



**HARDY**<sup>®</sup>  
IL CAFFÈ DI MILANO

- the Coffee of Milan -



## **HARDY IL CAFFÈ DI MILANO**

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**HARDY**

*il caffè*

# HISTORY

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Caffè Hardy was founded in Milan in 1954 by the Maja family and is still led today by the third generation, as Alberto, the grand-son of the founder, has started an innovation process of the products and the packages, in order to widespread its high-quality Italian coffee all over the world.

Caffè Hardy has a long and deep bond with the city and the taste of Milan, partly because it was established here, and partly because its presence in the restaurants, bars and cafés of the city – more than 600 - is still unachieved by other brands. For these reasons Caffè Hardy has been for many decades, and still is, “il Caffè di Milano”.

Starting from the legendary blend “MILANO”, based on the secret recipe of grand-father Maja, today Hardy offers a complete range of coffees (blends, single-origin, organic) in various formats (compatible capsules, beans, ground coffee for moka) and teas of top premium quality.

In time, the refined and stylish package of Caffè Hardy has contributed to create a tight bond with the world of Milanese fashion. During the fashion week Caffè Hardy is often present with its top quality products, to underline the elegance of the Italian capital of taste, both on the catwalk and in the coffee cup. Caffè Hardy takes part to the most important fairs and exhibitions, where its presence is always revealed by the elegance and style of its booth and by the intriguing aroma of its coffee.

# 1954

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## **HARDY, COFFEE OF THE BRAVE**

Everything starts when the Maja Brothers buy Hardy trademark and a roasting facility from Faema. It is the first step of a long road, paved with passion, tradition and human values, together with professional knowledge and business ethics.



*The first Hardy cup, dated 1956*

# 1960

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## **GROWING UP: FROM COFFEE SHOP TO COMPANY**

The ability to look into the future is the secret for success. A new roasting facility is necessary to satisfy the increasing demand from cafes and restaurants in and around Milan. Hardy is about to become something more than a local coffee shop.

# 1990

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## **THE RISING OF THE THIRD GENERATION**

In these golden years Hardy writes new pages of Italian Coffee History and becomes a real tradition. Alberto, Edoardo's son, and Efrem, Renato's son, start to play a leading role in the company, after they have completed their managerial apprenticeship, based on study and a lot of training "on the job".





# 2006

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## **NEW ADMINISTRATORS, NEW FOREIGN MARKETS**

As the last few shareholders that don't belong to the Maja family leave the Company, Edoardo decides to settle into retirement, while Renato becomes President of the Company.

Alberto and Efrem now have the chance to prove themselves, as they are both appointed CEOs: they decide to implement a new company policy, and for the first time Hardy looks to foreign markets and international customers.

# 2015

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## **HARDY COFFEE COMPANY**

In Milan, 2015 means Expo. It is the occasion for a complete restyling of the brand image. An agenda full of events, in which Hardy plays the leading role, gives new impulse to change.

Innovation is always the Company's motto, but this doesn't mean forgetting its roots: tradition, dedication and family values will accompany Hardy into the future.

# TODAY

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## **THE COFFEE OF MILAN**

Hardy has set for itself a clear goal for its future: to spread the culture and tradition of the real Italian coffee worldwide.

To put in a coffee cup all the taste of the Great Milan and make it available to the most far-away markets is not just a business strategy, but a moral imperative that Hardy, "Il Caffè di Milano", is compelled to follow, pushed by its own prestigious cultural inheritance.

# OUR COFFEES

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# MILANO



This espresso develops a fine, hazelnut-colored cream, with many different hues and a very good persistency in the cup. The scent is really strong and intense, with aromas of toasted bread, dark chocolate and nuts. Its density is high, but well balanced, with a slight, pleasant acidity.



**COFFEE BEANS**  
1 Kg BAG



**COFFEE BEANS**



**COFFEE BEANS**  
250 gr CAN

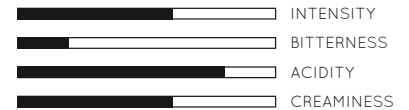
FAMILY  
**BLEND**

TASTE  
**DELICATE GOURMET**

ORIGIN  
**HONDURAS, BRASIL, INDIA**

CERTIFICATION  
**VEGAN OK**

CHARACTERISTICS







**GROUND COFFEE FOR "MOKA"**



**GROUND COFFEE FOR "MOKA"**  
250 gr CAN

**NEW**



**GROUND COFFEE FOR "MOKA"**  
250 gr ALUMINUM CAN



**GROUND COFFEE FOR "MOKA"**

**NEW**



**NESPRESSO\* COMPATIBLE CAPSULES**  
10 PIECES BOX

*\*These capsules can be used with Nespresso® home coffee makers. This trademark is not property of Hardy Srl or any affiliated company.*



**NESPRESSO\* COMPATIBLE**



**EPS\*\* COMPATIBLE**



**ESPRESSO POINT SYSTEM\*\* CAPSULES**  
25 PIECES BOX

*\*\*These capsules can be used with Espresso Point System. This trademark is not property of Hardy Srl or any affiliated company.*



# EUROPA



This espresso develops a hazelnut-colored cream, with thick texture and very good persistency. It has a very powerful scent, with aroma of toasted bread, cocoa beans, candied fruits and caramel.

The body is medium, with a slight acidity, well balanced by an equally slight bitterness.

FAMILY

**BLEND**

TASTE

**ITALIAN CLASSIC**

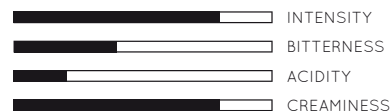
ORIGIN

**HONDURAS, BRASIL, VIETNAM,  
IVORY COAST, CAMERUN**

CERTIFICATION

**VEGAN OK**

CHARACTERISTICS



**COFFEE BEANS**

1 Kg BAG



**COFFEE BEANS**

250 gr CAN

**COFFEE BEANS**





**GROUND COFFEE FOR "MOKA"**



**GROUND COFFEE FOR "MOKA"**  
250 gr CAN

**NEW**



**GROUND COFFEE FOR "MOKA"**  
250 gr ALUMINUM CAN



**GROUND COFFEE FOR "MOKA"**



**NESPRESSO\* COMPATIBLE**



**NESPRESSO\* COMPATIBLE CAPSULES**  
10 PIECES BOX

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**NEW**



**PODS\***  
18 PIECES BOX

**NEW**



**ESE PODS**



**EPS\*\* COMPATIBLE**



**ESPRESSO POINT SYSTEM\*\* CAPSULES**  
25 PIECES BOX

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# UNIVERSO



This espresso develops a full cream with a dark brown color. Its scent is really powerful and intense, with aromas of spices, licorice, earthy scents and sandalwood.

To the mouth it has a very rich body, and its bitter taste is balanced by the total absence of acidity.



## COFFEE BEANS

1 Kg BAG



FAMILY

**BLEND**

TASTE

**DEEP AND STRONG**

ORIGIN

**IVORY COAST, VIETNAM,  
CAMERUN**

CERTIFICATION

**VEGAN OK**

CHARACTERISTICS



## COFFEE BEANS

250 gr CAN





**GROUND COFFEE FOR "MOKA"**



**GROUND COFFEE FOR "MOKA"**  
250 gr CAN

---

**NEW**



**NESPRESSO\* COMPATIBLE CAPSULES**  
10 PIECES BOX

---

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**NESPRESSO\* COMPATIBLE**



**EPS\*\* COMPATIBLE**



**ESPRESSO POINT SYSTEM\*\* CAPSULES**  
25 PIECES BOX

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# PERU ORGANIC 100% ARABICA



This espresso coffee develops a hazelnut-coloured cream with a soft and fine texture and long persistence. Its scent is quite powerful, with aromas of toasted bread, milk chocolate, caramel and jam.

The body has a medium strength and it is sweet to the taste, as there is no final sensation of astringency.

FAMILY

**SINGLE ORIGIN**

TASTE

**FRUITY AND TASTY**

ORIGIN

**PERU**

CERTIFICATION

**VEGAN OK, BIOAGRICERT**

CHARACTERISTICS



 **COFFEE BEANS**  
1 Kg BAG



 **COFFEE BEANS**  
250 gr CAN

**COFFEE BEANS**





**GROUND COFFEE FOR "MOKA"**



**GROUND COFFEE FOR "MOKA"**  
250 gr CAN

**NEW**



**GROUND COFFEE FOR "MOKA"**  
250 gr ALUMINUM CAN



**GROUND COFFEE FOR "MOKA"**

**NEW**



**NESPRESSO\* COMPATIBLE CAPSULES**  
10 PIECES BOX

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**NESPRESSO\* COMPATIBLE**



**EPS\*\* COMPATIBLE**



**ESPRESSO POINT SYSTEM\*\* CAPSULES**  
25 PIECES BOX

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# ZANZIBAR ORGANIC



This espresso develops a cream which shows exactly what you expect: a hazelnut color and a very fine texture. The scent is not too powerful, with aromas of cinnamon, violets and hints of fresh flowers and toasted bread.

To the mouth it has a medium body, where acidity and bitterness are very well balanced, without final sensation of astringency.



**COFFEE BEANS**

1 Kg BAG



**COFFEE BEANS**

FAMILY

**BLEND**

TASTE

**NATURAL ELEGANCE**

ORIGIN

**PERU AND TANZANIA**

CERTIFICATION

**VEGAN OK, BIOAGRICERT**

CHARACTERISTICS



**COFFEE BEANS**

250 gr CAN







**GROUND COFFEE FOR "MOKA"**  
250 gr CAN

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**GROUND COFFEE FOR "MOKA"**

NEW



**NESPRESSO\* COMPATIBLE CAPSULES**  
10 PIECES BOX

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**NESPRESSO\* COMPATIBLE**



**EPS\*\* COMPATIBLE**



**ESPRESSO POINT SYSTEM\*\* CAPSULES**  
25 PIECES BOX

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# DECAFFEINATO / DECAFFEINATED



A light brown cream clearly shows the strong presence of Arabica variety. Herbal scents of dry grass and cocoa beans hit the nose. In the mouth a delicate acidity blends together with the same flavours of grass and cocoa. The coffee ends with a very pleasant nutty flavour.



 **SINGLE SERVING PODS\*\*\***  
80 PIECES BOX

\*\*\* Single serving pods can be used with professional espresso machines only.

FAMILY

**BLEND**

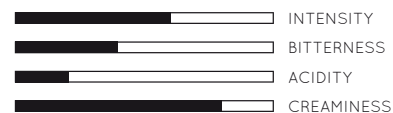
ORIGIN

**BRASIL, ETHIOPIA, INDIA,  
NICARAGUA, VIETNAM**

CERTIFICATION

**VEGAN OK**

CHARACTERISTICS



**COFFEE BEANS**  
250 gr CAN





**GROUND COFFEE FOR "MOKA"**



**GROUND COFFEE FOR "MOKA"**  
250 gr CAN

**NEW**



**NESPRESSO\* COMPATIBLE CAPSULES**  
10 PIECES BOX

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**NESPRESSO\* COMPATIBLE**



**EPS\*\* COMPATIBLE**



**ESPRESSO POINT SYSTEM\*\* CAPSULES**  
25 PIECES BOX

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# VIRGINIA ORGANIC FILTER COFFEE 100% ARABICA

This coffee captures the eye with its walnut colour and silky texture, while the nose is filled by a fresh fruity scent which develops in a nutty ending. To the mouth, a nice sourness is accompanied by a taste of cocoa; a slightly bitter ending just invites you to take the next sip.



FAMILY  
**SINGLE ORIGIN**

TASTE  
**GREEN WALNUTS AND HAZELNUTS**

ORIGIN  
**PERU**

CERTIFICATION  
**VEGAN OK, BIOAGRICERT**

CHARACTERISTICS



 **GROUND FILTER COFFEE**  
250 gr CAN



**FILTER COFFEE**



**TOP SELECTION**



# CHOCOLATE

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A ready-made powder chocolate mix for a thick, creamy hot drink, made only with the best cocoas, skillfully mixed together. A silky and luxurious texture and an incredible aroma for this classic hot drink, which will warm up body and soul. Packed in ready-to-use bags, quick and easy to serve.



**BAGS**  
50 PIECES BOX

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# PANETTONE

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Milan's traditional cake with natural yeast.



## COFFEE PANETTONE

1 Kg PACKAGING

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We have put together two traditional products of Milan, coffee and panettone, to make a unique cake with incredible taste: tradition and innovation are combined for the maximum pleasure, with the typical Italian taste. Without raisins or candied fruits.

## TRADITIONAL PANETTONE

1 Kg PACKAGING

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Our exclusive Hardy recipe: with candied orange zest from Sicily and candied diamond citron zest for a pleasant natural flavor. Thanks to high quality products and despite the absence of preservatives this cake remains soft and fragrant for a very long time: a real delicacy!





# TEA COLLECTION

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A cup of tea is a fantastic journey.



## PRIMAVERA

*Ingredients /* Oolong Chinese tea, orange zest, jasmine flowers, cornflower, natural flavours.

This is a particularly pleasant blend: its full and balanced aroma fills the mouth with a velvety sensation and a long persistence.

Thanks to its delicate sweet exotic taste, it is the ideal drink for your relaxing moments, and a perfect match for cookies and biscuits.

---

*Also cold.*



## ALLEGRIA

*Ingredients /* Green Rooibos, shredded apple, barberry, orange zest, sliced coconut, rose petals, cornflower petals, raspberry, natural flavours.

In this herbal infusion the typical aroma of summer fruits springs with all its flavours. Soft and sweet, it is ideal as a cold drink, for a natural and refreshing break in a hot day.

---

*Without theine, also cold. Organic.*



## SINFONIA DI NATALE

*Ingredients /* Black tea, red pepper, shredded apple, Ceylon cinnamon, shredded almond, Bourbon vanilla, natural flavours.

Christmas: the family gets together around the fireplace, to celebrate the most beautiful season of the year. Is there a better moment to taste this warm and comforting drink? Thanks to its unique taste, enriched by sweet spices, this tea will create an intimate and magic atmosphere.

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## GREEN TEA



*Ingredients /* Green organic tea.

This is one of the most precious Japanese teas. It belongs to the so called “shadow teas”, as it is grown in the shadow, and never hit by direct sun light. It is particularly rich in vitamins and minerals. The infusion has a light, delicate taste of liquor, with a pleasant scent of grass, and a very persistent sweet, floral ending. It is particularly recommended for a light meal, a mid-morning or afternoon snack, both sweet or salty.

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*Organic.*



## ENGLISH BREAKFAST



*Ingredients /* Organic black teas from India and Ceylon

Born in England, it is probably the most famous tea blend in the world. Thanks to its strong and neat taste, it is ideal for an energetic and reinvigorating breakfast. For this blend we have selected organic teas from India and Ceylon, whose leaves have been slightly chopped.

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*Organic.*



## EARL GREY IMPERIAL



*Ingredients /* Black Indian organic tea, bergamot natural flavour.

Thanks to its full, fruity and aromatic taste, this blend is famous all over the world. This tea is particularly suitable for breakfast, as it gives the right energy to start the day in the best way. Our “Imperial” blend is made of organic, high quality, black Darjeeling tea, enriched by the scent of bergamot from Calabria.

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*Organic.*





INFUSION

## DOLCEZZA

*Ingredients /* Hibiscus, wild rose, apple, blueberry, elder, cornflower, calendula, natural flavours.

This herbal infusion is in fact a sort of “red fruit salad”, where every berry contributes with its sweetness and taste. This reinvigorating infusion is really tasteful, both cold or hot: it restores body and spirit in the bleak winter or in the summer heat.

---

*Also cold.*

## FIORI DI CAMOMILLA

*Ingredients /* Camomile flowers.

The most famous and relaxing infusion comes from this beautiful flower, which has the colour and the warmth of the sun. To be sipped before going to sleep, its sweet flavour and delicate aroma will grant a good night rest for the old and the young.

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INFUSION

## LEGGEREZZA

*Ingredients /* Liquorice root, fennel seeds, camomile flowers, peppermint, gentian root, hibiscus flowers, sweet orange zest, lemon balm, sage, anise seeds, coriander seeds, rosemary and lavender flowers.

Ideal after a long day's work or at the end of a heavy meal. Particularly pleasant after dinner, its benefits will last all evening.

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INFUSION



# DISPLAYS

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Elegant showcases for our products.

**CAPSULES DISPLAY**  
ESPRESSO COMPATIBLE CAPSULES

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**TEA CASE**  
BOX FOR TEA BAGS

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**HARDY ACADEMY**

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## CAFÈ: THE CONSCIOUS BARISTA

We have been in love with it and have been drinking it for ages. We created it, tasted it, perfected it. It has become a must for many people. But... What is its history? Who discovered it? How does it fill our cups? And, most of all, what is the secret for a perfect coffee?

A real barista should know the answers to these questions. But, as the great Antonio De Curtis said “No one knows it all”, and for this reason Hardy has created an academy, where long time experienced baristas or new young future ones can discover all these secrets and refine their skills.

A real barista knows everything about coffee, and is highly aware that a good coffee cup is the sum of attention, ability and skill. The result is always that expression of great satisfaction on the face of the customer...



## COURSES: COFFEE TRAINER

Hardy Academy Coffee Trainers will guide you to discover the secrets of the perfect coffee, starting from coffee tasting.

Our coffee trainers are also refined and prepared coffee tasters, with a complete knowledge of coffee and coffee-making.

Hardy Academy courses are both theoretical and practical, and cover the following areas.



## *From the coffee bean to the espresso*

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Coffee overview: history,  
geography and cultivation.

Coffee varieties and their  
characteristics.

Coffee production: picking,  
handling, classification, roasting,  
storage, packing.

## *Tools*

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History of the espresso coffee  
machine.

Correct use of grinder and pressing  
device.

Water depuration.

Grinding.

Maintenance.

## *The barista's job*

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How to make a perfect espresso  
coffee.

How to make a classic cappuccino.

Tools.

Milk whipping.

## *Know-how: experience and knowledge*

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Choosing coffee machines:  
guidelines.

Choosing the best location for  
your café.

Concept, offer and  
merchandising.







*“Italians cannot live without the seductive tradition  
of their coffee: that’s why we distribute our blends all  
over the world, so that everybody, everywhere can taste  
this Italian specialty”*

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Alberto Maja  
Sole Administrator  
*Caffè Hardy*



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