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In Naples coffee isn't just a drink: it is an integral part of popular culture! In tombola (a very popular game in Naples, like Bingo) celebrates it with the number 42 meaning "pigliammoce 'o caffè" (let's have a coffee), one of the most common expressions in Naples, while "fesseria 'e caffè" is used to define a dispute of little significance... something which can be easily solved by offering a coffee and having a little chat in front of a bar counter.

Countless songs have been dedicated to it (from Capaldo-Fassone's classic "A tazz 'e caffè" dated 1918 to Pino Daniele's more modern "Na tazzulella 'e caffè" composed in one of the first bars to choose Kenon coffee for its customers, located right in the current street dedicated to Pino Daniele; to "Don Raffae" (a Neapolitan ballad composed by the Genoese singer De André), and in Naples again the term "caffè sospeso" (an already paid for coffee for people who can't afford it) had been invented. Coffee has always played the starring role in many Neapolitan theatre plays and movies: from Totò to De Filippo, not to mention Troisi, every artist has always felt the need to celebrate this faithful companion with some reference or quote. For coffee again, that by now has come to be a symbol of Naples, the town has invented a kind of coffee pot to make it in the best and most convivial way.

Kenon is the expression of all this: a blend of pure "Neapolitanity", with all the passion only this city can express.  
...and this is exactly why Kenon coffee possesses a unique characteristic: it can make you fall in love.

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THE WURZBURGER FAMILY, TODAY AT ITS FOURTH GENERATION, BEGAN TO SPECIALIZE IN COFFEE ROASTING AND SELLING IN NAPLES WAY BACK IN 1892.

”

Lorenzo is in Naples on a business trip. He is staying at a hotel, and during the morning, he has a very important business appointment. He feels a little bit anxious, but he starts his day with a good coffee that puts him in a good mood.

Giulia is on holidays, guest of a friend. The awakening for her is amazing: a view on the alleys and typical coffee made with a moka pot. It seems the perfect day to take a walk in town.

“

EVERY MORNING COFFEE ESTIMATORS  
CHOOSE KENON TO START THE DAY AT  
THE VERY BEST.

”









COLO D'ARTE  
VICO DELLE BICI



FUCINELLA







“

FROM ORIGINS TO ROASTING AND  
PACKAGING, EVERY DAY KENON  
COFFEE UNDERGOES THE MOST RIGID  
QUALITY CONTROLS.

”

Neapolitan streets not only  
are evocative, but they trickle art  
and popular culture in every corner.  
A typical charm that Giulia  
can taste step by step.

Time seems to have stopped in Pulcinella's town, and yet Lorenzo still has to wait some minutes before meeting his interlocutor. A magazine and a coffee keep him company while waiting.

“

KENON QUALITY IS ALSO AVAIBLE IN  
COFFEE PODS, THE IDEAL SOLUTION FOR  
PEOPLE WHO WANT AN EXCELLENT COFFEE  
IN EVERY MOMENT OF THE DAY.

”















“

KENON ALSO OFFERS DECAFFEINATED COFFEE FOR THOSE WHO WANT TO AVOID CAFFEINE WITHOUT GIVING UP QUALITY, TASTE AND THE PLEASURE OF A GOOD COFFEE.

”

The business meeting is finished at last, and everything seems to have gone the best of the ways! A moment like this, just like a good coffee, must be shared with friends and colleagues.



Giulia is taking a break sitting at the table outside a bar. There's still some sunbeam and she takes the chance to plan the rest of her tour. She doesn't know it, but the day has surprise in store for her...







Kenon

GEO-MONDADORI  
**NAPOLI**  
CITY BOOK  
CASTELLI TENERARI  
ARTE  
MARE  
ARCHITETTURA  
CHIESE  
MAPPE  
ARCHEOLOGIA

Kenon

Kenon

For Lorenzo too, after all that stress, it's time for an excellent coffee to enjoy his deserved relaxation. It's incredible how such a great pleasure can concentrate in such a little cup! He is at a bar counter... the same bar outside where Giulia is sitting.

“

“KARAMELL” BLEND BY KENON S.P.A.  
HAS BEEN CHOSEN BY “ECCELLENZE  
CAMPANE”, AND IT ORIGINATES  
FROM A SELECTION OF THE BEST  
EXISTING QUALITIES OF 100% PURE  
ARABICA COFFEE.

”















Naples is full of places where you can drink coffee, and so choosing the same bar, in this town where sacred and profane coexist in perfect harmony, sometimes is a sign of destiny. In fact, a little time has passed from Lorenzo's and Giulia's coffee break and now they are in a souvenir shop where, finally, they meet.



To marvel in Naples is an everyday event. What a perfect place for a unique meeting, with a special aroma, like the one between two people that otherwise would never have met, just like the extraordinary coffee blend which couldn't be born in a different place: Kenon.

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EVERY YEAR, KENON PROMOTES A GRAPHIC DESIGN COMPETITION FOR COLLECTORS' ESPRESSO CUPS AND SAUCERS: "PIMP YOUR CUP"

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“

## KENON: THE WHOLE SELECTION.

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The coffee in our confections has been prepared with all fine, selected coffee, mainly from Brazil, of Arabic quality. The roasting of these blends has been made with traditional procedures, and we guarantee a pure product, without any foreign body that may alter its sharp and unmistakable taste, typical of the best Neapolitan tradition. The Kenon experience and quality are held in a triple product line.



## **BAR - CAFE' LINE**

The extra fine blends of bar line are made by a 100% of the best coffees, mainly Arabic quality from Brazil and Central America plantations. Carefully selected, roasted and skillfully blended, these coffee grains confer a creamy and rich consistence added to a strong taste, typical of the best Neapolitan tradition. The 100% Arabic blend represents the feather in the cap of bar line.

## **HOME LINE**

Two blends for real connoisseurs: the "100% Arabic", particularly aromatic, with a persistent taste and a smooth and velvety aroma, and the "Special Quality" a well-balanced blend with a strong and rich taste, with a thick and inviting cream. An excellent coffee for every moment of the day, unmatched in leaving an intense pleasure sensation.

## **VENDING LINE**

The Vending line includes a blend of Neapolitan espresso coffee in 7 grams single dose pods, preserved in a controlled environment and singularly sealed to guarantee the freshness and the aroma of an always perfect espresso, as just ground.



**Kenon Coffee Crema Moka**  
1Kg/3Kg

Coffee blend with a good Arabic percentage, strong taste, compact cream and strong aroma.



**Kenon Coffee Crema Bar**  
1Kg/3Kg

A very rich coffee blend with a good Arabic percentage, strong taste and compact cream.



**Kenon Coffee Max Bar 1Kg/3Kg**  
Select blend, mainly Brazilian, full of Central America coffee which gives a sweet and long-lasting flavor and a chocolate taste.



**Kenon Coffee Super Max Bar**  
1Kg/3Kg  
Blend mainly consisting of Arabic quality coffee from Brazil and Central America, thick and delicate cream, long-lasting aroma with a low caffeine content.



**Kenon Coffee Napoletano Dok**  
1Kg/3Kg

Thick select coffee blend, mainly consisting of Brazilian Arabic quality. Delicate and balanced taste, a Neapolitan coffee at its full expression.



**Kenon 100% Arabica Coffee**  
Karamell 1Kg/3Kg

With a strong, creamy and rich taste, an incomparable aroma, excellent aftertaste, with a low caffeine content. A 100% Arabica blend, consisting of the most rigorous coffee selections.



**Kenon Decaffeinated coffee**  
Its a rich blend makes it light, velvety and tempting, with a smooth and refined aroma, for all those who want to taste a good coffee without caffeine. Available in single dose packets and in beans.



**Organic Coffee**  
Roasted Organic agriculture coffee beans blend, in a 250g can.



**Kenon Barley and ginseng Soluble Capsules, 25 pieces.**

Quality barley. Aromatic, with a pleasant and smooth taste. Scented and energetic ginseng



**Caster Sugar 10Kg pack.**  
Caster sugar single dose packets, extremely fine and highly solvable. Shiny white color. Available in paper or transparent plastic small packets.



**Brown Sugar 5Kg pack**  
Whole brown sugar, with a golden color with thick and grainy consistency.



**Hypocaloric Sweetener**  
Single dose Hypocaloric sweetener packets, without aspartame. It doesn't have any effect on the taste.





### Hazelnut spread in 1Kg jar.

Our Hazelnut spread is an entirely natural and genuine product made with selected and toasted hazelnuts; it's the ideal if you want to make a special coffee or if you want to flavor custard, cream, ice-cream, cappuccino or barley.



### The Cremino 1kg pack

A different way to drink a rich taste: the 1 kg Cremino pack for bars is ideal to have a tasty coffee cream. Without hydrogenated oils.



### Coffee in 7g single-dose pods, 18 pcs.

Pack containing 18 single-dose 7gr pods, with convenient front opening.



### Coffee in 7g single-dose pods, 50 pcs.

Pack containing 50 single-dose 7gr pods, a nice gift idea.



### Coffee in 7g single-dose pods, 100 pcs.

Package containing 100 single-dose 7gr pods.



### Coffee kit in 7g single-dose pods

Kit contents:

150 single-dose pods of 7gr.  
150 disposable cups with Kenon logo  
150 single-dose packets of extra-fine Kenon branded white sugar  
150 Kenon branded stirrers



### Coffee in 7g single-dose pods, 200 pcs.

Large pack containing 200 single-dose 7gr pods. Very convenient and convenient for large consumption.



### Coffee in compatible single-dose capsules 50pc.

- Nespresso compatible capsules
- Lavazza compatible capsules with A Modo Mio



### Kenon Coffee Special Quality 250g pack size ground coffee for moka pot

Rich and aromatic taste, it contains a 100% pure coffee mainly Arabic quality from Brazil. It has a low caffeine content, with an approximate value of no more than 1,7%.



### Kenon Coffee 100% Arabica, 250gr pack size, ground coffee for moka pot

It contains 100% pure Arabic quality ground coffee. It's an aromatic coffee, with a smooth and pleasant taste and a low caffeine content (approximate value from 1,1% to 1,3%)



### Kenon Coffee Special Quality 500g can ground coffee for moka pot

Rich and aromatic taste, it contains a 100% pure coffee mainly Arabic quality from Brazil. It has a low caffeine content, with an approximate value of no more than 1,7%.



### Gift pack

An original gift idea: a two cans pack of 500gr Special quality.



**Ottavia model Espresso Cup**  
A narrow and tall espresso cup with the unmistakable Kenon style.



**Ischia model Espresso Cup**  
A wide and low espresso cup with the unmistakable Kenon style.



**Cappuccino cup**  
An ideal bar cup for cappuccinos and "Latte-Art".



**Giant Cappuccino cup**  
A bar cup for larger cappuccinos.



**Espressino model espresso cup**  
An espresso cup similar to the Ottavia model but higher.



**Glass**  
Created for people who love having coffee in a different way and to see its creamy consistence through the transparency of glass.



**Ottavia model "2019 Collection" espresso cup**  
An espresso cup designed by the competition winner of the "Pimp Your Cup" 2019 edition.



**Sugar dispenser**  
An extra big cup made to contain many sugar small packets.



**Table sugar holder**  
Handy and useful, in soft touch, it can hold Kenon sugar packets and gives elegance to your dinner set.



**Napkin holder**  
Created to decorate bar counters and tables. Handy and useful Kenon napkin holder is a nice accessory you can show in full sight in your bar. Made in soft touch.



**Clock**  
Kenon has designed these nice personalized clocks, so you will never forget when it's coffee time.



**Money tray**  
A handy and useful accessory to lay cash on during payments.





### Kenon Polo Shirt

Beautiful and elegant polo shirts by Kenon, available in various colors.



### Long Apron

Fine and handy, this one size apron is ideal for every height.



### Waistcoat

Matchable with skirts and trousers, the waistcoat is a must have for your bar staff members.



### Kenon T-Shirt

Nice and comfortable Kenon branded t-shirts.



### Apron

Fine and practical, Kenon clothing brand apron is useful for every necessity



### Berets

Kenon branded beret is comfortable and practical. An evergreen model for men and women



### Pocket Calendar

Comfortable pocket calendar with decimeter.



### Caps

Fashionable Kenon branded caps, available in many colors.



### Wall Calendar

Simple and impactful, the Kenon calendar renews its style every year by following the winning collection cups line of the "Pimp Your Cup" competition.



### Pendrive

Pendrive with the unmistakable Kenon Style.



# pimp your cup

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PIMP YOUR CUP IS A CONTEST PROPOSED BY CAFFÈ KENON, NOW ON ITS 12TH EDITION, FOR THE GRAPHIC DESIGN OF DECORATIONS OF ITS COFFEE CUPS AND SAUCERS COLLECTIONS. THE COMPANY'S PURPOSE IS TO STIMULATE THE CREATIVITY OF ARTISTS, DESIGNERS, STUDENTS, EXPERTS IN THE FIELD OR SIMPLY ENTHUSIASTS, PROMOTING THE GRAPHIC / ARTISTIC EXPRESSION GROWTH IN THE FIELD OF APPLIED ARTS AND BRINGING THEM CLOSER TO THE WORLD OF THE ITALIAN ESPRESSO. THE CREATION AND DECORATION OF CAFFÈ KENON CUPS AND SAUCERS WILL HAVE TO BE BASED ON A SPECIFIC THEME, IN WHICH VARIES FROM YEAR TO YEAR, THAT WILL BE THE ONLY CONSTRAINT TO WHICH THE PARTICIPANTS MUST ABIDE.

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2008



2009



2010



2011



2012



2019



2013



2014



2015



2016



2017



2018





Collection 2016



Collection 2017



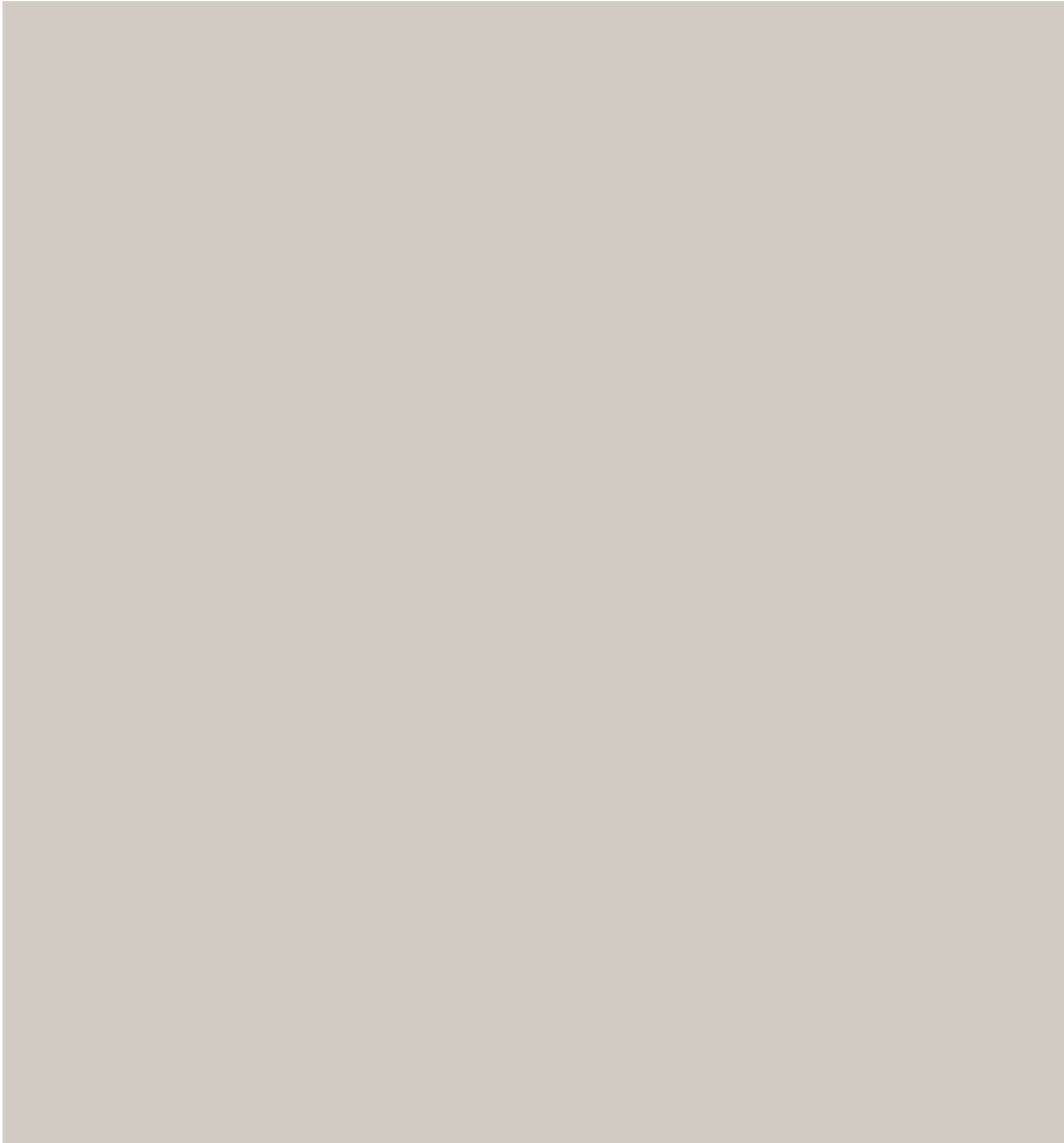
Collection 2018



Collection 2019

## Gift Box

A nice gift idea, box containing a 500gr. can of Kenon “Special Quality” ground coffee for Moka and 2 collectible espresso cups complete with saucers designed by the winner of “Pimp Your Cup”.







kenon.it