



Cercatori del gusto

Company profile

Torrefazione Caffè Lelli was founded in 1996 in Bologna-Italy and quickly came to the attention of connoisseurs for its high quality coffee blends and speciality gourmet coffees, which use beans from all tropical areas of the world specialising in rare and delicate kinds of original coffee plants that grow in particular locations, where each small picking can be unique, due to a precious combination of nature, weather and climate.

Leonardo Lelli – the company’s founder and coffee roaster – has a great passion for coffee and top quality products, and this led him to set up of his own business with the aim of developing an exclusive range of products, each with its own strong personality. The Company is based in Bologna’s industrial area: it comprises a production lab, warehouse, offices and a professional tasting room for organizing technical taste sessions for new products and training courses dedicated to promoting the culture of coffee.

A specialist producer, the Company operates in a niche of the market, focusing on sales to “gourmands” customers: quality restaurants and cafeterias, pastry shops and delicatessens, coffee lovers and people looking for high quality products with a magical touch.

The entire artisan production process takes place under the expert supervision of Leonardo Lelli who personally selects and buys raw coffee beans from plantations all over the world. We choose those coffee farmers with small, high mountains growth plantations that use less intensive natural methods of cultivation and respect biodiversity.

TORREFAZIONE CAFFÈ LELLI S.R.L.

Via del Mobiliere, 1 - 40138 Bologna (Bo) Italy

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We prefer only hand-picked, washed green coffees of current crops. Lelli then roasts green coffees in the tradition of Italian craftsmen. In order to guarantee real quality we roast coffee on demand, making sure our customers receive a fresh product that satisfies their needs and desires. The roasting process is achieved by circulating warm air (rather than by direct contact with flame) in order to ensure an even roasting of the bean. The raw beans are roasted for 15-20 minutes at 180-190° C: the result is a light roasted bean (light brown colour with a light aromatic natural flavour/taste). This contrasts with the faster industrial roasting of 5-10 minutes at more than 230°C (which results in a darker roast: a deep brown/almost black bean with a burned rather than aromatic flavour/taste).

A professional taster and expert on special selections from all over the world, Leonardo Lelli has been a member of the “Specialty Coffee Association of Europe” (now SCA, born after merging the Europe division with the America division) since 2002. With his personal knowledge and years of experience, he has become an expert of gourmet coffees, a great connoisseur of the special selections that are produced all over the world. In Italy, he is an influential expert regarding the culture and the art of coffee.

In October 2012, Lelli was invited to the 8th Specialty Coffee National Competition in Perù as a member of the international jury for giving the Award to the best 2012 Peruvian coffee. In May 2019, he attended the “Guatemala Producer & Roaster Forum” in Guatemala City as a judge and Italian observer guest. During these Exhibitions, Lelli attended some convention and meeting for reporting his experience as a Specialty Gourmet Coffee expert and selector.

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The Company core business consists of spreading the culture of coffee and of the quality espresso, by encouraging people to appreciate different ways of tasting coffees.

The virtual tour of the Coffee World offered by our products starts from one important concept: it is impossible to state that there is *one* best coffee in absolute terms. Each individual has different feelings about coffee with regards to the aroma, the taste and the flavour. Every person has their own particular tastes which may vary at different times of the day according to their mood, which is why we offer different blends and single origins of coffees. This allows everyone to have his or her own “best coffee” to be tasted at the “best time” of the day.

The product range “*I Caffè di Leonardo Lelli*” - produced by *Torrefazione Caffè Lelli* – is made up by “*Single Origin*” coffees and coffee “*Blends*”; then, some limited edition Speciality Gourmet Coffees, our “*Cru*”, which are only available until stocks are exhausted. They come from small plantations that produce limited quantities of raw coffee each year, at the top end of the taste range. All our coffees are available both as ground in 250g packages and as beans in 1000g packages for professional uses.

We sell our product all over Italy and we serve some clients in Europe. We focus on high level Restaurants, Pastry Shops, Cafeterias, Delicatessen Shops.

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