



SUPERIOR HAND CRAFTED QUALITY BY:  
**CIRELLI**  
COFFEE ROASTING CO.

**Gianni Cirelli is driven by coffee. Not by the caffeine he consumes each day, but by the mysteries of the perfect roast. He is an artisan coffee roaster, a boutique blender - and a man on a mission.**

**T**hat old adage about taking time to drink your coffee may sound as though it is at odds with another traditional Italian proverb, "you've got more time than life". But together these mottos make the perfect blend for artisan coffee roaster Gianni Cirelli.

The Cirelli range includes Gianni's Italian espresso blend Suprema Crema, Morning Glory (the AM blend for those who like their milk), and Afternoon Delight (the PM blend, mellow enough to get you through the day). His most recent additions are Equalita, a 100% Fair Trade organic blend, and the decaf Don Decaffeinato that recently earned him an award at the Golden Bean. He's even experimented with a limited edition cold brew created to be served over ice.

"Coffee blending is about finding new flavours," says Gianni. "The flavour comes from the combination of beans - the variety and the region. It's like wine."

"I'm sharing the tradition and the European heritage of drinking coffee, of family, but making specialty South Australian coffees," he says.

Gianni supplies a growing number of coffee-obsessed cafes around Adelaide with exclusive signature blends and he's also happy to supply his blends to business offices, a smart move for a boss who understands the power of a premium caffeine hit to keep the team on their toes and visiting clients feeling happy. Gourmet retailers are also seeking out Cirelli Coffee to offer their customers a taste out of the ordinary.

"Coffee in Adelaide is getting exciting," say Gianni. "It's growing. People are responding to better and different coffees and they are attracted to the whole coffee experience. They want to know about the provenance and they are attracted to the local component. South Australians are proudly local so they like that I roast my blends right here in Adelaide."

Gianni's base of operations is an Aladdin's cave full of mysterious hessian sacks bearing the names of exotic destinations ranging from Kenya to darkest Peru. The scent of gently roasting beans permeates the air as they rotate in the imposing Dutch roaster.

"Each roast is different," he enthuses. "I roast each of the origin coffees in my blends separately before blending because each has a different size, moisture level and hardness."

"The best coffee to drink is made using the freshest beans, getting the grind spot on for the coffee making process being used and, if you use milk, using the right milk," he explains.

Gianni's love of tradition extends to including a favourite Italian proverb in each pack of his coffee, a nod to his Italian heritage and his belief in experiencing and celebrating each coffee moment, stopping to mindfully enjoy the people you are with, the place you are in and the coffee you are drinking.

As another Italian proverb says, some things you could do forever. For Gianni Cirelli, that thing is roasting and blending fine coffees.



**To buy:**

- > City East IGA The Fine Food Store - 116 Hutt Street, Adelaide
- > The Queen Street Grocer - 20 Elizabeth Street, Croydon
- > Corner Store on Semaphore - 52 Semaphore Road, Semaphore
- > Viva Gourmet - Burnside Village, Portrush Road Burnside
- > IGA Highgate - 453 Fullarton Road, Highgate

**To drink:**

- > Corner Store on Semaphore - 52 Semaphore Road, Semaphore
- > East End Providore - 24 Ebenezer Place, Adelaide
- > Entropy Café - 37 Little Queen Street, Thebarton
- > Eire Café - 98 Springbank Road, Clapham

**What's your blend?**

Cirelli Coffee is all about your perfect blend. Signature/limited edition blending and retail enquiries always welcome.

**contact/**

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