



Ti voglio bere

TRADE PRESENTATION

2026



MISSION

To spread quality coffee throughout the world, combining tradition and innovation, respecting the environment and offering a unique taste experience.

VISION

Becoming a point of reference in the coffee sector, strengthening sales channels with quality and authentic communication.



COMPANY

A family story for all families.

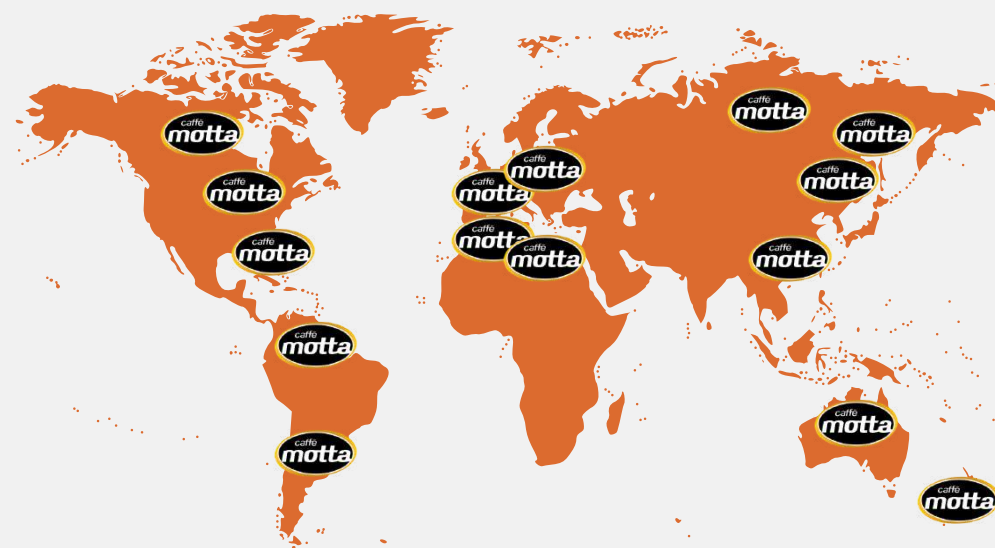
For three generations, we've transformed coffee into an authentic experience, combining tradition, innovation, and sustainability with our enduring passion. Today, Caffè Motta is a modern company, attentive to sustainability and the future, but with the same soul as always.

Production capacity

Our roasting plant has an annual production capacity of 11.5 million kg of coffee, through the packaging of pods, compatible capsules, coffee beans, and ground coffee.

Presence in the world

We are present in over 35 countries worldwide, bringing our tradition and quality to the international stage. Furthermore, we participate in more than 10 international trade fairs each year, a crucial opportunity to connect with partners and industry professionals and share our passion for coffee.



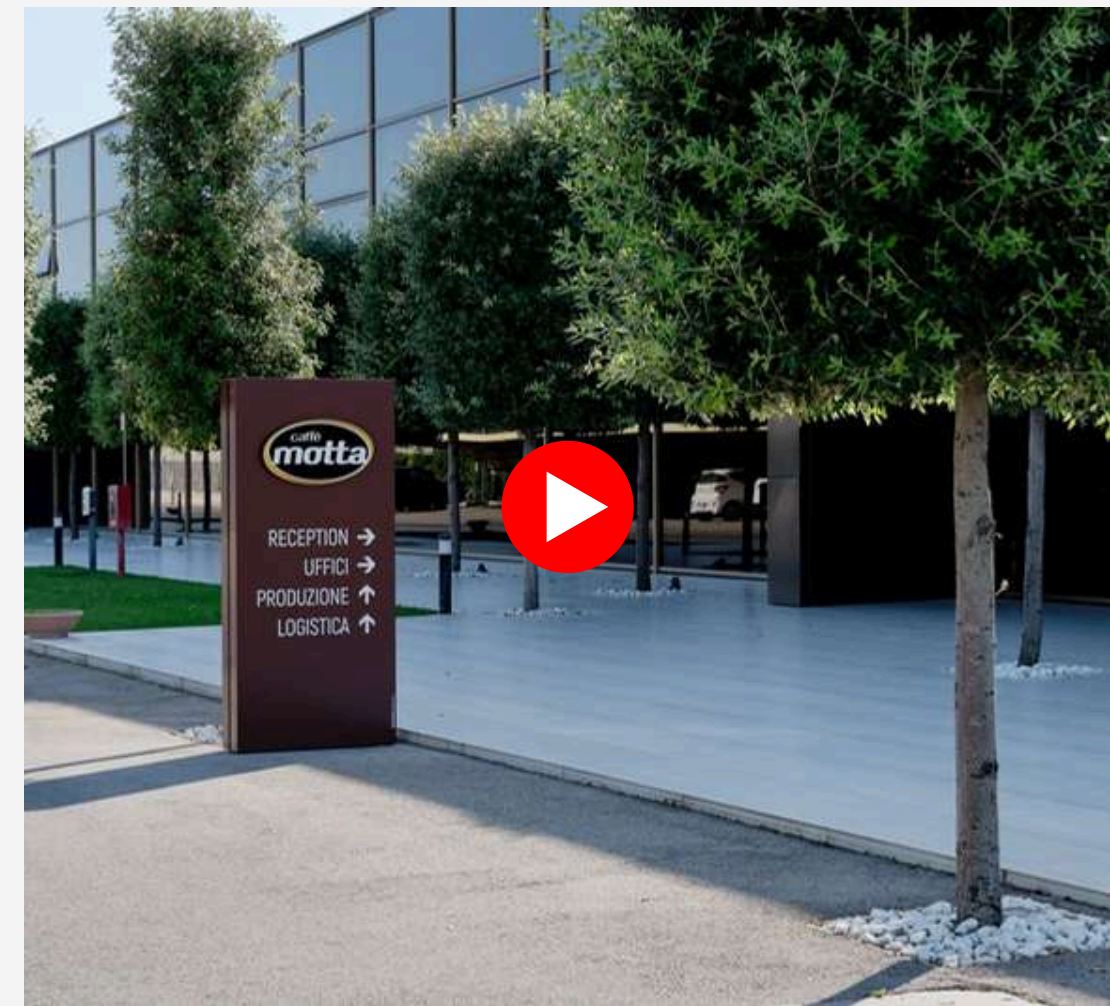
FACTORY

Excellence, innovation, and sustainability: the heart of our production

The new factory, completed in 2019, covers an area of 12,000 square meters and is equipped with two roasters and the most advanced packaging equipment. Thanks to a cutting-edge production system, we guarantee the complete processing of whole bean, ground, and single-serving coffee in compatible pods and capsules, always adhering to the highest quality standards.

Innovation and sustainability

Our commitment to sustainability is also reflected in our photovoltaic system, which generates 533,000 kWh annually. This energy is partly used in production, helping to reduce environmental impact, and partly fed into the grid.





SUSTAINABILITY

We continuously invest in research and development to improve production processes, adopt sustainable practices, and ensure that each product meets the highest international standards.

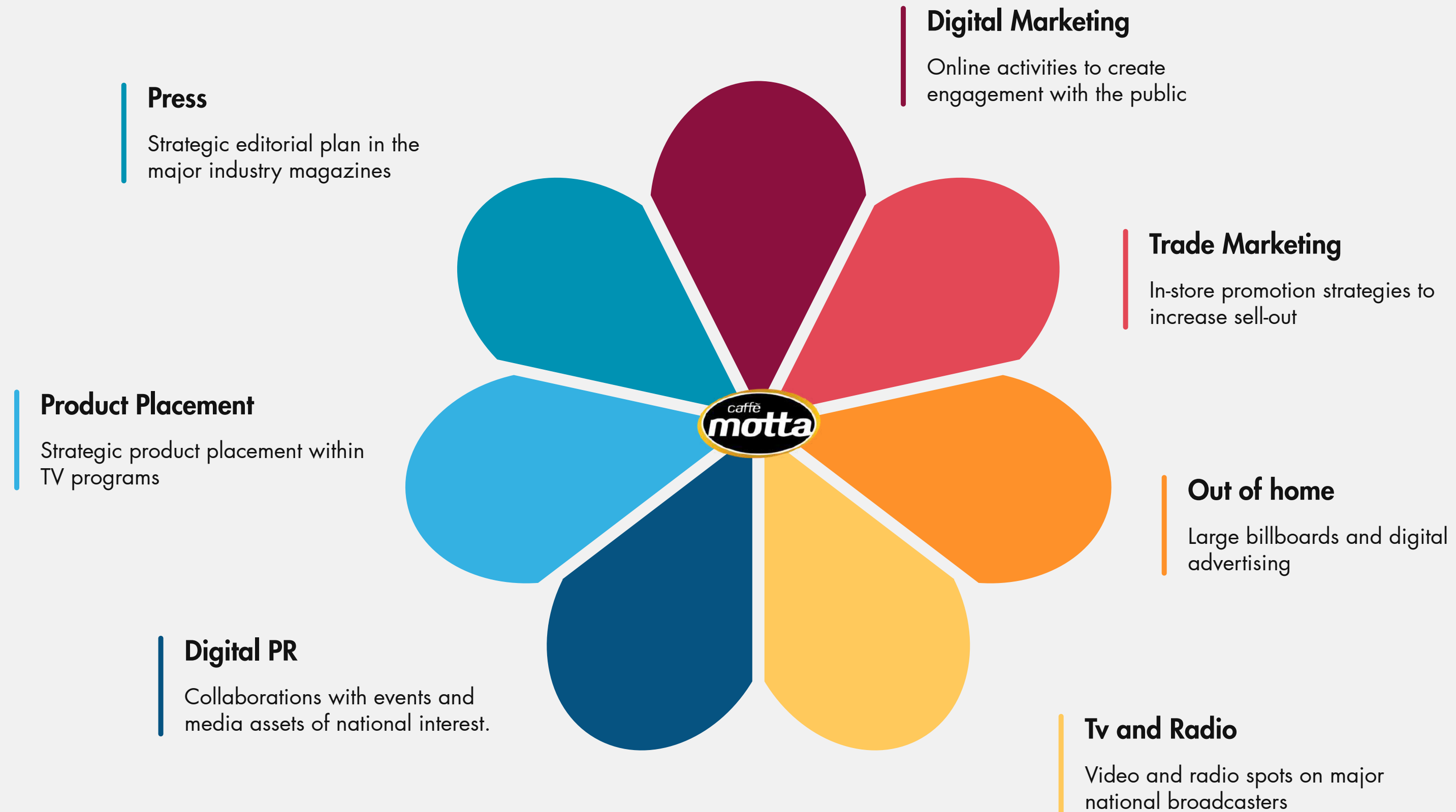


A sustainable approach

We reduce the environmental impact of our production processes thanks to our photovoltaic system and, together with Plastic Bank, we contribute to reducing plastic in the oceans by promoting the circular economy.



MARKETING



SPOT RADIO 2025

LISTEN HERE



 SPOT TI VOGLIO BERE

 SPOT SUSTAINABLE COFFEE

RTL 102.5



Radio 101



Radio Subasio



Radio Kiss Kiss Italia



Radio 105



Radio Monte Carlo



PLACEMENT TV 2025

We invest in television product placement to increase visibility and memorability, integrating Caffè Motta into successful TV series and programs in a natural and coherent way, thus strengthening the bond with consumers.



LA RUOTA DELLA FORTUNA

ON AIR: 4 WEEKS | FEBRUARY 2025

Rai Pubblicità

UN POSTO AL SOLE

ON AIR: 6 MONTHS | FEBRUARY - AUGUST 2025

BLANCA 3

ON AIR: 6 EPISODES | OCTOBER 2025



daily

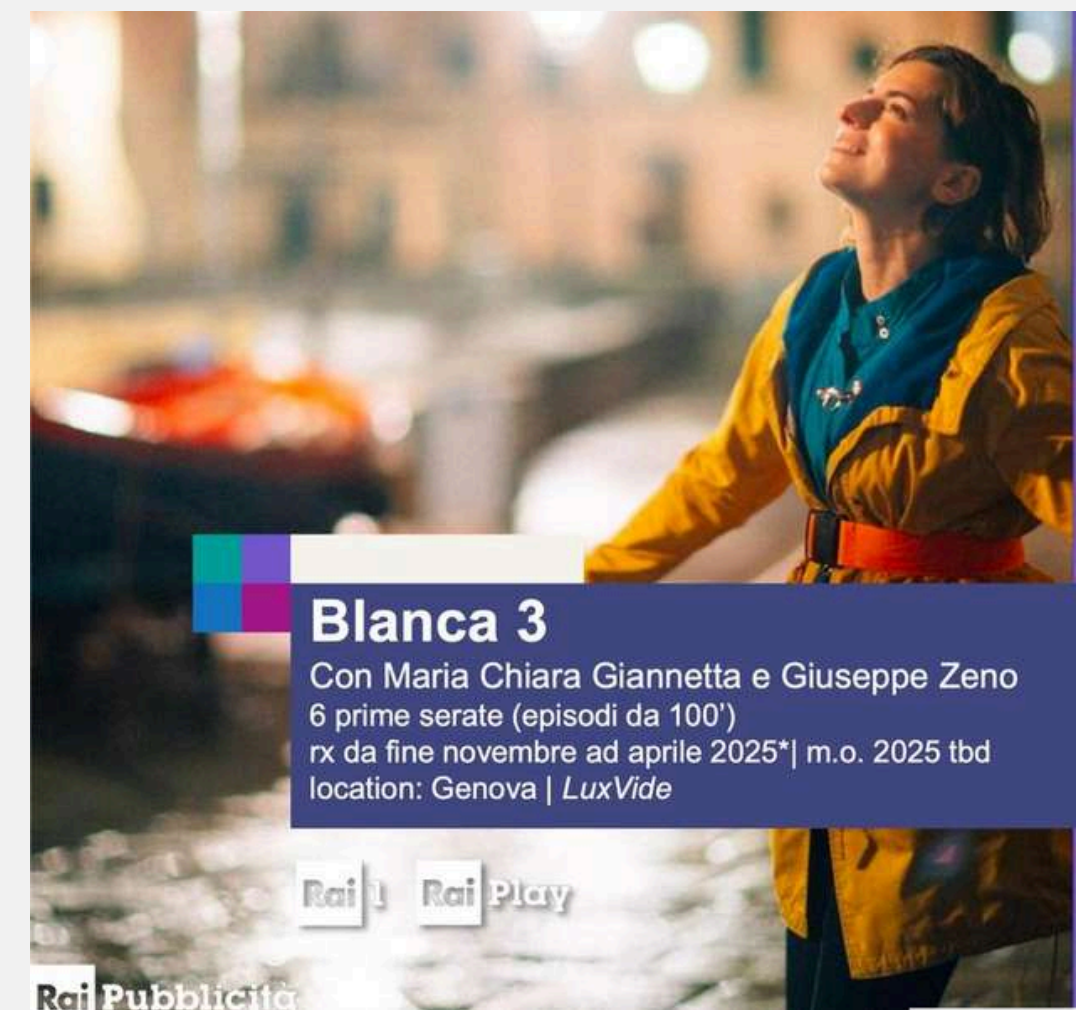
Un posto al sole

la soap più longeva della tv italiana
dal lunedì al venerdì alle 20.35
rx 2/3 mesi prima dell'on air
location: Napoli | Fremantle

Rai 3

Rai Play

Rai Pubblicità



Blanca 3

Con Maria Chiara Giannetta e Giuseppe Zeno
6 prime serate (episodi da 100')
rx da fine novembre ad aprile 2025* | m.o. 2025 tbd
location: Genova | LuxVide

Rai 1

Rai Play

Rai Pubblicità

PLACEMENT TV 2026

This approach strengthens the relationship with consumers, who rediscover the Caffè Motta brand in everyday moments of consumption represented on the screen.

Rai Pubblicità

DON MATTEO 15

ON AIR: JANUARY - DECEMBER 2026

UN POSTO AL SOLE

ON AIR: 6 MONTHS | SEPTEMBER '25 - MARCH 2026

DOC - NELLE TUE MANI 4

ON AIR: 6 EPISODES | OCTOBER 2026

sky

4 RISTORANTI - ALESSANDRO BORGHESE

ON AIR: 6 EPISODES | JANUARY - FEBRUARY 2026

4 HOTEL - BRUNO BARBIERI

ON AIR: 6 EPISODES | SEPTEMBER - OCTOBER 2026



SPOT VIDEO

LONG VIDEO 60" - 40" - 15" - CANALE 5



COPIA VISIONE

MESSAGGIO PROMZIONALE

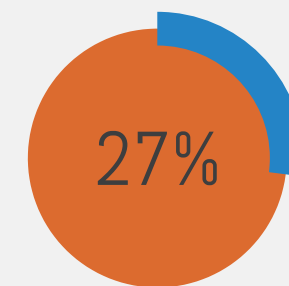
Ti voglio bere



TVPROMO

TVPROMO IN "RUOTA DELLA FORTUNA"

ON AIR: 4 JANUARY - 10 JANUARY 2026



SHARE
5.745.000

data: Auditel



TRADE MARKETING

We invest in trade marketing with tastings and in-store tools to increase visibility, stimulate sell-out, and create continuity with institutional communications.

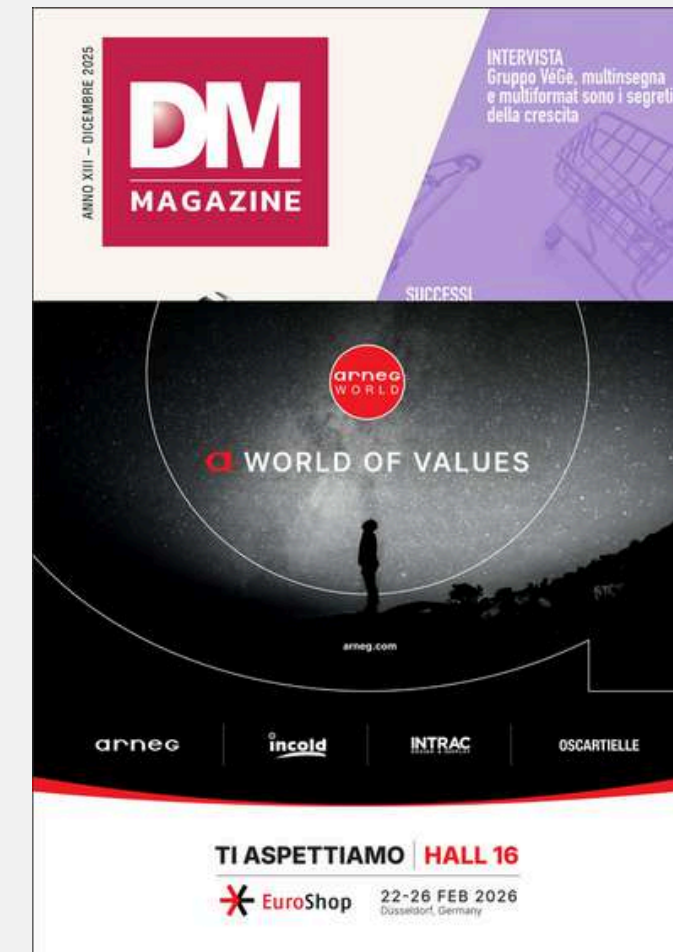
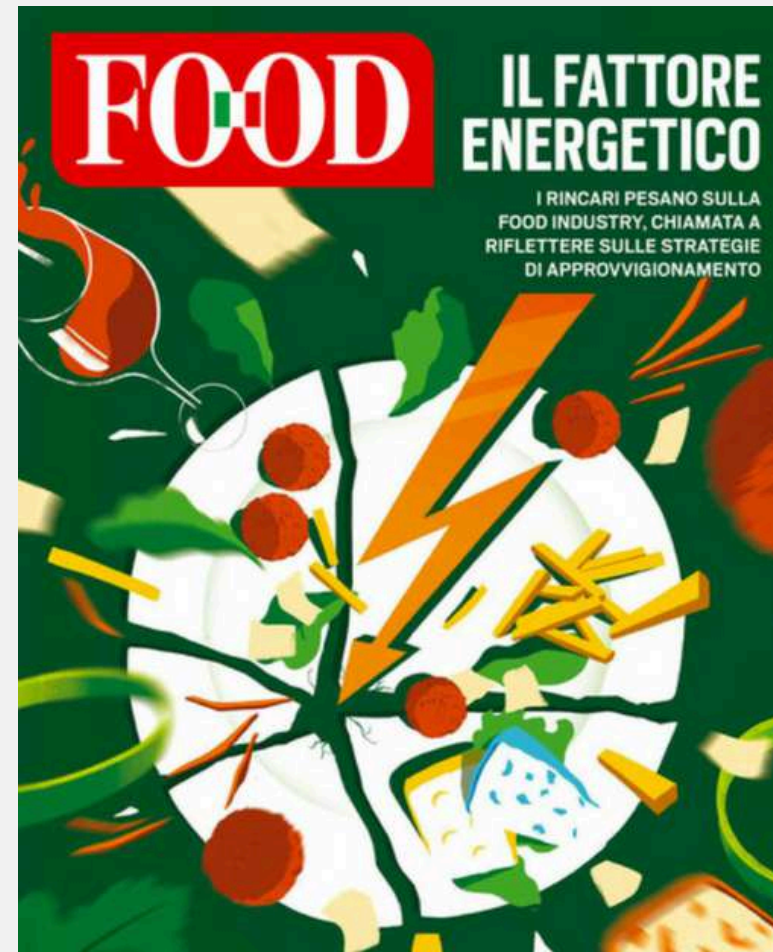
OUT OF HOME

We plan out-of-home campaigns through strategically designed billboards during national events. This approach allows us to reach a broad and diverse audience, strengthening brand awareness in high-visibility contexts.



PRESS

We cover the main trade and consumer channels with advertising and editorials in industry publications such as Largo Consumo, Food, GdoWeek, and Mark Up, strengthening reputation and institutional and product visibility.



PR & EVENTI

We engage in PR and event activities to strengthen our reputation and relationships with stakeholders, buyers, and consumers, participating in trade fairs and collaborating with media and opinion leaders.

DIGITALE

We're developing a digital ecosystem that integrates communications, e-commerce, and promotions to strengthen consumer relationships and support growth and distribution in large-scale retail outlets.

Among the most significant developments for 2026 are an advertising partnership with Spotify and the gamification and rewards app Urkah!



RETAIL



COMPOSTABLE COFFEE PODS
with recyclable sachet



COFFEE BEANS
AND COFFEE GROUND



NESPRESSO®*
also in aluminium



DOLCE GUSTO®*



A MODO MIO®*



BIALETTI®*





COFFEE BEANS AND COFFEE GROUND

LOUNGE BAR CLASSICO

LOUNGE BAR ESPRESSO

L'ORIGINALE

INTENSO

CREMOSO

PREGIATO

DECAFFEINATO

RETAIL



COFFEE PODS AND COFFEE PODS MACHINES

ESPRESSO BAR NAPOLI

ESPRESSO BAR

ESPRESSO CREMOSO

ESPRESSO PREGIATO

ESPRESSO DECAFFEINATO

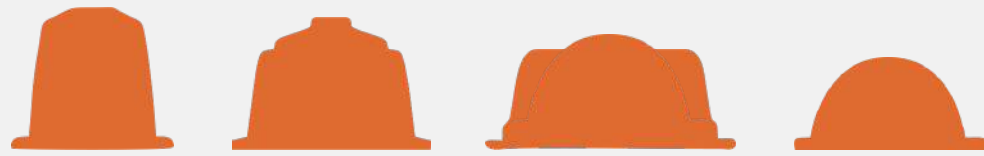
CREMOTTA

BABY FROG



RETAIL

COMPATIBLE CAPSULES



ESPRESSO CREMOSO

ESPRESSO INTENSO

ESPRESSO PREGIATO

ESPRESSO BAR

ESPRESSO DECAFFEINATO

ESPRESSO BAR NAPOLI



LINEA RETAIL



SOLUBLE CAPSULES



NOCCIOLINO

CIOCCOLATA

PISTACCHIO

GINSENG

ORZO

THE' AL LIMONE

CAPPUCCINO

CREMA CAFFÈ'

LRETAIL

PROFESSIONAL

BAR

discover all line 



VENDING

discover all line 



COFFEE STORE

discover all line 



PROFESSIONAL



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*Nespresso® and *Nescafé® *Dolce Gusto are registered trademarks of Societ  des Produits Nestl  S.A. Caff  Motta (Motta sas) is an independent producer not affiliated with Societ  des Produits Nestl  S.A. Caff  Motta (Motta sas) capsules are compatible with Nespresso® - Nescafé® Dolce Gusto® home coffee machines.

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