



A MILANO DAL 1883

PECK PRESENTS ITS NEW LINE OF SINGLE-ORIGIN COFFEES

12 COUNTRIES, 15 VARIETIES:
A FASCINATING JOURNEY THROUGH TASTE
ALONG THE EQUATORIAL BAND.
ONLY AT PECK'S.

PECK
VIA SPADARI 9 . MILAN





MILAN, FEBRUARY 25TH 2016

12 countries, 15 varieties (including 12 single-origin coffees and 3 blends), one common denominator: **quality**. With the usual pursuit of excellence that characterises the selection of its products, a new line of Peck-branded single-origin coffees is born.

ROASTED COFFEE BEANS

At Peck's, coffee is now sold as beans and ground on the spot according to customer's preference (for *moka*, espresso or *napoletana*), the best way to preserve coffee's aromas and keep its organoleptic properties intact.

125-GRAM TIN CANS

Up-to-date with the latest research in the field, Peck has chosen the tin can, which preserves the product in a modified atmosphere and does not allow the light to pass through, thus slowing ageing of roasted beans.

Furthermore, 125 grams is the quantity that best allows the product to be consumed within a short space of time, thus guaranteeing coffees' constant freshness.

The latch consists of an innovative easy-peel film which facilitates the opening and ensures complete isolation of the content; the inner edge of the can has been designed not to be sharp, in order to avoid unpleasant incidents.

THE CHOICE OF SINGLE-ORIGIN COFFEES

The tasting of single-origin coffees allows the customer to retrieve the unique and peculiar features of each land of origin in the cup, turning every sip into a real journey.

SOLELY COFFEA ARABICA ORIGINS

Compared to *Coffea Canephora* (commonly known as *Robusta*), the *Arabica* species - grown at higher altitudes (over 900 meters) - is subject to extreme temperature changes and possesses a higher content of lipids (which anticipate the aromas perceived in the cup), besides a lower caffeine content. This is the reason why the drink obtained by the Arabica species has a considerably more complex aromatic profile.

AT AL PECK'S COUNTER

At the bar of Al Peck Restaurant, on the first floor of via Spadari 9, the 12 new single-origin coffees now sold in the underlying shop are served on a monthly rotation basis.

GUIDED COFFEE TASTING

On Saturday, March 12th, at Al Peck Restaurant - on the first floor of via Spadari 9 - an expert coffee selector will conduct a guided tasting (paid admissions, bookings required), that will take place from 4 pm to 6 pm. www.peck.it



THE 12 SINGLE-ORIGIN COFFEES

A selection crossing the totality of the equatorial band (the area where coffee is grown), proposing a wide range of choice, including some true rarities.

MALAWI PAMWAMBA AA

Production area: Namadzi

Variety: Catimor

Growing altitude: 900 ~ 1,300 metres

Malawi Pamwamba coffee is grown in a dolerite clay alluvial soil, which contributes to its fruity taste. Exclusively handpicked, it is washed (wet-method) and then dried in the sun. Malawi coffee is renowned for its sweet and fruity taste: lime, plum, orange and pineapple. In the cup, it shows citric acidity, medium body and a dry, clean balsamic aftertaste.

BURUNDI KIBUYE (CUP OF EXCELLENCE)

Production area: Burundi

Variety: Bourbon

Growing altitude: 1,500 ~ 2,000 metres

The coffee grown in Burundi is mainly of the Arabica Bourbon variety. The wet processing method is used: the cherries are pulped and put in fermentation tanks, where they rest for 18-24 hours. It is a light-bodied coffee, with sweet, fruity notes of lime, caramel, pineapple and black cherry, and a lingering floral aftertaste. The Cup of Excellence is the most prestigious award given to a fine-quality coffee.

PANAMA GEISHA

Production area: Panama

Variety: Geisha

Growing altitude: 1,850 metres

Grown in the Panama plantations, this coffee is one of the rarest in the world. The Geisha Grand Reserve quality stems from a very ancient cultivar, growing at 1,850 metres above sea level. In the cup, it develops extremely complex aromas and flavours, giving off notes of jasmine and fleshy fruits, like peach and apricot.

COSTA RICA TARRAZÚ

Production area: Tarrazú

Variety: Catuai - Caturra

Growing altitude: 900 ~ 1,500 metres

Volcanic soil and ideal drainage make Costa Rica a unique region. Water, soil and climate are irreplaceable factors, which make the coffee grown here gourmet quality. Deliciously soft and fruity, the aromatic profile is characterised by light hints of chocolate, perfectly paired with a delicate citrus scent.



BRAZIL YELLOW DIAMOND CERRADO (CERTIFIED 100% TRACEABILITY)

Production area: Cerrado

Variety: Yellow Catuai

Growing altitude: 800 ~ 1,300 metres

One of the distinctive features of this region is the well-defined seasons: hot summers followed by pleasantly dry winters, thanks to which the plantations produce a readily identifiable, high-quality coffee. This coffee emanates citrus notes; on the palate it is pleasantly citric and well balanced, with low acidity.

ETHIOPIA SIDAMO

Production area: Sidamo

Variety: Sidamo

Growing altitude: around 2,000 metres and above

Sidamo is an Arabica variety of coffee grown in the Ethiopian region of Sidamo, highly praised for its deep spice and chocolate notes, and floral aroma. Upon tasting its distinctive feature is a hint of lemon and citrus, together with a brilliant medium acidity and a lingering aftertaste.

GUATEMALA HUEHUETENANGO

Production area: Huehuetenango

Variety: Bourbon, Caturra

Growing altitude: 1,500 ~ 1,800 metres

Huehuetenango coffee is grown in the mountain region of North Guatemala, a region producing some of the finest Guatemalan coffees.

Upon tasting it is subtle and soft, yet complex and interesting. With distinctive and delicate fruity flavours, this coffee has a rich body (often buttery), a sweet floral aroma, and a pleasant finish, lingering and clean to the palate.

JAMAICA BLUE MOUNTAIN

Production area: Jamaica

Variety: Jamaica Blue Mountain®

Growing altitude: 900 ~ 2,000 metres

This rare coffee is grown in the majestic Jamaican mountains known as the Blue Mountains, where coffee beans grow in the shade of pluvial forest trees, with no chemical pesticides or other additives.

Among the best and finest premium gourmet coffees in the world, it is appreciated for its delicate balance between taste – clean, sweet, soft and lingering, with virtually no bitterness – and fresh aroma, with a profusion of floral notes and sweet scents of spices and hazelnuts.



NEPAL MOUNT EVEREST

Production area: Nepal

Variety: Mount Everest

Growing altitude: 600 ~ 900 metres

It is the only coffee cultivated north of the Tropic of Cancer. Most Nepalese coffee is grown by small farmers, and is fertilised organically with buffalo manure. Handpicked and washed, it is then sun-dried. Rich in consistency and structure, emanations of cocoa and candied orange dissolve into fine notes of ginger. It is also known as “meditation coffee”.

INDIA PLANTATION A

Production area: Karnataka

Variety: Plantation A

Growing altitude: 600 ~ 2,000 metres

Karnataka is mainly known for being a touristic paradise, with dense forests and natural reserves, as well as large coffee plantations. It is the seat of the Central Research Institute of Coffee and is also the land where Indian coffees originated. In the cup it is very clean, with hints of dark chocolate, pepper, caramel and malt. Light orange-type acidity and a buttery, creamy finish.

COLOMBIA SUPREMO HUILA

Production area: Huila

Variety: Caturra, Typica

Growing altitude: 1,520 ~ 1,650 metres

The Huila region, in the south, produces some of Colombia’s best coffees. The coffee is grown in the shade of old, enormous trees called Ceibas. The mature cherries are handpicked, wet-processed, and then sun-dried on terraces. In the cup the acidity is well balanced and the body delicate. On the first sip, sweetness and light hints of fruit tart stand out; it finishes with a bittersweet note of dark chocolate.

INDONESIA KOPI TONGKONAN TORAJA

Production area: Toraja, Sulawesi

Variety: Bourbon, Pacas, Pacamara

Growing altitude: 1,400 ~ 1,900 metres

The Torajan people live in what they refer to as the Land of the Heavenly Kings. Here, on the volcanic soils of the island of Sulawesi, “Kopi Toraja Tongkonan” is grown.

The precious jade-green coffee beans are kept in 1.5 kg cotton bags in small carved barrels, richly decorated with symbolic images.

In the cup, it emanates chocolate and almond notes; the taste is sweet and spicy, slightly smoked; the body is full and rich, with a mild acidity.



***The choice of Kopi Toraja** instead of the renowned Kopi Luwak (obtained through the digestion of coffee beans by Indonesian palm civets) is due to the fact that, whereas in the past animals were left free to wander around the forest and choose the ripest fruits to eat, today, an intensive farming characterised by force-feeding has developed. Therefore, Peck has chosen a product equally rare and refined, the Kopi Toraja, grown on the volcanic soils of the island of Sulawesi by an ethnic group producing very limited quantities of coffee. The precious beans are stored in 1.5 kg cotton sacks and enclosed in small hand-carved wooden barrels obtained from the trunk of the Bo'bok, the Indonesian national tree

THE 3 BLENDS

The assortment also includes 3 roasted coffee blends specifically studied for Peck. Stored in 125-gram tin cans in protective atmosphere, they contain coffee beans to ground on the spot, right in the shop:

100% ARABICA COFFEE

This blend originates from an accurate selection of Brazilian and Central American crus. A sweet and very refined blend, whose mild acidity recalls pure cocoa with aromas of hazelnut and toast, and notes of candied orange.

CAFFÈ MILANO

The blend Caffè Milano is characterised by the use of origins which give the product body and delicacy at the same time. Once brewed, it emanates notes of refined dark chocolate, with the scent of gianduia and hazelnut.

DECAFFEINATED COFFEE

A decaffeinated blend, created through the selection of scented Arabica coffees that give this coffee the typical delicately velvety and chocolaty aroma. It is characterised by a particular richness and aromatic persistency.

PRACTICAL INFORMATIONS

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