

HomeTown launches Caffitaly System- reputed Italian brand in India ~ Innovative Capsule Coffee Machines are now available exclusively at HomeTown~

Mumbai, November, 2012: The pleasure of always enjoying a good Espresso coffee takes on a new meaning as HomeTown, India's most comprehensive home making and home improvement store, a part of Future Group launches the revolutionary Caffitaly System's inimitable capsule coffee machines in India.

The four exclusive Caffitaly System's machines and 13 flavored capsules which have been introduced in India will be available at HomeTown. Italian traditions, passion, love and care for coffee meets technological innovation in the ground -breaking Caffitaly System.

Years of research and development gave birth to the Caffitaly System: a combined system, consisting of machines and capsules, whose components are protected by international patents. Each component of Caffitaly System has been designed, selected and implemented to achieve the best results. The sealing of each capsule eliminates the oxidation risk over time and maintains the aroma and taste of coffee: it preserves the same characteristics as freshly milled beans.

Blends are obtained by a selection of the best coffee qualities as well as the exclusive machines allowing the right pressure to reach the best taste and aroma. The coffee is always perfect, from the first capsule to the last one.

That's not all. The special shape of Caffitaly System's capsule makes possible the packaging of any kind of coffee: *the excellent Italian espresso, long coffee (lungo) and also the caffè crema* in order to satisfy every need. The product range also includes other delicious drinks like: *Lemon Tea, Tea Leaves, Chamomile, Barley, Tisane, Cocoa and White Beverages*. The patented pre-infusion system allows a perfect extraction with each coffee blend and other beverages.

The user friendly features coupled with technological innovations promises to make Caffitaly System a huge hit among coffee lovers.

Head to HomeTown and discover the best coffee you have ever tasted.

Key Features of Caffitaly System

Easy and Handy: just a simple touch to prepare a well made espresso in a few seconds.

Fast: the capsule is always ready for use.

Sealing and Hygiene: the product inside the capsules is never touched directly and is always protected against all atmospheric conditions.

Unique: The Caffitaly System allows the coffee to remain unaltered and maintain a very high quality of beverage for a long period of time.