter coffee, Nik Cafè is extremely versatile. Suitable for any preparation method, you can enjoy this delicacy any way you want.

Our customers, industry experts testify to their satisfaction with Nik caf  , underlining its goodness for the stomach without compromising the authentic taste of Italian coffee.



Bar Espresso wins the 2023 Gold award at the World Class Food and Beverage - international Taste in Dubai



Nik Caf   is named by the prestigious English magazine Lux Life as Best International Coffee Brand 2023



the real Italian coffee

Where Every Encounter Begins with Exceptional Coffee

In the tapestry of life, myriad threads find their origin in front of a cup of coffee: a business deal, a delightful meeting with a special someone. For many, the memory of that first shared coffee lingers, marking the commencement of something new. Recognizing that initial encounters often set the tone for what follows, why not elevate those moments with the richness of a high-quality coffee?

As a philosopher once mused, "We have something extraordinary let's not reserve it for a select few but give everyone the opportunity to enjoy it." This sentiment encapsulates the essence of Nik Cafè, a brand that emerged as an artisanal laboratory, lovingly crafted by its founders in reverence of coffee tradition.

Nik Cafè is not just a coffee

It's an experience, a catalyst for meaningful connections. The meticulous attention devoted to the proliferation of coffee culture and the production of premium blends has allowed Nik Cafè to extend its historical brand, honoring the time, honored Italian tradition. This is achieved through the creation of roasted coffee blends, meticulously crafted, and the conscientious selection of raw materials; a journey certified by chains around the globe.

In the spirit of sharing the extraordinary, Nik Cafè embraces the ethos that everyone should have the opportunity to savor the richness and nuances of exceptional coffee. With a foundation steeped in tradition, Nik Cafè beckons individuals from all walks of life to partake in a coffee experience that transcends borders, connecting people through the shared delight of a cup of finely brewed coffee

Nik Cafè: A Dynamic and Innovative Coffee Blend with Strong Italian Identity

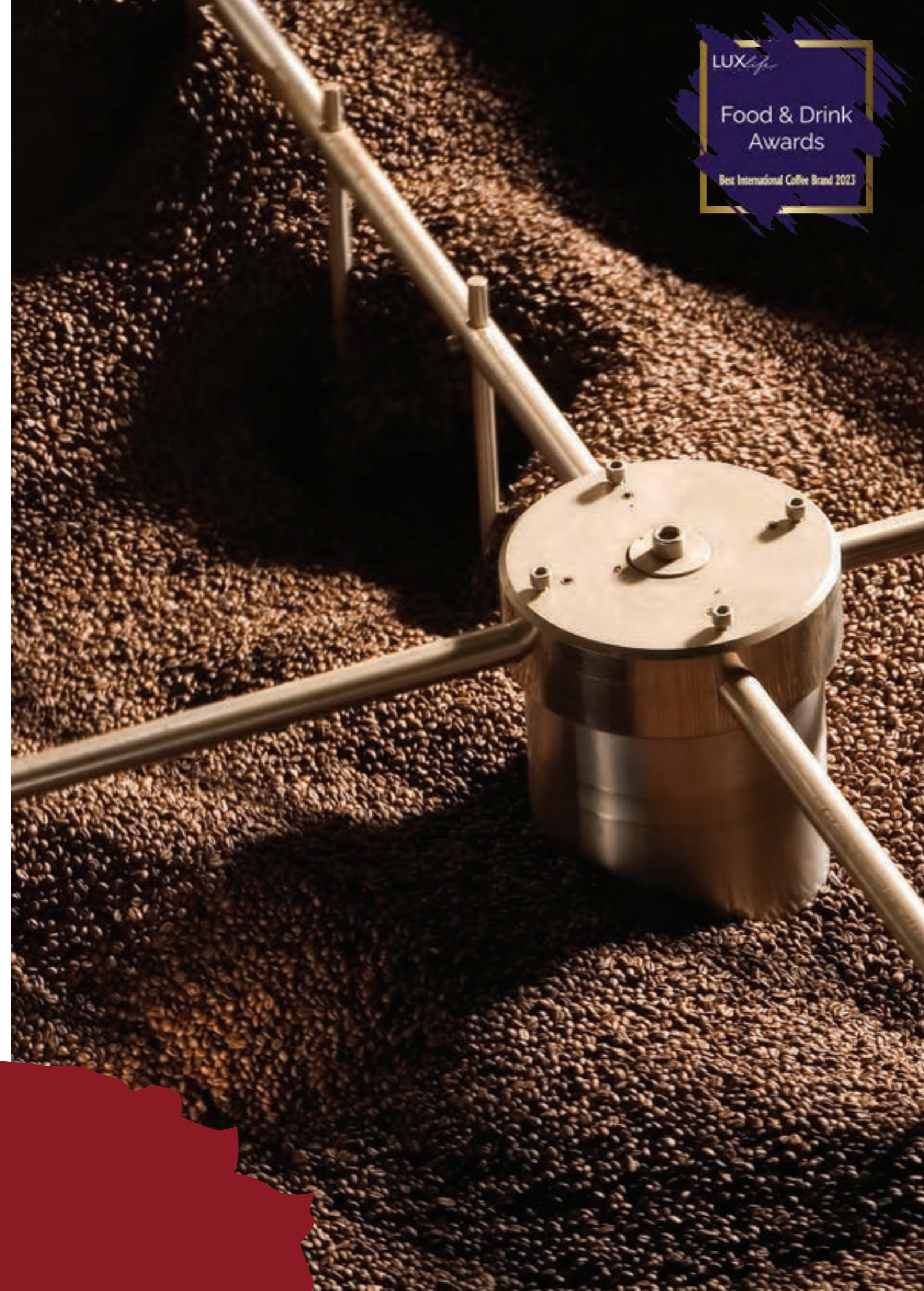
Nik Cafè embodies youthfulness and dynamism, offering a coffee experience infused with innovative features that cater to a global palate while proudly preserving its robust Italian identity. This coffee blend is crafted to satisfy a spectrum of tastes worldwide, introducing innovative elements that set it apart. While embracing diversity in flavor preferences, Nik Cafè remains firmly rooted in its Italian heritage, ensuring that each cup exudes the essence of Italian coffee culture. In a world where preferences vary widely, Nik Cafè stands as a testament to adaptability and quality. Its innovative approach allows it to navigate the diverse landscape of global coffee preferences while staying true to the rich traditions that define Italian coffee craftsmanship. In every sip of Nik Cafè, you encounter not just a coffee blend but a journey that seamlessly blends the contemporary with the traditional. It's a testament to the brand's commitment to delivering a coffee experience that transcends borders, inviting coffee enthusiasts from around the world to savor the unmistakable taste of Italian excellence.

Nik Cafè is a vibrant and dynamic coffee brand with innovative features designed to cater to diverse global tastes while proudly maintaining its robust Italian identity. It offers traditional extractions such as the renowned espresso found in the finest Italian bars, Moka extraction following Italian artisan tradition, and Nespresso System-compatible capsules crafted with the ideal granularity for an unforgettable taste.



“We have something extraordinary ... let’s not reserve it for a select few but give everyone the opportunity to enjoy it !”

The true expression of Italian Ristretto coffee, a blend composed of Santos Brazil Arabica, accompanied by fine Peruvian Arabica, release an unmistakable scent of almonds and dark chocolate; the small percentages of Robusta from Vietnam and the highly prized Robusta from Uganda that make up this blend create a full-bodied cream and the full body gives a persistent aftertaste making this coffee a unique and unforgettable experience for all palates. The unique use of 18 grains raises the exclusive quality of the product for those who really want to taste the real Italian Ristretto.



- AVAILABLE FORMATS:
- 1 kg bag of coffee beans
 - 250 g can of ground coffee
 - box of 40 Nespresso system capsules*

RISTRETTO

il vero caffè Italiano

Intensity	●●●●●
Aroma	●●●●●
Body	●●●●●
Sweetness	●●●●●
Caffeine	●●●●●

The true expression of Espresso Italiano coffee, a blend composed of Arabicas from the best crops from six different countries: Costa Rica, Guatemala, Colombia, Ethiopia, Brazil and India. Brazilian and Indian coffees owe the full body, while wet-processed beans from Costa Rica, Guatemala and Ethiopia produce its slightly fruity notes. All these coffees have been selected and blended with the utmost care. Thanks to its good structure and its persistent aftertaste, Espresso can be enjoyed at any time of the day and is one of the most popular espresso blends in the world in our assortment.

LUX
Food & Drink
Awards
Best International Coffee Brand 2023



AVAILABLE FORMATS:

- 1 kg bag of coffee beans
- 250 g can of ground coffee
- box of 40 Nespresso system capsules*

ESPRESSO
il vero caffè Italiano

Intensity	●●●●●
Aroma	●●●●●
Body	●●●●●
Sweetness	●●●●●
Caffeine	●●●●●



The true expression of Classic Italian coffee. 100% Robusta blend composed of the best Robusta from Central America and Africa make this classic coffee strong, bitter and full-bodied. A coffee with a capital “C”, which sacrifices part of the refinement of flavors to leave more room for an incredible charge of energy, thanks to its high caffeine content. A popular coffee, therefore, but no less delicious for this. Where the raw material is sometimes less sophisticated in itself, it is compensated for by a very long tradition of roasting. This Robusta coffee blend is a cup with dark brown hazelnut cream and greyish undertones. Notes of cocoa and wood emerge on the nose, while in the mouth the coffee has an extraordinary body, a whole cream!

LUX Life
Food & Drink
Awards
Best International Coffee Brand 2023



AVAILABLE FORMATS:

- 1 kg bag of coffee beans
- 250 g can of ground coffee
- box of 40 Nespresso system capsules*

CLASSICA

il vero caffè Italiano

Intensity	●●●●●
Aroma	●●●●●
Body	●●●●●
Sweetness	●●●●●
Caffeine	●●●●●

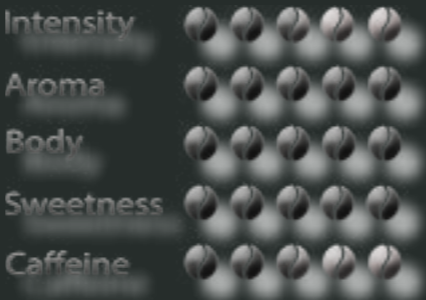
Our 100% Arabica coffee is a unique Blend born from the union of nine different Arabica, selected from the best coffee crops in the world. It has an exclusive floral note of Ethiopian coffee, chocolate from Guatemala, caramel from Brazil, fruity from Colombia, spicy from India, sweets from Costa Rica and dried fruit from Nicaragua. The taste spectrum of the Arabica coffee bean is greater than that of the Robusta coffee bean. The aroma reflects the cool environment and fresh air of the highlands where Arabica coffee beans grow. They have a clear, slightly sweet and round taste. They are also delicate and have a wide range of flavors thanks to the combination of different varieties.



AVAILABLE FORMATS:

- 1 kg bag of coffee beans
- 250 g can of ground coffee
- box of 40 Nespresso system capsules*

RISTRETTO
100% ARABICA
il vero caffè Italiano



New natural energy drink based on coffee and ice water infused for 18-24 hours

Luwak Energy is a coffee-based beverage obtained through the cold infusion of coffee beans in water for an extended period, specifically 24 hours. This slow and ambient temperature extraction process allows for the extraction of coffee aromas and compounds.

The energizing properties of Luwak Energy include:

Caffeine:

Caffeine is the primary stimulant present in coffee, responsible for the energy-related effects associated with consuming this beverage. Luwak Energy contains a significant amount of caffeine (86 mg per 100 ml). **Gradual Release of Caffeine:**

The cold infusion process of our blend enhances the solubility of aromatic compounds and caffeine itself, resulting in a beverage with a more gradual caffeine release compared to traditional coffee. This provides a sustained and prolonged energy sensation without sudden spikes.

Lower Acidity:

Luwak Energy tends to be less acidic than coffee prepared with other methods. This can be advantageous for those who experience stomach acidity issues associated with coffee consumption.

Intense Flavors and Aromas:

The cold infusion process of our Luwak Energy blend specifically extracts aromatic oils and coffee compounds, producing a smoother, sweeter, and richer taste. These intense flavors contribute to enhancing the overall beverage consumption experience.

Low Calories:

When consumed without additional calories, Luwak Energy is a very low-calorie beverage, making it an ideal option for those seeking a lighter alternative. Only 5 Kcal

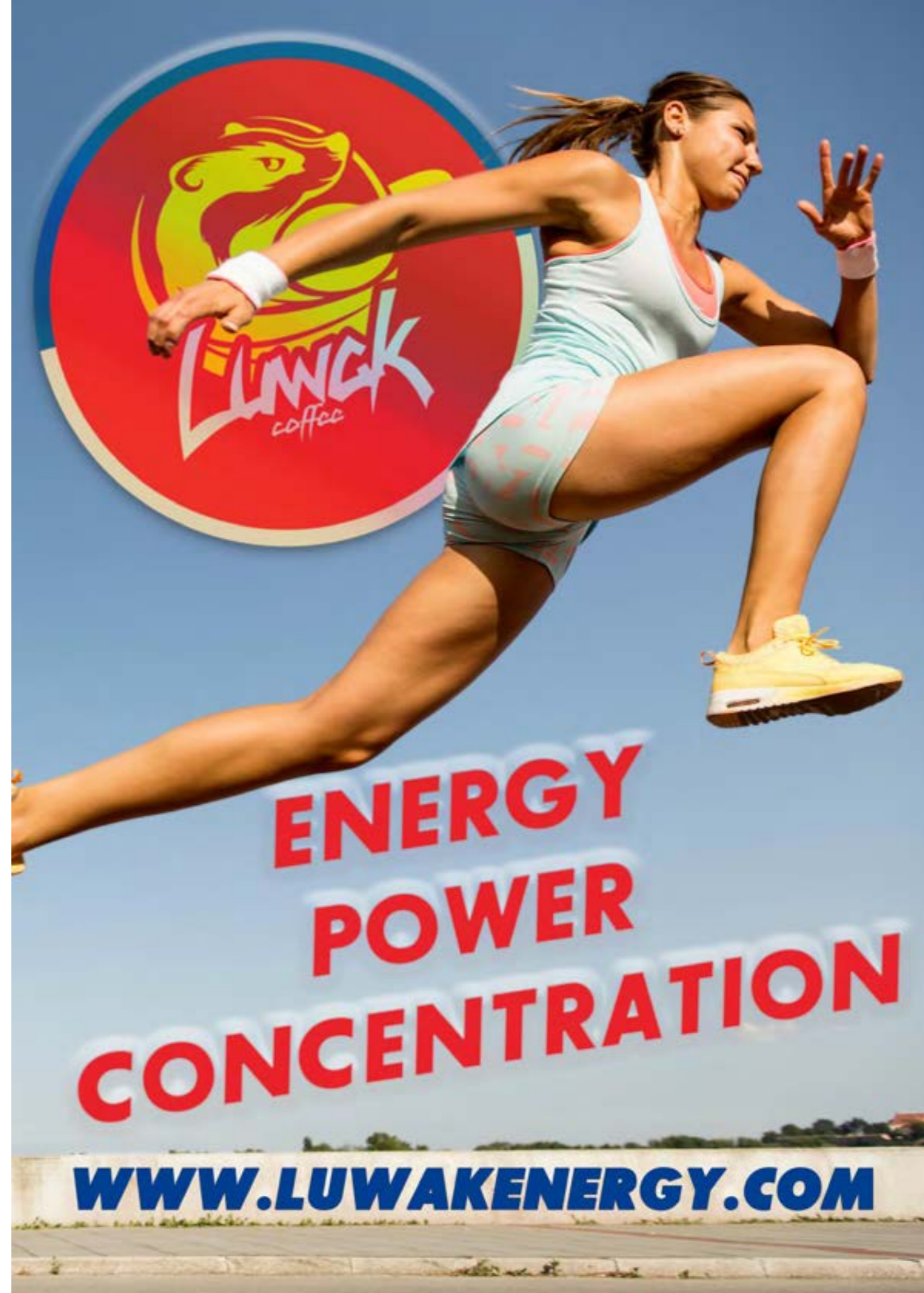
Hydration:

While coffee may have a diuretic effect, Luwak Energy still contains a substantial amount of water and contributes to the overall hydration of the body.



ENERGY
COFFEE

AVAILABLE FORMATS :
- 125ml bottle.



FROM THE BEAN TO THE CUP:

SLOW ROASTING AND AIR COOLING

A perfect espresso, obviously!

Don't be surprised if it's perfect!

Even though this is not an exact science, only when you get passion and knowledge you'll be able to offer an excellent coffee!

Nik Cafè blends have a secret recipe made of:

- careful research and selection of raw materials
- import the best coffee directly from the native countries
- exclusive blends
- slow roasting, in accordance with the best tradition
- natural air cooling
- innovative packaging
- passion for our product

The Roasting process is the alchemy which changes and mixes remaining magic and secretive.

It gives the unmistakable aroma and the typical taste of the brew universally acknowledged as "coffee", which makes it unique and essential for billions of people worldwide. Taking a step back to modern alchemy, the roasting process is one of the essential phases in coffee production. In addition to making green coffee edible, gives the aromatic and organoleptic profile to each coffee blend. During roasting process, by heating beans, transformations take place which form and develop a mix of aromas and components. Roasting is the process in which coffee beans are heated up increasing in accordance with specific parameters, time and temperature. In the traditional roasting process, beans are placed in a rotating drum and be subject to heat source which gradually increase, with temperatures between 200-230 °C for 12-15 (sometimes up to 20) minutes.

• **100°C beans dry up and begins to brown. Roasting aromas are in the air.**

• **Over 150-180°C beans gain volume, getting bigger and bright. At this stage they are golden brown.**

• **200-230°C roasting process reached the perfect temperature, beans lost weight, getting crumbly and darker. Coffee gets its own aroma. Beans start releasing CO₂, a process that will continue for days after roasting.**

The hottest roastings can reach temperatures up to 240 °C, as beyond coffee beans start to burn. By extending the roasting time, we move the balance between acidity and bitterness. If the time gets too long, volatile aromas deteriorate, impoverishing coffee. That's why, once it's pulled out from roaster it needs to be cooled down very quickly. Air cooling is as important as roasting process, as it preserves aromas and coffee itself as well. The process by convection ensures even heat distribution to beans, as a result a better roasting both inside and outside. Moreover, a proper transfer of heating during the whole roasting process makes chemical reactions easier (for example, Maillard's reaction about transformation of sugar). Slowness in the traditional process is considered the only way to enhance refined taste of superior quality coffee blends. It takes time to get refined aromas. And coffee is no exception.

If **coffee** is roasted rapidly, the best aromas will be lost.

If **coffee** is not left to stand after roasting, the best aromas will be lost.

That's a rule.





FINELLI GROUP

ITALIAN EXPERIENCE

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