

STELLA BELLA: THE "ROLLS ROYCE" OF COFFEES
- Affordable Luxury In A Cup -

Stella Bella, the coffee known as "beautiful star" in Italian, is a superior blend of coffee taste, with a richness worthy of royalty. Using only the finest coffee beans, imported from all over the world, the coffee is roasted in a traditional way in an authentic Petroncini coffee roaster, one of only three in existence in the United States. Step-by-step, each batch of coffee is slowly roasted without the need for chemical enhancers, producing perfect, full-flavored coffee every time!

The Stella Bella coffee roasting process originates with founder Mark Scialdone's family heritage: Growing up in an Italian family, Mark watched his mother make homemade espresso on the stovetop, a tradition that began with Mark's grandfather in a small village in Italy. Today, Stella Bella uses modern technology, combined with a sense of family history, to create the finest coffee blends available in the world.

Part of Stella Bella's secret for success comes from their painstaking roasting process: It starts with the arrival of the coffee in 150 lb. sacks from many different origins: Kona, Kenya, Moca Java, Brazilian, Costa Rican, Columbian and Indonesian, to name a few. Although very different in terms of their characteristics, one thing all the beans have in common is that they are shipped green to Stella Bella's San Diego roasting plant. At that stage the coffee bean is very, very hard, similar to unpopped corn and is flavorless.

As the coffee roasts it nearly doubles in size, taking on the typical coffee characteristics as caffeine, starches, sugars and fats inside the coffee emerge. Due to the fact that each region of coffee possesses its own distinct moisture content with a unique hardness to the bean, each batch of coffee must be roasted individually to achieve its maximum potential for flavor. The longer a coffee is roasted, the more its natural oils will influence the flavor.

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In many ways, Stella Bella coffee is far superior to other coffees due to its attention to the traditional roasting process. While American-style roasters are set up to handle quantity, creating a vast amount of product which in many cases is inferior, each batch of Stella Bella coffee is individually roasted. And while American roasters apply a direct flame to the drum, causing in many cases, unevenly roasted coffee, Stella Bella uses a rare but extremely effective Petroncini roaster which makes perfectly roasted coffee each time.

Stella Bella was the first U.S. coffee manufacturer to bring in a Petroncini roaster. As coffee is fed into the roaster's giant, cast iron drum, the beans are slowly and uniformly cooked. A blowing unit then gently removes the bitter, outer chaff from each coffee bean, dropping it into a removable chaffing tray. Finally, the coffee is fed into the roaster's cooling tray where it is air-dried. Stella Bella does not use water-quenching which wastes the coffee and cools it prematurely, sometimes during the final stages of roasting.

Stella Bella currently has proprietary recipes for 144 choices of coffee, with fifteen original recipes. The coffee is available in original and flavored blends and in caffeinated and decaffeinated form. Presently, several exciting, new recipes are being developed to offer even more options to coffee lovers.

With its unforgettable formula, influenced by the Scialdone family of coffee aficionados, Stella Bella is able to guarantee the same, distinct quality in each bag of coffee and in every cup. Superior, both in taste and in quality, Stella Bella has earned its status as the "Rolls Royce" of coffees, an affordable luxury you won't want to pass up! Stella Bella Coffee is distributed by Stella Bella Corporation U.S.A., a manufacturer, and distributor of wholesale and retail coffees, coffee products and coffee equipment.