

Coffee
BEGINS FAR, FAR AWAY.

COFFEE
BEGINS
FAR
FAR
AWAY.





Our passion for high quality coffee never lets go of us.

We believe in partners who share our philosophy to make coffee an experience for all the senses.

In quality we trust!
Valentin und Irmi Hofer



DRUMROASTING



**ONLY
THE BEST
BEANS.**





CUPPING





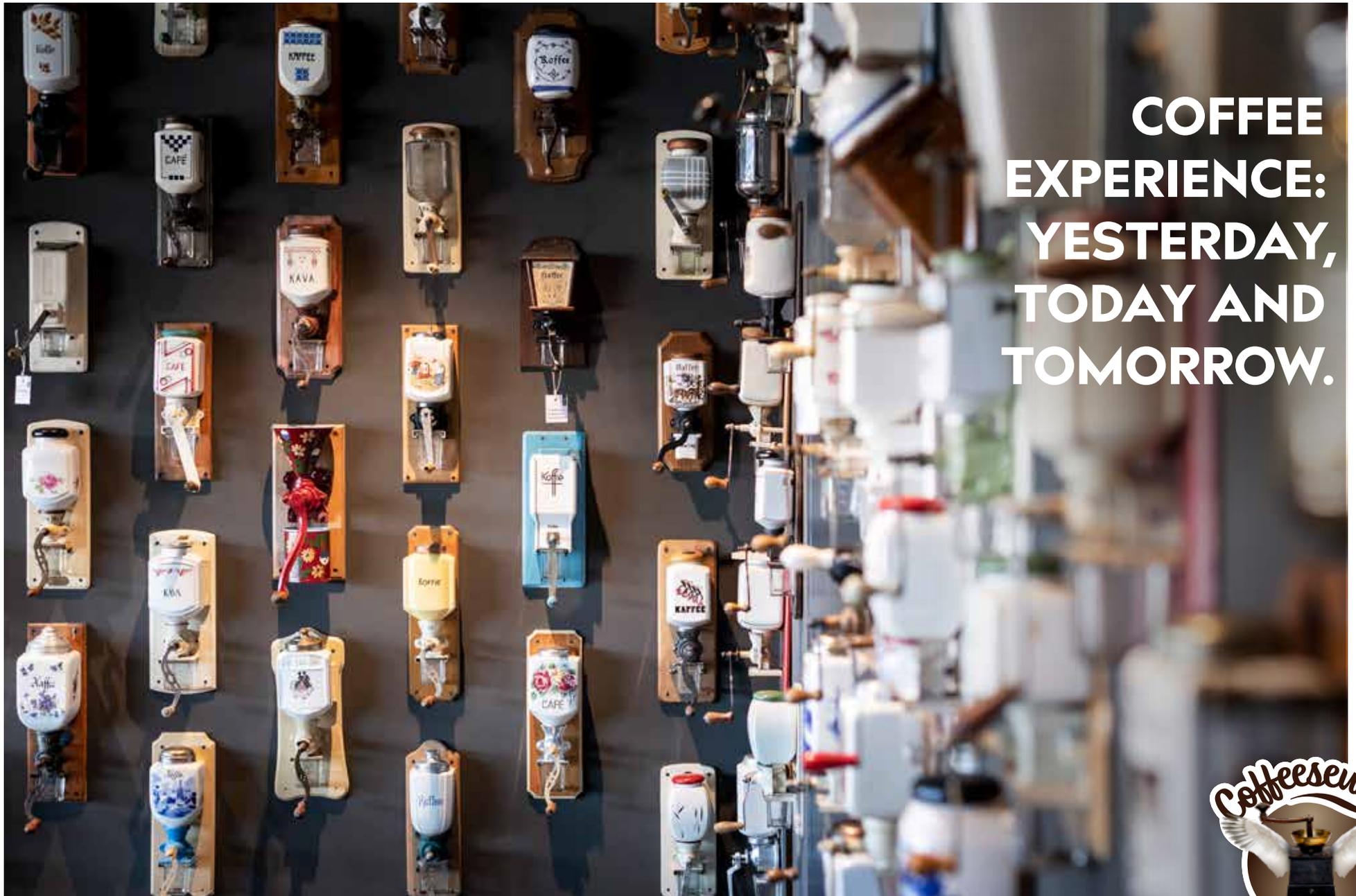
**DIRECT
TRADE**

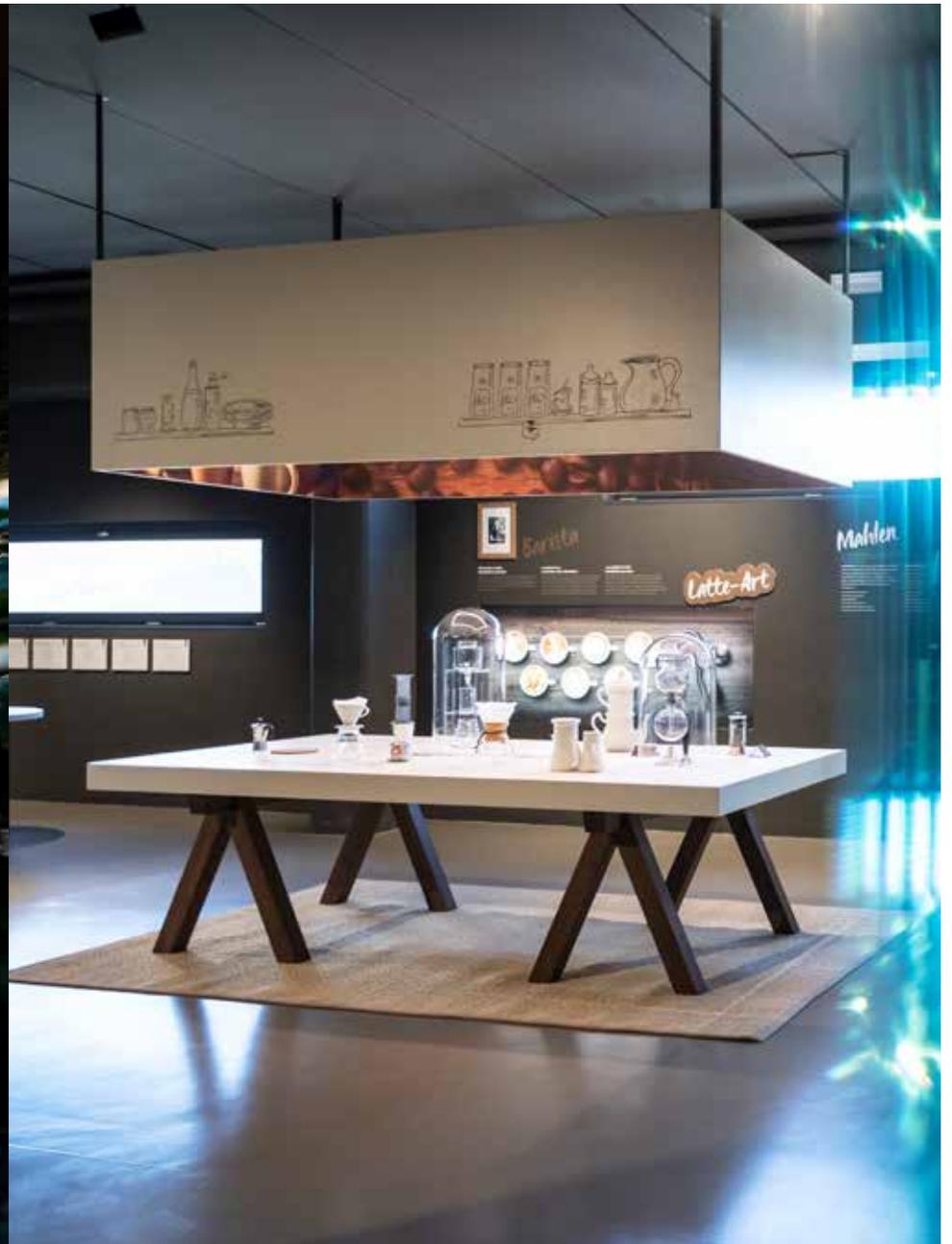
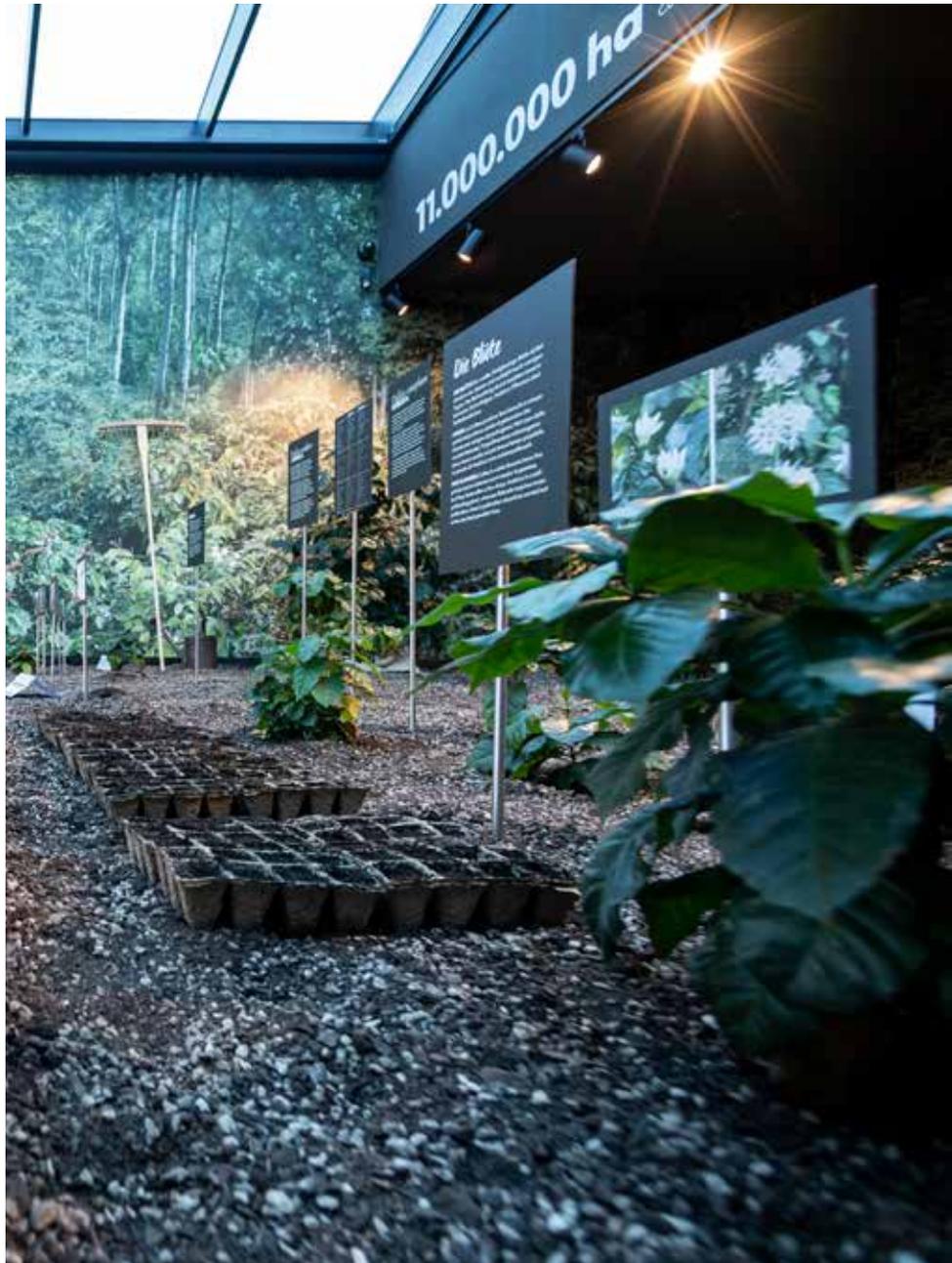


SINGLEORIGIN VS. BLEND



COFFEE EXPERIENCE: YESTERDAY, TODAY AND TOMORROW.





**COME
AND
VISIT
US.**



**ONE TEAM, ONE GOAL:
EXCEPTIONAL COFFEE.**



CAROMA FACTS

THE COFFEE ROASTERY

Valentin Hofer established Caroma in Fiè allo Sciliar in 1995. Since then, the roasting company has been raising its quality standards year by year, making a name for itself with its fine single-variety coffees and the training offered to professionals and coffee enthusiasts.

In 2018, the inauguration of the new roastery and the Coffeeseum marked another milestone in the history of Caroma.

THE CONNOISSEUR'S CHOICE

At the Caroma premises in Fiè allo Sciliar, premium coffees from all over the world go through a gentle drum roasting procedure before being packaged into aroma-sealing bags. Caroma offers a range of filter and espresso coffees that are specially selected for the food service industry.

COLLABORATORS

Caroma has a team of young coffee enthusiasts, each a specialist in their own field. Continuing professional development is the word – and the basis for increasing competence and quality.

TWO HIGHLIGHTS: THE ROASTERY AND THE COFFEESEUM

After an extensive renovation in 2018, the Caroma premises now house an open-view roastery and the Coffeeseum – a museum dedicated to all things coffee. From the gallery on the top floor, visitors can observe master roaster Karl Zemmer and his cutting-edge drum roaster at work.

Those who book a taster course also enjoy free entry to the Coffeeseum. Over an area of 800m², the exhibition follows the coffee bean's entire journey, from the ripening of the drupe under the equatorial sun to the fragrant cup we so love. The Coffeeseum also houses what may well be the world's largest collection of coffee grinders, as well as a real-life botanic garden with several varieties of coffee plants.

THE COFFEE SOMMELIER

Valentin Hofer is the first Italian master roaster to hold the titles of Qualified Coffee Expert and Chief Coffee Sommelier – two specialist qualifications recognised by the European Chamber of Commerce in Brussels.

SCA TRAINER

Caroma can boast one SCA Trainer in its team. In 2010, filter-coffee expert Valentin Hofer was the first person in South Tyrol to become an Authorised SCA Trainer. The Caroma training centre in Fiè allo Sciliar is the only establishment in South Tyrol to offer internationally recognised SCA training courses.



SCA COFFEE DIPLOMA

Valentin is among the select few professionals who have been awarded the prestigious Coffee Diploma by the SCA (Specialty Coffee Association) – the world's largest trade association based in London. Valentin Hofer has achieved his all-round expertise by attending countless training courses and travelling to several coffee-growing regions near the Equator.

THE CAROMA TRAINING CENTRE

The training centre on the top floor of the roastery offers workshops and training courses for professionals from the food and beverage industry as well as for interested amateurs.

The centre is where Caroma trainers pass on the knowledge and skills required for preparing the perfect cup of coffee. More than 5,000 people have already attended the courses, which range from taster courses for beginners to Latte Art and SCA Barista courses for professionals. Read more on: www.caroma.info.

WELL-SCHOOLED IN COFFEE TRAINING FOR HOTEL SCHOOL STUDENTS

"I've held quite a few courses now, and what I've always noticed is the genuine passion and enthusiasm of these young trainees," says Valentin Hofer. "That's why I am delighted to share our knowledge with hotel and catering schools. As the baristas and restaurateurs of tomorrow, it's essential for students to have in-depth knowledge of coffee and its proper preparation. Our times call for a coffee of more refined quality, which is the reason why we are so committed to SCA and share its goals."

DIRECT IMPORT

Caroma's roast masters like to buy directly from the coffee growers and cooperatives, so as to help coffee-growing countries to benefit as much as possible.

EQUITY AND RESPECT, FOR PEOPLE AND RESOURCES

Caroma thoroughly verifies all its green coffees according to the strictest traceability requirements. Fairness and transparency are upheld with the greatest commitment. The same consideration goes into the use of resources at the roastery in Fiè allo Sciliar, where state-of-the-art roasting machines are powered by green energy and produce minimal CO2 emissions. Additionally, the hot air produced during roasting is reused. As a company committed to sustainability, Caroma believes that a responsible approach also offers added value to its customers.

THE HONDURAS FINCA AND OTHER PROJECTS

Acutely aware of the importance of the common good, Caroma is also involved in a number of social initiatives. Among these is a project conceived and managed by a young South Tyrolean, Julia Lantschner, to support women in Tanzania. Since 2017 Caroma has also been participating in a project designed to promote the production of premium quality coffee under fair conditions in Capucas, in western Honduras.



OUR SERVICE.





COFFEE AS MAGNET:

Coffee can be drunk on every corner. The risk is that high quality coffee is not recognised.

THEREFORE WE OFFER:

- _Gourmet Coffee Blends
- _Single Origin Specialty Coffees
- _Coffee machines of the top brands
- _Cold Brew for the summer <<<<<< COOL
- _High quality accessories
- _Training for employees <<<<<< a MUST

With our support and our high quality coffee beans will your COFFEE be a MAGNET!





**COFFEE
BEGINS
HERE.**

CAROMA

Coffee Roastery . Coffeeseum . Coffee shop . Training center

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