



CUCLIELMO
il caffè che fa centro

*Drink it generously: in its aroma fade away
all the concerns and its fire incinerates
the turbid thoughts of everyday life. "*

*Hajdjibud from Medina
(Arabic jurist)*





History



Guglielmo today



Museum



Production



Communication



Location



Technological innovation



The beginnings





uglielmo Caffè, created in 1945 by the Knight of Labor Guglielmo Papaleo, is today one of the best known companies in Southern Italy. This company is conceived as a big family and represents an extraordinary example of efficiency and productive capacity, in the Ho.re.ca channel as well as in the domestic one.

By growing up, the company hasn't lost the knowledge of its founder, but has mixed up this know-how with the new methodologies of this sector; this is the knowledge that Guglielmo aims to spread and consolidate personally to its customers, to privilege and protect the final consumer and to ensure the quality and the exclusivity that have always distinguished its brand. This is the right way to be present in various countries around the world.

To achieve this goal, the company carefully chooses different types of coffee imported from the external, relying on qualified suppliers that can ensure consistent product quality. Green coffee, before being placed in the production cycle, is tested by specialists who carefully evaluate the organoleptic quality to ensure that unmistakable aroma and taste of the blends produced.

The company, based in Copanello, Calabria, spread over 10,000 square meters, with modern facilities, and has a production capacity of 3,000 ton per year by working in compliance with all the quality standard.

History



I

t all began in 1945,

a year and a time when it seemed impossible for something to start again in Catanzaro. The war was still around the corner and Calabria seemed to have gone back centuries. But in those days all this began as a fairy tale, after a short time but full of men and facts, so that it seems it was not even "our" time.





The Beginnings and Growth

*G*uglielmo Papaleo began in 1935 starting as an errand boy in a grocery shop in the old town centre of Catanzaro.

Ten years after he decides to open little shop on the main street of the city, with a small coffee maker inside.

In 1947 starts the actual production, sales and tasting of coffee. Ten years after in Catanzaro Sala he realized the first roasting factory, consisting of warehouses, production department and administrative offices. Also start the first advertising campaigns.







The Honors

*B*ottom left, the contribution of the gold medal at the "Circle Brutium" to Guglielmo. The annual award is given only to those Calabrian who have distinguished themselves in social activities. Right, the President of the Republic Scalfaro consigns the honor of Knight of Labour of the Republic (a sort of MBE for the Italian citizens). Bottom right, the reception at the Quirinale (Guglielmo, third from left, is easily recognizable). The President Saragat gave him "motu proprio" the honor of Commander of the Order of Merit. Proper recognition to those who, like Guglielmo, succeeded, with dedication and entrepreneurial skills, to create a company which is a proud for all Calabria.







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1971

*T*he market is becoming increasingly demanding.

The building of the new industrial complex starts in Copanello.

The 1972 is the year of the inauguration of the new industrial complex with modern machinery, a milestone in the industrial production.

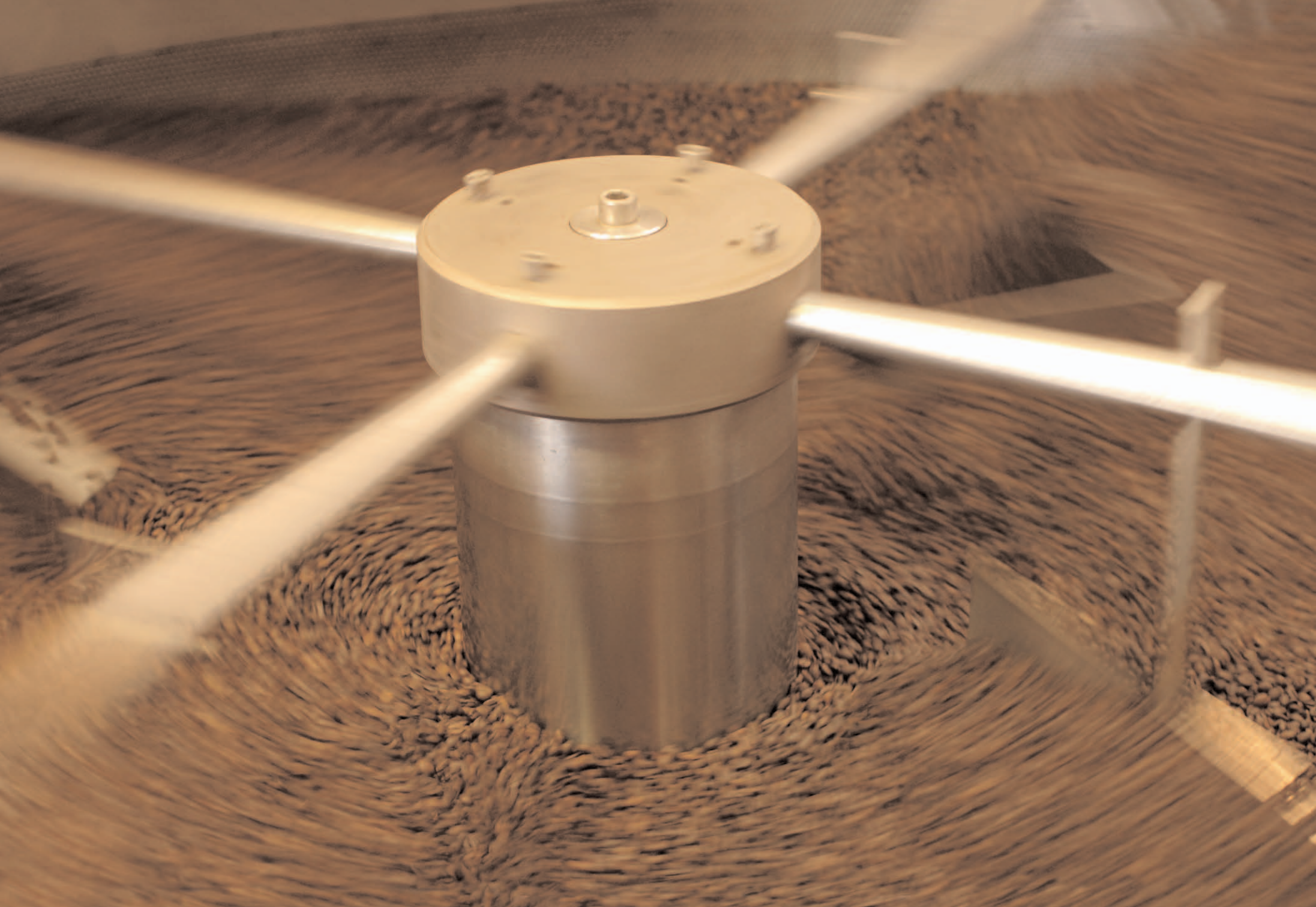
The company becomes an S.p.a.

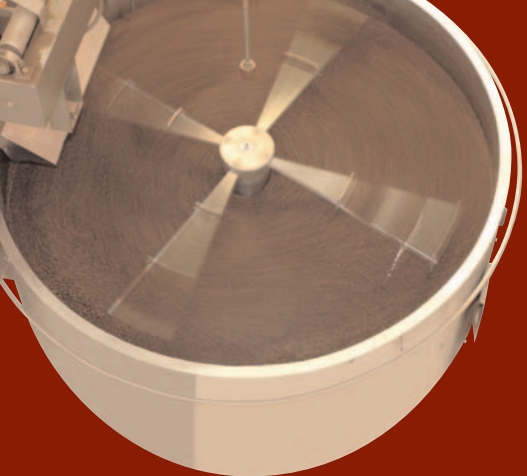


Production

*G*uglielmo Caffè is today one of the best known business of the South of Italy. The factory, that overlooks the beautiful coast of Copanello, not far from Catanzaro and from the resort Villaggio Guglielmo, offers an image which is halfway between tradition and vanguard. This is not only a common company but also a big family with more than sixty employees that represents an extraordinary example of efficiency and productive capacity.

Guglielmo S.p.a. produces on its behalf and commercializes its coffee in both consumer markets: the domestic one and the so-called bar area. This is a company that believes in the value of its know-how, in an ancient knowledge updated with the new methodologies of the sector; this is the knowledge that Guglielmo aims to spread and consolidate personally to its customers, to privilege and protect the final consumer and to ensure the quality and the exclusivity that have always distinguished its brand.





Production

*G*uillermo Caffè, in over 60 years of work, succeeded to satisfy the most exigent expectations, thanks to the its high quality blends, the result of a constant research and a continuous product diversification.

The production gives a choice among six lines of coffee, ground coffee and beans: 5 Stelle, Espresso Classico, Espresso Oro, Extra Bar, Caffetteria and the new Silver tin, plus the Decaffeinated, the Organic Coffee and the Capsule Coffee.

Moreover, there is the production dedicated to Bars, with the precious Club 99 blend, the result of research that allowed to get a unique coffee, full-bodied and velvety taste.











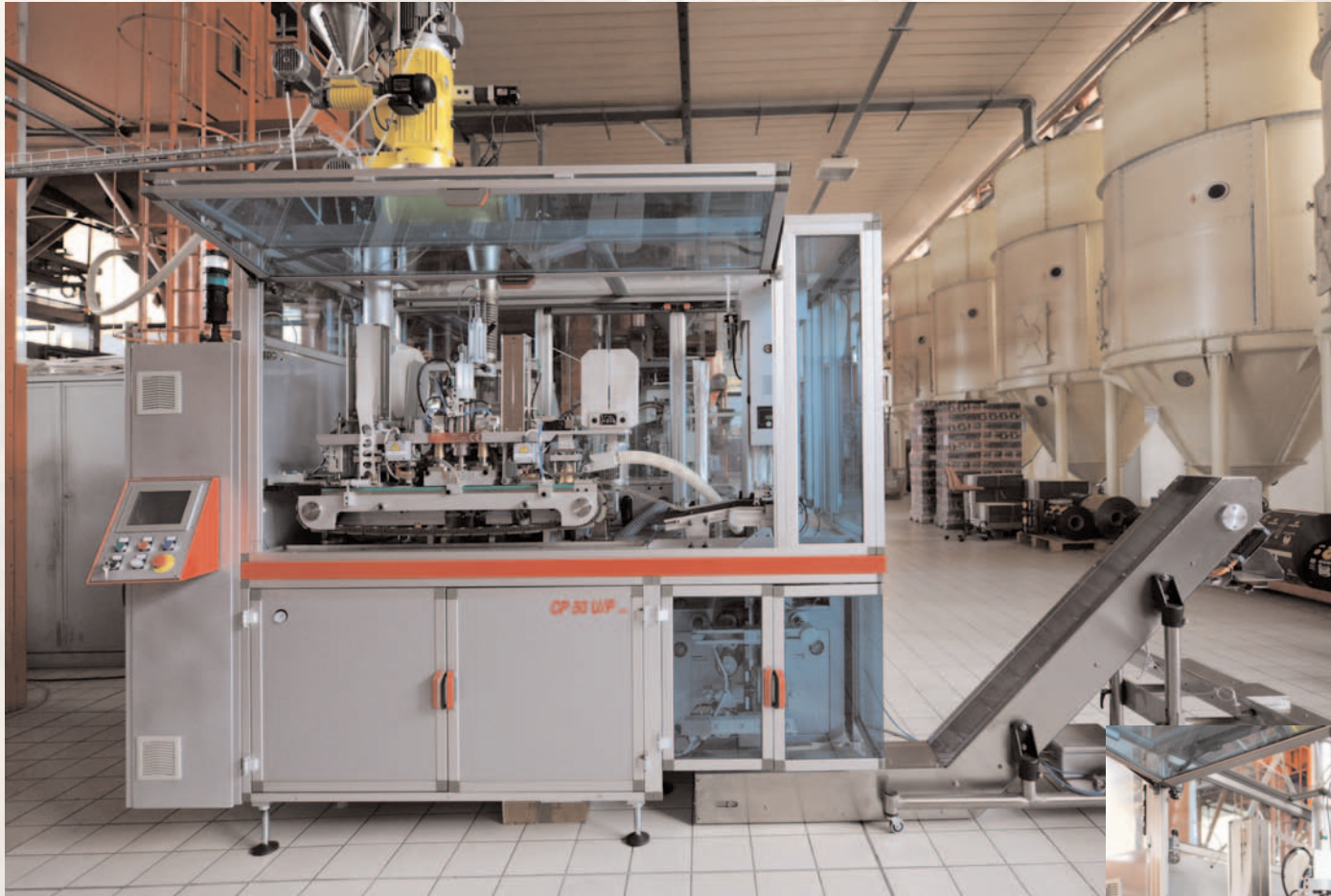
Technological Innovation

*G*s one of the strengths of the Company.

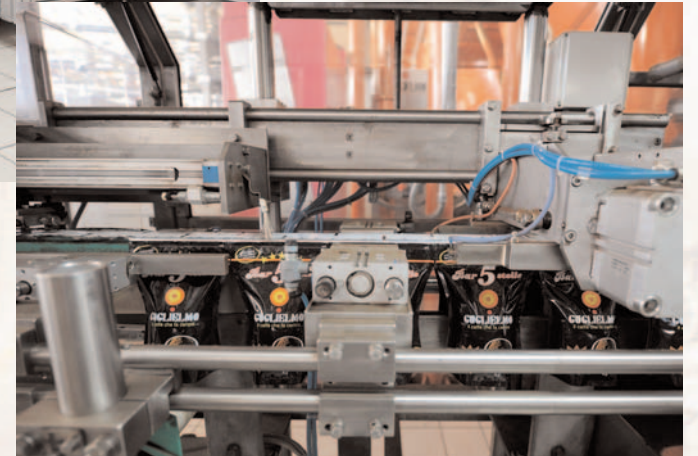
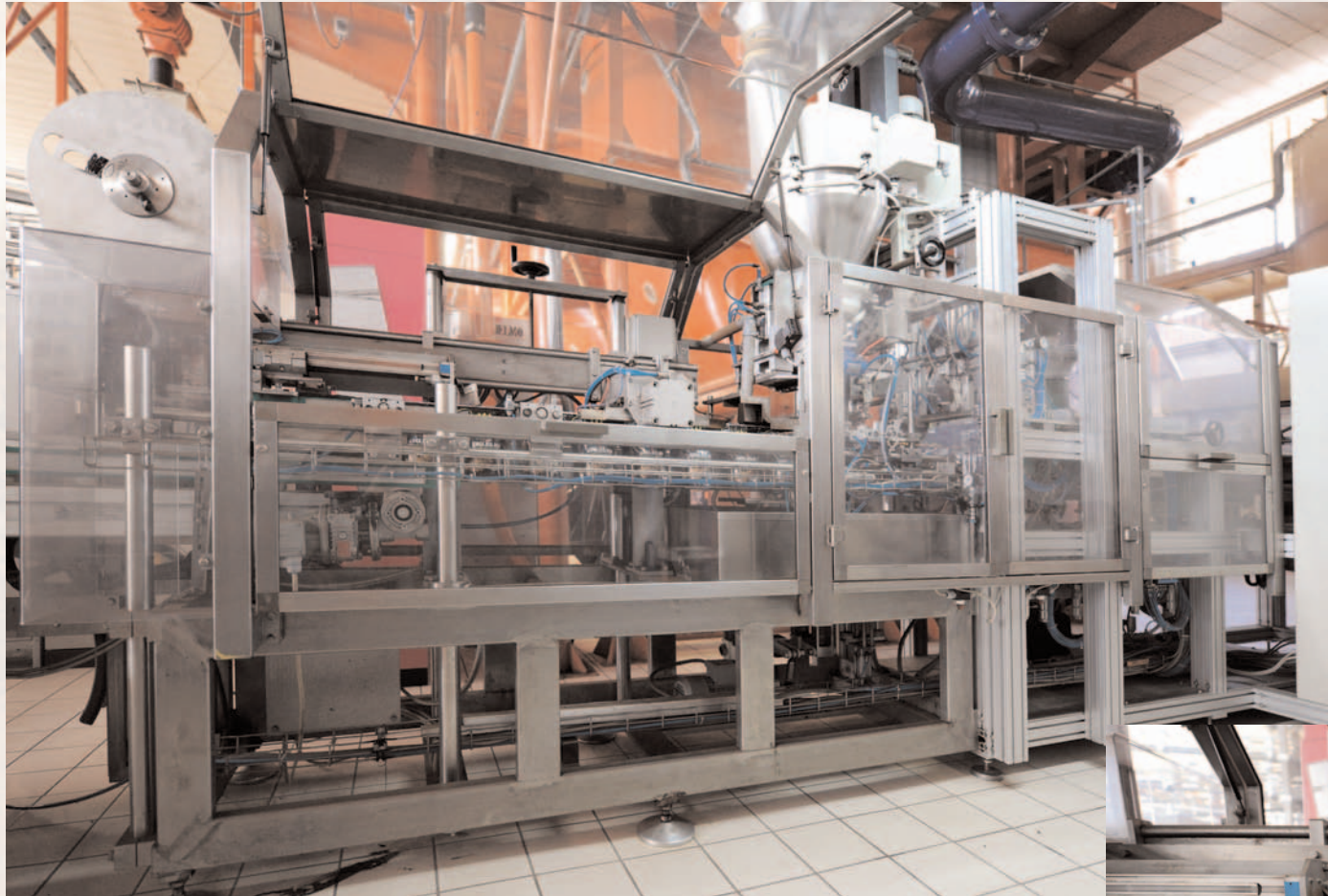
Always careful to changes and new technologies, Guglielmo Caffè is constantly investing in better technology and equipment to provide the customers a high standard of quality in its products.







Machine for the packaging of capsules



Machine for packaging stand-up confections of 5 Stelle



Communication

*P*resent but discreet, never overly intrusive, the communication of Guglielmo Caffè, shared support for the brand and promoting for the product, is carried out through an appropriate choice of means and venues.

Communication comes mainly about press and poster campaigns, most recently also with a series of three television commercials, as well as the constant presence on outlets and stores with appropriate points for tasting.





voglio un caffè
(le voglie si tolgono)

CUGLIELMO
il caffè che fa centro
www.caffeguglielmo.it



desidero un caffè
(i desideri si avverano)

CUGLIELMO
il caffè che fa centro
www.caffeguglielmo.it



penso ad un caffè
(i pensieri si realizzano)

CUGLIELMO
il caffè che fa centro
www.caffeguglielmo.it

Caffè Guglielmo...too good to wait!



TV commercials. Length 15 "

I grandi caffè di Caffè Guglielmo

CUGLIELMO
il caffè che fa centro

Caffè Guglielmo. Una grande famiglia

CUGLIELMO
il caffè che fa centro

PER I MIEI CLIENTI SCELGO SOLO GRANCAFFÈ

Grancaffè è la prima ed unica miscela garantita dall'esperienza e dal prestigio del Consorzio Grancaffè che ne certifica l'alta qualità e ne garantisce la diffusione e il successo.

solo da
CUGLIELMO
il caffè che fa centro

CONSORZIO GRANCAFFÈ - www.consortio-grancaffè.it

Caffè in cialde Guglielmo.

chuť opravdového italského espressa

Distributor PAPIRO s.r.o.
Import - Export Czech Republic
mobil 0042 0608 402680
tel. fax 0042 0585 242358

Una miscela di garanzie

Senza una miscela con il marchio del Consorzio Grancaffè significa dare garanzie inesistenti ai propri clienti. Non solo un caffè ottimo, ma la garanzia della qualità per l'intero processo produttivo: dalla raccolta, lo stoccaggio, la selezione della miscela prima fase di preparazione di lavorazione più qualificata, con un processo tecnologico e di caffè del caffè, l'impugnatura e ogni di aggiornamento e controllo di processo anche nella scelta della confezione (con garanzia del cliente) e nella sua distribuzione.

solo da
CUGLIELMO
il caffè che fa centro

GRANCAFFÈ
CONSORZIO GRANCAFFÈ
www.grancaffè.it
Il Consorzio di Grancaffè
in caffè è di gusto

300-805049

Press campaign

Tuffati nel gusto unico
del liquore al caffè Guglielmo




GUGLIELMO
il caffè che fa centro
www.caffeguglielmo.it


GruppoGuglielmo



www.caffeguglielmo.it

*Official site of Guglielmo Caffè
Here you can find all the information necessary to
communicate with the company and to better
understand the importance and processes of growth
and expansion.*



www.caffeguglielmoshop.it

*Created to provide the opportunity for customers to
buy the Guglielmo products also online*



*www.calabriacaffe.it
Is the portal Calabrian people in the world.
Designed by Guglielmo Caffè*

*On this site you will find all the news on the Calabria region and you will meet many friends around the world.
Subscribe on CALABRIACAFFE.IT and you can start writing on the forum, chat with new friends and win a lot of gadgets.*





The Museum



S big pride for the company is the creation inside the roasting factory of an important space for the creation of a "museum of coffee".

The collection is sorted for different ages, tools, machines for roasting, old packages and coffee machines: items collected in over fifty years of activity, some are rarities, all are the testimony of passion and love for this product.

A section of the museum is dedicated to all the sponsorships that have seen Guglielmo Caffè engaged in various sports and disciplines.

The collection also includes two advertising vehicles from the early '60s, depicting a coffee pot pouring coffee into a cup. One of them is visible to anyone who visits the establishment because literally "embedded" at the entrance.









Location

*C*uglielmo Caffè is currently on the market in the following Italian regions: Basilicata, Lazio, Lombardy, Sicily and, of course, in all Calabria.

With a prudent expansion policy, obtained through participation in major trade fairs, is also present in the following countries: Albania, Australia, Germany, Great Britain, Portugal, Czech Republic, United States, Switzerland and Hungary.



Boston

Londra

Lisbona

Colonia

Praga

Italia

Tirana

Budapest

Sidney



Our classes

The teachers, professionals of the sector:
Daniele Rossi, Emanuele Fratini, Ettore Diana

Guglielmo Caffè organizes since 2006 some classes on how to make a good coffee at the bar. Classes are open to all customers who have a Guglielmo Bar or not, everyone that wants to understand and investigate the world of the black drink.

GUGLIELMO CAFFÈ CLASSES
are divided into three stages:

1. What is coffee
2. How to make a good coffee
3. How to decorate coffee and cocktails with espresso

Quality Certification



The management system of Guglielmo Caffè is certified according to the new VISION 2000.

Management System for Quality has the priority to achieve customer satisfaction and to reach this goal, in a customer-oriented logic, the direction of Guglielmo constantly ensures that the needs and expectations of the client are identified, converted into requirements and fulfilled.

During the course of its activities, the company is committed to:

- Maintain compliance with all laws and regulations on environmental
- Pursue continuous improvement aimed at reducing environmental impacts

Guglielmo Caffè has a qualified self-control system for hazard analysis and critical control points in compliance with CEE 93/43 - Legislative Decree 155/97 (HACCP), for hygiene in food.



Dates

- (1935)*, Guglielmo Papaleo starts as an errand boy in a grocery shop in the old town centre of Catanzaro
- (1945)*, He decides to open little shop on the main street of the city, putting inside a small coffee machine
- (1947)*, He starts his real activity of production and sale of coffee and decides to enlarge his shop to allow the tasting of the product
- (1950)*, Inauguration of the first bar "Guglielmo"
- (1952)*, Marketing starts in the entire province of Catanzaro, also buying some particular advertising motor vehicles
- (1957)*, The demand for this product is so big that Guglielmo Papaleo decides to open his first roasting establishment, consisting of warehouses, production department and administrative offices
- (1968)*, Starts the construction of the new industrial complex in Copanello
- (1970)*, Guglielmo Papaleo is Commander of the Order of the Republic
- (1972)*, Inauguration of the new industrial complex with modern machinery. The company become an S.p.a.
- (1985)*, New logo with the new slogan "il caffè che fa centro"
- (1986)*, Entering the first computer that automates the production cycles and in the same year there are new recruits
- (1986-1987)*, Guglielmo S.p.a. enters in all the main consortium of the coffee world
- (1997)*, The first 50 years of the company. Guglielmo Papaleo is Knight of Labour of the Republic



- (1997-2000)*, Structural changes and updates - Replacing "old" roasters with two other machines to get a perfect and uniform roasting. Outdoor silos for the green coffee including 14 cells, 18 mt high. Installation of cleaning coffee machine that allows a more precise and safe cleaning of green coffee
- (2001)*, Foreign market development. Guglielmo decides to expand the horizons of investment by focusing on foreign markets. First fair in Lisbon - Alimentaria 2001 - COLOGNE 2002 Anuga - Food LISBON 2003. Investment in trade fairs and travel have brought an exponential growth in foreign markets. Two new warehouses for storage
- (2002)*, New packaging machine for ground blends (80 envelopes of 250 grams coffee per minute)
- (2003)*, May, 5. Guglielmo Papaleo ended his earthly existence, leaving an indelible memory of hard work, dedication to work and to all his employees and those who knew and appreciated the undisputed human qualities. Today his family keeps following the same values, so that his name can be always present in the houses of Calabrian people, and not just in those, through the Guglielmo products. His heirs, his son in law and all the staff allow the company this process of steady growth that makes Guglielmo one of the largest productive and entrepreneurial realities throughout the South of Italy.
- (2003-2004)*, Guglielmo opens new company offices in Milan, with Guglielmo Point, and in Rome, with Guglielmo Caffè Roma, starting distribution in the north of Italy and in the centre
- (2004)*, New toasting machine for bar blends
- (2005)*, Important investment in television communication with three new television commercials and a new claim: " Caffè Guglielmo...too good to wait!"
- (2007)*, New Silver tin representing the face of the founder of the company, a unique and refined product
- (2008)*, New machine for packaging coffee in capsules



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COMPANY CERTIFIED ACCORDING TO THE RULES OF THE SECTOR