

# CORSINO CORSINI

*Corsino Corsini has been producing coffee in Tuscany since 1950 using green beans from all coffee-growing countries. Under the Caffè Corsini and Compagnia dell'Arabica brands, the operating division markets whole beans, ground coffee and single portions in Italy as well as 60 other countries around the world. In addition, Corsino Corsini sells coffee products for the food service industry, in particular for bars and hotels in Tuscany and the neighboring regions.*



## KEY FIGURES

Sales in € thous.



**15,010**  
14,729

Employees, full-time employees, annual average



**40**  
44

**HEADQUARTERS** Arezzo, Italy  
**MANAGING DIRECTOR** Patrick Hoffer  
**WEBSITE** [www.caffecorsini.it](http://www.caffecorsini.it)

## OUR POSITIONING

In Italy, Corsino Corsini is highly regarded by all retailers as a strong coffee partner, partly due to its single-origin heritage, and partly due to its comprehensive product range that caters to all needs. Outside Italy, Corsino Corsini is mainly positioned as a supplier of top-quality coffees.

## MARKET AND BUSINESS TRENDS IN 2023

Due to the high volatility of green coffee prices, the coffee market remained challenging in 2023. Price positioning for end consumers in both the retail and food service distribution channels is of particular importance. Consequently, Corsino Corsini has decided to focus on medium to high-quality products.

## OUR STRATEGY

The company's strategy is to spread the heritage of Corsino Corsini throughout the Melitta Group. All of the Group's operating divisions are to be given the opportunity to offer genuine Italian coffee to customers around the world and via all Melitta distribution channels. At the same time, steps are already being taken to raise brand awareness in the hospitality and food retail channels in key markets of Europe and the Americas, as well as in Italy. In order to achieve the ambitious new sales targets, work has begun on developing a new brand positioning and brand values.

## OUTLOOK 2024

2024 will be another challenging year for Corsino Corsini: from the launch of the new retail offering for Caffè Corsini® branded products, revamping both the image and the catalog offering, to the new ERP project aimed at increasing efficiency in production, sales, and administration. The fiscal year will also be crucial with regard to accelerating the journey with the entire Melitta sales organization: Caffè Corsini® is to become the authentic Italian coffee experience within the Melitta product portfolio for all channels.