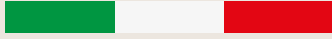


Santacruz
BORN TO BE COFFEE



• 2025 •



WELCOME TO OUR WORLD



SANTACRUZCAFFE



SANTACRUZ CAFFÈ

EXPLORING SANTACRUZ COFFEE

Welcome to the world of **Santacruz**: here, coffee is a sensory experience born from passion and love for authentic flavors.

Our coffee stands out for its artisanal tradition, with aromas that remain vibrant today, and for the care we take in selecting beans and refining production processes to enhance each blend's nuances.

Through this catalog, we invite you to discover not only the excellence of our coffees but also the history and values that define us. Every detail, from cultivation to packaging, is designed to offer an experience that goes beyond merely drinking coffee: a true sensory journey that honors the art of coffee.



THE SELECTION OF THE FINEST BEANS

A Journey Through the World of Coffee



We source the finest raw coffee varieties from the best plantations in South America. Through a strict traceability process, the harvest reaches our Rivoli facility, where the single-origin beans are carefully selected. Some samples are then roasted to analyze and fully understand their flavors.

Our partnership with Sandalj, a leading company in raw coffee importation, ensures absolute certainty of origin and the punctuality of our supply chain.

A MODERN COFFEE, TRUE TO ITS ORIGINS

Our goal is to meet the expectations of an increasingly discerning audience. For this reason, we regularly engage with our partners to ensure that, even after years, the recipes of our blends continue to be appreciated by their customers.

This honest dialogue allows us to keep believing in our work and to offer a coffee with a modern taste, the result of a careful selection of single-origin beans. We often break away from traditional flavor profiles, yet we do so with confidence in the historical memory of those who have tasted our coffee and fallen in love with it.

P.4

PROCESSING & QUALITY CONTROL

OUR RAW COFFEE IS PROCESSED
ACCORDING TO THE QUALITY
STANDARDS REQUIRED BY THE
TRADITION OF ITALIAN ESPRESSO.

HERE'S HOW WE DO IT

THE ROASTING PROCESS

It takes just twenty minutes of roasting for the beans to undergo sugar caramelization and the carbonization of the outer layer, acquiring the signature color and characteristic aroma that coffee lovers seek.

Our coffee is roasted following a purely artisanal process using a Petroncini machine—an essential tool in the success of Italy's finest and most historic coffee roasteries. After roasting, the beans are cooled in a tank for four minutes and then left to rest in storage silos. Here, the coffee undergoes an additional maturation phase, and only after this process is completed can it be packaged in controlled-atmosphere 250g tins or sealed bags.

Each blend is carefully adjusted during processing based on the specific characteristics of the single-origin beans, ensuring that their unique qualities are enhanced to the fullest.





QUALITY CONTROL

Ensuring accurate quality control requires two fundamental elements: an in-house laboratory within our roastery and an in-depth knowledge of the regions where our coffee is sourced.

Walking through the roastery, you might come across old photos of a young boy among coffee plants in Honduras. That boy is Federico, now leading our team of Coffee Specialists. Thanks to his experience and precision, we can guarantee that every cup of espresso receives the care it deserves.

At Santacruz, quality control means having a deep understanding of the coffee we choose.



OUR STORY

1984

OUR ORIGINS

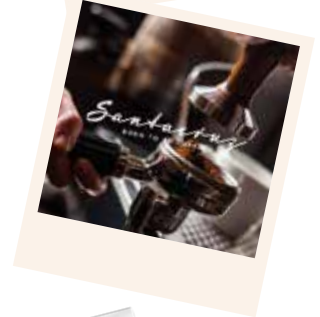
In the heart of Val Chisone, in San Germano, a small artisanal workshop dedicated to coffee production was born. This was the beginning of an adventure that would lead to the creation of Santacruz.



2008

THE TRANSFORMATION

A new chapter begins with a change in ownership: the company evolves, redefines its identity, and expands its offerings with new blends, experimenting with unique and distinctive flavors.



2016

THE BARISTA'S INNOVATION

Unico 100% Arabica and **Unico -12** are born—two blends designed for coffee professionals, each with a unique identity crafted to set them apart from the rest.



2020

WHERE DESIGN MEETS ESPRESSO

The Santacruz experience is elevated with the creation of an exclusive espresso cup. Its original design becomes a true icon of the brand.



2021

A NEW BLEND

Now enjoyed across Italy, Santacruz introduces a new blend, carefully crafted to enhance every sip and deliver a truly authentic coffee experience.



2025

NEW PACKAGING

A **new packaging** design takes shape to enhance the identity and diversity of Santacruz coffee, making it even more recognizable and distinctive through evocative illustrations.





THE ART OF LATTE SANTACRUZ ACADEMY

A COURSE DESIGNED FOR BARISTAS

With the mission of spreading the culture of high-quality espresso, we have created a comprehensive course designed to train professionals in the Ho.Re.Ca. sector. The program is structured into three key phases: theoretical study, guided practical exercises, and knowledge sharing.

Every detail of the course is carefully designed so that, even starting from scratch, participants will gain the skills to master an espresso machine and understand the essential dynamics of bar management by the end of the training.

Each section of the course is structured as follows:

- In-depth study of coffee and café culture.
- Hands-on latte art practice with industry experts.
- Moments of sharing during breakfast and lunch.



“

**COFFEE
IS THE BALM
OF THE
HEART AND
SPIRIT.**

(G. Verdi)



PASSION WITHOUT COMPROMISE



In 2012, thirty years had passed since the founding of our company. Personally, I felt the need to immerse myself once again in the world that fuels the passion I have always carried within me: coffee.

I shared this desire with Federico, and without much hesitation, we decided to embark on a journey—to rediscover the colors, aromas, flavors, and sensations that only a coffee plantation can offer. We had a clear goal: to bring home a selection of single-origin beans that would allow us to relive that journey every time we opened a bag of our coffee.

I carry many wonderful memories from that trip, but one in particular remains close to my heart. For a few days, we had been visiting a plantation, often hearing talk of an old master, a figure respected and admired by all for his vast experience in coffee. Having retired years before, he was now enjoying his well-earned rest.

*Unico is, above all, the bean.
It is the bean itself that defines the
uniqueness of every cup of coffee.*

It wasn't easy to get in touch with him, but in the end, I succeeded.

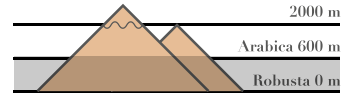
We talked all evening—I told him everything I wanted to rediscover in a cup of espresso. He listened patiently, without interrupting. Then, at the very end, he smiled with satisfaction and said: “Mr. Santacruz, at last, I hear someone speak seriously about coffee.”

Gianluca Storti

A handwritten signature in black ink, appearing to read 'Gianluca Storti'.

CARMIELA

AROMATIC BLEND



AREA DI PROVENIENZA PRINCIPALE

60% arabica | 40% robusta



CARMELA'S SECRETS

The Carmela blend is crafted from high-quality beans, grown at ideal altitudes, carefully selected, and artisanally roasted.

Rich and full of character, this coffee offers a complex flavor profile, beautifully balanced by chocolatey notes. It's a true indulgence—each sip takes you on a unique sensory journey.

ROASTED COFFEE BEANS BLEND TRADITIONALLY ROASTED & AIR-COOLED

Available in both 1 kg and 0.5 kg formats. Pallets contain 432 kg, packed in boxes of 6 units.



7g / 7,5 g



90 / 95° C



25-30 sec



9 Atm

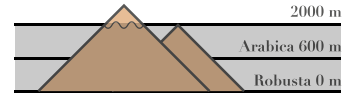


25-35 ml



ALLEGRA

CLASSIC BLEND ARABICA



AREA DI PROVENIENZA PRINCIPALE

75% arabica | 25% robusta



ALLEGRA'S SECRETS

The Allegra blend is crafted from a selection of Arabica and Robusta beans, sourced from the finest harvests around the world. These premium beans are brought to life through impeccable processing and slow roasting. This is a well-balanced coffee: sweet, with aromas of toasted bread, hints of dried fruit, and a lingering note of dark chocolate. Allegra delivers a rich, exciting, and complete coffee experience.

ROASTED COFFEE BEANS BLEND TRADITIONALLY ROASTED & AIR-COOLED

Available in both 1 kg and 0.5 kg formats. Pallets contain 432 kg, packed in boxes of 6 units.



7,5 g / 7,8 g



90 / 95° C



25-30 sec



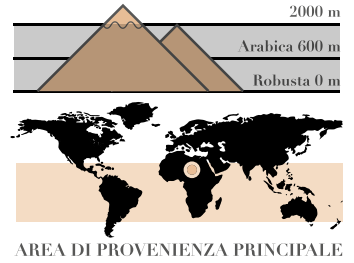
9 Atm



25-35 ml



UNICO



100% arabica



UNICO'S SECRETS

The Unico blend is crafted from five premium ingredients sourced from three continents.

Carefully blended before roasting and air-cooling, it balances the smoothness of natural coffees with the intense aromas of washed beans.

Special one-way valves ensure the packaging preserves its rich aroma and freshness.

ROASTED COFFEE BEANS BLEND TRADITIONALLY ROASTED & AIR-COOLED

Available in both 1 kg and 0.5 kg formats. Pallets contain 432 kg, packed in boxes of 6 units.



7,6 g / 8 g



90 / 95° C



25-30 sec



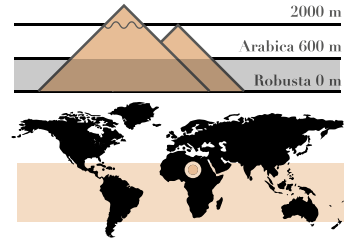
9 Atm



25-35 ml



UNICO -12



AREA DI PROVENIENZA PRINCIPALE

88% arabica | 12% robusta



UNICO -12'S SECRETS

The Unico -12 blend embodies balance and perfection.

Made from nine carefully selected Arabica and Robusta beans from the world's finest harvests, it boasts a distinctive and refined aroma.

No single Arabica variety alone could ever deliver the emotion, depth, and richness that this unique blend offers.

ROASTED COFFEE BEANS BLEND TRADITIONALLY ROASTED & AIR-COOLED

Available in both 1 kg and 0.5 kg formats. Pallets contain 432 kg, packed in boxes of 6 units.



90 / 95° C



9 Atm

7,5 g / 8 g

25-30 sec

25-35 ml





DEK 500G



**DECAFFEINATED
80 SINGLE-SERVE
PACKS**



**CLASSIC
HOT CHOCOLATE
IN SACHETS**

Total: 560g – 20 Sachets



**DARK
HOT CHOCOLATE
IN SACHETS**

Total: 560g – 20 Sachets



**GINSENG 500GR
TIPE 2**

Cremoso



GINSENG 500GR

Intenso



**GINSENG
TOP CREAM 500GR**

Sweet



GINSENG 500GR

Bitter



BARLEY 250GR



NOCCIOLINO 500G



**COLD CREAM
DOUBLE-USE
COFFEE**



**CLASSIC HOT
CHOCOLATE 440G**



COFFEE CREAM



SWEETENER 0.8G

8g Sachet



WHOLE SUGAR SACHET

10g Sachet



HALF-DOSE SUGAR SACHET

5g Sachet



Tea, Infusions & Herbal Teas | Sensazioni
**GREEN TEA
WITH MINT**



Tea, Infusions & Herbal Teas | Sensazioni
**BLACK TEA
EARL GREY**



Tea, Infusions & Herbal Teas | Sensazioni
**BLACK TEA ENGLISH
BREAKFAST**



Tea, Infusions & Herbal Teas | Sensazioni
**FOREST FRUITS
INFUSION**



**TAKEAWAY
AMERICANO COFFEE**



**TAKEAWAY LID
FOR AMERICANO
COFFEE**



TAKEAWAY COFFEE



**TAKEAWAY LID
FOR COFFEE**



**BARLEY & GINSENG
MACHINE**



**BARLEY, GINSENG &
DISCOVERY MACHINE**



**ARTE CUP
FOR ESPRESSO**



**ARTE CUP
FOR ESPRESSO**



**GLASS CUP FOR
MACCHIATO COFFEE**



**GLASS CUP
FOR ESPRESSO**



**GLASS CUP
FOR GINSENG COFFEE**



**GLASS CUP
FOR CAPPUCCINO**



**GLASS CUP
FOR MAROCCHINO**



**GLASS CUP
FOR ESPRESSO**



**CAPPUCCINO JUG
EVOLUTION**



**CAPPUCCINO JUG
EVOLUTION - BLACK**



**SUGAR SACHET
HOLDER**



**SUGAR AND TEA
SACHET HOLDER**



NAPKIN HOLDER



NAPKINS



APRON



HALF APRON



**ITALIAN MOKA POT
1 CUP**



**ITALIAN MOKA POT
3 CUP**



**REFLECTED ROUND
TEASPOON**

Available in 3 Sizes



CLASSIC TEASPOON

Available in 2 Sizes



**CIRCULAR
POLYMER TRAY**



PULY GRID CRYSTALS



QUEEN BAR LIQUID DETERGENT

5 kg Package



BRILL SE FOR DISHWASHER

5 kg Package



PULY CAFF POWDER



PULY MILK LIQUID

THE CUP

Between Functional Design and Art

The Santacruz espresso cup is designed to enhance the coffee experience through meticulous attention to detail. Its ergonomic shape helps maintain the ideal espresso temperature, ensuring an optimal tasting experience.

Made from high-quality porcelain, it combines elegance, durability, and resistance, making it perfect for both home and professional use.

Today, the Santacruz cup is more than just a vessel it's a brand signature, embodying the philosophy of blending authentic coffee flavors with a design that elevates the espresso experience for true coffee lovers.



TELL THE STORY OF COFFEE IN YOUR CAFÉ

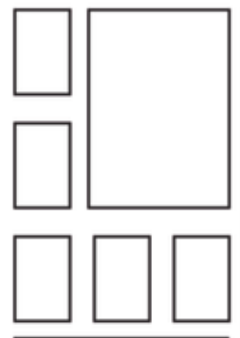
Help Us Share the Story and Culture of Our Coffee

A coffee shop is not just a place to enjoy a great espresso—it's the home of espresso. At Santacruz, we believe that sharing the story behind each cup is essential to truly appreciating its value.

Visual storytelling—through images and narratives on the walls of your coffee shop—can turn a simple sip into a sensory

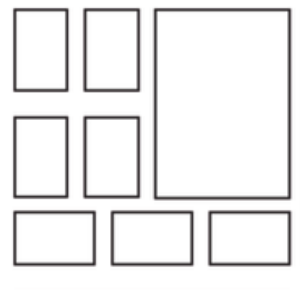
journey. Immersing customers in the culture of espresso allows them to experience, through both sight and taste, the passion and craftsmanship behind every blend.

Bring the story of coffee into your café, and let every cup tell something special.



79 x 109 cm

Wooden frame available in the following colors



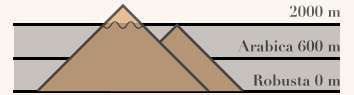
100 x 94 cm

Wooden frame available in the following colors



STRONG BLEND

WORK IN PROGRESS



AREA DI PROVENIENZA PRINCIPALE

20% arabica | 80% robusta









OUR STRONG BLEND

A blend born from the selection of the finest beans, carefully grown, harvested, and artisanally roasted. Its bold yet smooth taste stands out for its aromatic notes and a lingering chocolate flavor.

To further enhance this exceptional blend, we've designed a brand-new, custom packaging, coming soon.

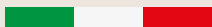
ROASTED COFFEE BEANS BLEND TRADITIONALLY ROASTED & AIR-COOLED

Available in both 1 kg and 0.5 kg formats. Pallets contain 432 kg, packed in boxes of 6 units.

	90 / 95° C	9 Atm
		
7 g / 7,5 g	25-30 sec	25-35 ml
		



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