

# **mokaffé**

Piccoli sorsi di grande piacere



**FAMILY**

---

Great  
pleasures  
come in  
small sips



# MIXTURE, THE TRUEHEART OF COFFEE

A skilfull combination of different types of coffee that give life to a unique and inimitable product. **Quarta Caffè** blends are made with the best selections of **Arabica** and **Robusta** from Central America, South America and Africa. To create a good blend you need to know the individual characteristics of the coffees used and calibrate the balance and taste. All **Quarta Caffè** references are made with individually roasted coffee varieties and mixed after have passed the degassing stage, after the Co2 has stabilized in our bean we are than ready to mix and compose our blend.

A good mixture must always be perfectly ground to give the best of it in the cup. True coffee lovers use coffee beans almost exclusively and grind in the time of need. If the grinding is too fine or too coarse the coffee cannot best express its characteristics, and the taste will be compromised. The right grain size of the ground varies according to the preparation method with which you want to taste the coffee: fine for the espresso and medium fine for moka.



## A JOURNEY LASTING 60 YEARS

**Quarta Caffè** originates in the 1950s in Lecce, with a coffee shop and a small roaster situated in the city center. Soon after, the coffee shop became a reference point for the **Salento** area and for **Galatina airport's aviators**, whose uniforms inspired the name and the historical Quarta roastery's blend: **Avio Coffee shop and Avio blend**.

The coffee shop began to expand, giving rise to the first packages and from that point onwards **Quarta Caffè** came into people's homes, becoming for everyone the coffee of **Salento**. Over the years, the company has grown alongside its territory, the production has increased and the small roasting plant has moved from the centre to the industrial area, an establishment that is the seat of the company to this day.

## MISSION AND VISION

A complex and flexible organization capable of interacting with this territory on every level: social, productive, supply chain makes, the Quarta Caffè to be a coffee roaster based on excellence and at the forefront of technology, ensuring a top quality product, processes and all the distribution chain, aiming at sustainability and territory conservation.

An open system that is perfectly integrated with the Salento territory. The company is a national reference point in the top quality coffee market and the new Quarta Caffè generation look faithfully towards the future: Antonio Quarta and his sons Gaetano and Edoardo and all his associates continue to follow in the footsteps of Gaetano Quarta, Cavaliere del Lavoro. Salento is the soul of Quarta coffee and Quarta Caffè would not have existed without Salento and it is for this reason that the roasting plant is engaged in social programs and environmental themes linked to the sustainability and safeguard of the territory.

Furthermore, the company continues to invest to confirm its presence as an excellent coffee roastery, for example, having realized the new research and development laboratory, its task is to study new market scenarios and to know how to pick new variations in the consumption and tasting of coffee.



## ORO

This reference is the noblest of the line, characterized by an aromatic and round taste that highlights the components of the origins of Central America.

With a characteristic aroma, with a taste in which hints of chocolate, honey and sugar cane stand out.

A blend for those who love persistence and prolonged pleasantness.

Available in the:

**250g ground coffee package**

Cup body	
Sweetness	
Bitter	
Acidity	
Persistence	



## GUSTO CLASSICO

This blend is the most popular with consumers. Its transparent packaging highlights the freshness of the product.

The greater presence of Robusta enhances its body and allows for a strong and prolonged flavor. Excellent price / quality ratio.

The flavor is reminiscent of bitter cocoa, sandalwood bark with spicy notes of cloves, accentuated body.

Available in the:

**250g and 500g ground coffee package**

Cup body	
Sweetness	
Bitter	
Acidity	
Persistence	



## MISCELA SPECIALE

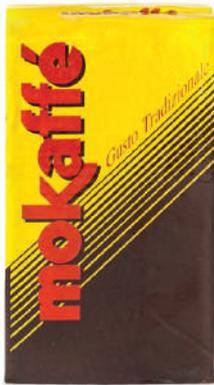
Blend created and designed to give sprint to our awakening, with an unmistakable flavor, one of the strongest references that guarantees a particularly pleasant persistent taste.

A taste with a hint of pure flavored chocolate and caramelized sugar with a prolonged aftertaste. This blend was created for all those who want to rediscover the taste of the espresso bar at home.

Available in the:

**1000g whole coffee bean package**

Cup body	
Sweetness	
Bitter	
Acidity	
Persistence	



## GUSTO TRADIZIONALE

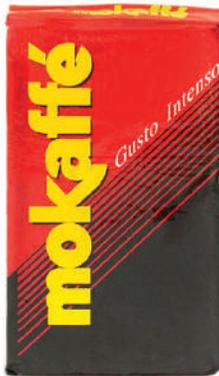
The blend has been designed for customers who want a long-life product. Born from the union of origins from the East that characterize its particularly spicy taste.

Unmistakable flavor with pleasantly spicy notes of cloves, pink pepper and coriander seeds.

Available in the:

**250g ground vacuum coffee package**

Cup body	
Sweetness	
Bitter	
Acidity	
Persistence	



## GUSTO INTENSO

The blend has been designed for customers who want a long-life product. Born from the union of origins from the East that characterize its particularly spicy taste.

Flavor characterized by a prevalence of licorice and dark chocolate and slightly spiced with coriander seeds.

Available in the:

**250g ground vacuum coffee package**

Cup body	
Sweetness	
Bitter	
Acidity	
Persistence	



## MISCELA ROSSA

A product born from the balance between strength and freshness obtained from the careful selection of fine origins.

Flavor characterized by a prevalence of dark chocolate and with notes reminiscent of vanilla.

Available in the:

**250g ground coffee package**

Cup body	
Sweetness	
Bitter	
Acidity	
Persistence	

**NEW**



## CIALDE GUSTO INTENSO COMPOSTABILI - 10pz

The Intense taste Mokaffè has been specifically designed for coffee pods and has an intense and creamy taste. Thanks to single-packs, making it is easy and fast: every pod encloses the right amount of ground coffee to obtain an excellent coffee.

Packed in a compostable filter paper, the coffee keeps the original aroma; the pods are compatible with E.S.E. coffee machines.

Available in the:  
**10 pieces format**

Cup body	
Sweetness	
Bitter	
Acidity	
Persistence	

**Quarta Caffè S.p.A.**  
Zona Industriale - 73100 Lecce  
direzione@quartacaffe.com  
Tel. 0832 258011  
www.mokaffe.net

A clear glass mug with a handle is positioned on a white surface. The mug contains a dark coffee base with a thin layer of foam on top. A thick, white stream of milk is being poured vertically into the center of the mug from above. The background is a soft, warm-toned gradient. The word "moka" is printed in red on the front of the mug.

**moka**