

**PRESSE-RELEASE**  
**for the PLAGIARIUS-AWARD-2020 given in Frankfurt a.M.**

**SUMMARY:**

**Plagiarism products** are nothing else than **FAKE**. **MariaGrazia** is a shameless version of such a **FAKE!**

**Time is more than money!** Only with passion, one can create innovative products. A huge **time invest** is required and is the highest **investment asset**. As an inventor, manufacturer and owner, you like to invest this time, because you literally burn for your product! The company **Torrefazione San Francesco SAS** copied the products of **Caffè Cultura**. This did not happen in the **Far East**, but on the doorstep to us, in Italy. The plagiarisms were sold mostly in Germany, however also in the EU and even worldwide.

**Why was this such a shameless copy?**

From the exhibited samples, one can see clearly that **only** the word "Grazia" replaced "Sole". The design and even the EAN code were copied one to one, very shamelessly. This was particularly damaging our business! The bottom line is that **even the best copy cannot replace the original!** All further details are available under the following website: [www.kaffeemarken-plagiate.com](http://www.kaffeemarken-plagiate.com)

**Quote from Samuel Johnson** (1709-1784): "**No one has become famous by imitations!**"  
By the way, Mr. Johnson was a journalist and editor of moral weekly writings. Nowadays imitations and in this sense plagiarizers should be made famous for their plagiarism products!

**REPRESENTATION:**

At the award ceremony of "Plagiarius 2020", speakers usually give a sincere tribute to the recipient of the prize in recognition of honorable qualities. This is a little different in the award ceremony. The association "Aktion Plagiarius e.V." with the "Plagiarius Award" gives producers of the original products the opportunity to point out rogue companies. Without any scruples, some producers copied products in the **EU** and not, as assumed, only in the **Far East**. Cheating consumers, public authorities and traders happens systematically. For the first time in the coffee industry, this award goes to **Torrefazione San Francesco SAS**. Therefore, this company is the plagiarizer and is located in Umbria in Italy. Nevertheless, this company incorrectly did not state Umbria as the origin, but stated Sicily as the place of origin for its plagiarism products, especially on various distribution channels and websites. The scope of intentional and systematic piracy is outlined as follows: **1.)** Torrefazione San Francesco has initially acted as a "contract roaster" for rogue companies, which have given the consumer the false impression that the distributed espresso coffee of the brand "MariaSole" was produced in Sicily. Wrong! **2.)** After the **plagiarizer** was informed that the trademark rights for the "MariaSole" trademark had been acquired by Caffè Cultura GmbH, this did not stop "Torrefazione San Francesco SAS" and its managing director, **Mr. Nazzareno Morettini**, from continuing to place plagiarism products on the market, even if these products were protected under trademark law. Hence, on the one hand, the product "MariaSole" was created as a 100% copy. Additionally, a second **plagiarism product** was created, by copying the design and replacing the word "Sole" by "Grazia".

3.) A short time later, the name of the coffee changed from "MariaSole" to "MariaGrazia", but retained the same packaging used for the coffee "MariaSole". 4.) This plagiarism went so far that even the old EAN codes were copied for products with the brand "MariaSole" and were used unchanged for the plagiarism labeled "MariaGrazia". It is important to know that the EAN codes measure, among other things, the coffee tax. 5.) "Torrefazione San Francesco SAS" has therefore knowingly accepted that the scope of the distribution of the products called "MariaGrazia" has been hidden for tax purposes. 6.) Finally, "Torrefazione San Francesco SAS" has consciously accepted the processing of low-quality coffee and thus damaging the product with high quality of Caffè Cultura GmbH.

Looking back on all these unethical facts, it should be noted that "Torrefazione San Francesco SAS", together with its managing director Nazzareno Morettini have fully deserved winning the "Plagiarism Award 2020". For righteous companies, it is desirable for the legislator to use such shameless offences as an opportunity to tighten up the legislation to the extent necessary. Thus, fair-working firms could be protected against economic crimes and associated economic damage.

For any questions and interviews from the press or the trade press, the Caffè Cultura GmbH is at your disposal in personal appointments. All further details can be found at the following website: [www.kaffeemarken-plagiate.com](http://www.kaffeemarken-plagiate.com).

## **Over Caffè Cultura GmbH – Producer of the original product "MariaSole Caffè Espresso"**

### **Time is changing! Good things remain!**

COFFEE MANUFACTURE ON SICILY – The entire production of our brands (MariaSole, MilleSoli, TRE FORZE!) takes place in our factory in Sicily at the foot of Mount Etna. Here, a dedicated team of first-class experts works every day on the high quality of our top-class Caffès. Passionful workmanship, roasting method and package design are essential for our high-quality Espresso. Our family community consists of all our employees. They do their best for our premium products every day. This is done from production step to production step, from hand to hand in long-term trust and as first-class work – sustainably, over generations!

MANAGEMENT IN GERMANY – Our head office, Caffè Cultura GmbH, is located in Germany – a company with traditional values. Together with a dedicated team of experts, we manage the marketing, corporate design of our brand world and international sales with our selected cooperation partners worldwide from our headquarters in Düsseldorf. We promise you the pinnacle of espresso culture. In addition, we keep our promise: today and in the future!

Caffè Cultura GmbH  
Graf Adolf Str. 61, 40210 Düsseldorf  
Telephone: +49 211 82 82 48 – 0  
Telefax: +49 211 82 82 48 – 19  
info@caffe-cultura.com  
[www.mariasole-millesoli.com](http://www.mariasole-millesoli.com) / [www.treforze.com](http://www.treforze.com)