



HERALD NEIGHBORS

Tazzetto brings a taste of Italy to Rockville Centre

by JILL NOSSA
jnossa@liherald.com

A new Italian café opened in the heart of Rockville Centre last month and is steadily gaining a reputation for serving up the real deal. The family-owned coffee shop, Tazzetto, on Sunrise Highway, takes pride in its products and strives to offer customers the most authentic Italian café experience. While new to Rockville Centre, Tazzetto—which means “little cup” in Italian—was founded in 2016 and has grown ever since.

“It all started when my dad started serving coffee from Italy to friends on his boat,” said Vincent Arena, 24, who cofounded Tazzetto with his father, Frank.

Frank was born in the coastal southern Italian city of Reggio di Calabria and moved to the United States with his parents and six siblings at age 4. Throughout the years, relatives in Italy have sent Italian treats, and about five years ago, began sending coffee beans. People loved the coffees so much, Vincent said, they began asking for

ple will say they’ve ‘never had espresso this good’ outside of Italy or ‘this makes me feel like I’m in Italy again’ and it’s definitely awesome to hear that from customers because we put a lot of effort into the coffee, everything from selecting the beans to the roasting process.”

He explained that Tazzetto uses an ecological coffee roaster, which recycles air from the combustion process and uses a pure air filter, so the coffee beans are never touching any of the gases from combustion and as a result, there are no residual chemicals on the coffee beans. They also have a lab where they do testing to make sure there are no pesticides on the coffee beans. Vincent said the family-owned company that roasts Tazetto coffee has been in the business for three generations.

“They have really perfected the art of coffee roasting,” he said.

And he is not alone in this opinion: Tazzetto’s espresso blend won the gold for “best espresso in Europe” at a tasting contest last year.





 **TAZZETTO**
AUTHENTIC ITALIAN CAFE

263 TEA • ARTISAN COFFEE • ITALIAN PASTRIES • GELATO • IMPORTED FOODS • ESPRESSO

GRAND OPENING

265
764

Print
rockvi

We deve
FIL

Italian Cuisine





Traditional Italian Products

Edible Biscotti Cup







A blue recycling bin with a white recycling symbol on its side stands on the left. To its right is a green trash bin with the identification number '9SG 007044' printed on its side. Both bins are situated on a green lawn with a blurred background of trees and a building.

As Costs Skyrocket, More U.S. Cities Stop Recycling

With China no longer accepting used plastic and paper, communities are facing steep collection bills, forcing them to end their programs or burn or bury more waste.

It's Cheaper and Convenient To Be Less Sustainable

Insulated Foam Shipping Kit - Single-Use Cold Packs - 8 oz



S & T ST 968601 Assorted 50 Pack Microfiber Cleaning Cloth, 50 Pack

★★★★☆ 899

Automotive

\$16⁷⁹

✓prime FREE One-Day
Get it Tomorrow, Sep 24

Economic Incentives Don't Align With Societies Goals





Planet fitness

TIME TO PANIC

← 14 Morris St
Broadway

29

FRIDAYS
BAR & RESTAURANT

THE
YOU CAN'T
OVER

WE DON'T NEED US
ED NATURE

IT'S NOT A
CHOICE
IT'S A
FACT

PROTECT.
RESTORE.
FIND

WHAT WILL YOU
CHOOSE?

OUR HOUSE
IS ON FIRE

WHEN
THE OCEAN
Rises

YOU CAN'T COMB
OVER

Climate Strike
September 20, 2019
Recycle
Renewable Energy
Make more laws!!

GREEN
GREEN

WE STAND
FOR WHAT WE
STAND ON!

There
is
NO
Planet B





Connected Future



No Trash Circular Economies

Bean Type	Price / 100g	Other Info
Fève adzuki	0.90	#101
Fève cell noir	0.63 \$	#221
Fève pinto	0.45	#231
Fève Lima petite	0.90	#421
Fève de soya	0.75	#184
Pois vert entier	0.36	#149
Pois vert demi	0.40	#229
Pois jaune demi	0.42	#219
Pois jaune entier	0.36	#211

POIS VERTS DEMIS
SPLIT GREEN PEAS

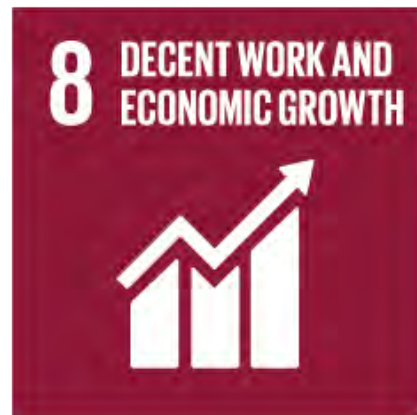
POIS JAUNES ENTIERES

LEVEZ ICI

A blurred background image of a business meeting. A person in a suit is holding a white card in their right hand and a pen in their left hand. The text is overlaid on this image.

Business Model & Partnership Innovations

SUSTAINABLE DEVELOPMENT GOALS



THE STATE OF THE SPECIALTY FOOD INDUSTRY #FANCY FOOD SHOW

specialty food association

DENISE PURCELL
SPECIALTY FOOD ASSOCIATION

DAVID LOCKWOOD
MINTEL

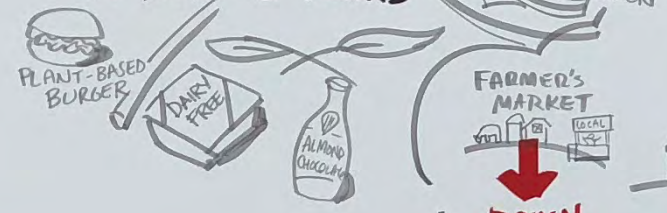
DOWNLOAD THE 2018 STATE OF THE INDUSTRY SUMMARY REPORT AT LEARNING.SPECIALTYFOOD.COM

15.6% SHARE NOW → 19.4% SHARE 2022

140 BILLION

FOOD SERVICE IS GROWING FASTER, WILL OUTPERFORM ONLINE AND RETAIL.

PLANT-BASED
WILL CONTINUE TO GROW FOR THE NEXT 5 YEARS

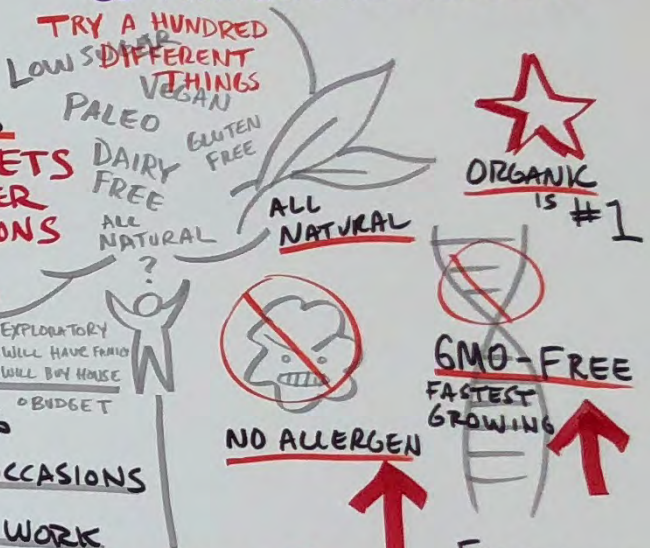


"INDULGENT FOODS BECOMING MORE HEALTHY FOODS"

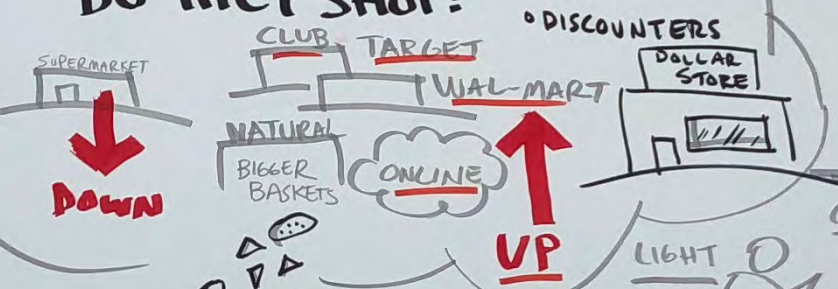
iGEN
EXPLORERS 11-23 y.o.
WILL CHANGE THE INDUSTRY ENTIRELY

GENERATIONS
BABY BOOMER
GEN X
MILLENNIALS
iGEN

- EVERYDAY MEALS
- SNACKING
- SPECIAL OCCASIONS
- TAKE TO WORK



WHERE DO THEY SHOP?



CONVERT LIGHT USERS TO HEAVY USERS

HEAVY USERS

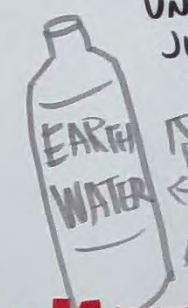
COVERT TO HEAVY? → GET THEM BUY MORE

MILLENNIALS INTO FAMILY STAGE

- TAKE-AWAYS**
- INDUSTRY GROWING WELL
 - FOOD SERVICE GROWING FASTER
 - ONLINE SALES GROWING FAST (SMALL BUT CHANGING THINGS)
 - SF TRANSLATES TO EVERY CHANNEL
 - FROZEN, REFRIG. GROWING BUT CENTER STORE GOOD
 - ELIMINATING FOOD WASTE?
 - BEST OPPORTUNITY? CONVERTING LIGHT TO HEAVY

SEGMENTS BEVERAGES

UNITS ARE GOING UP JUST AS FAST AS TOTAL MARKET



WATER

FROZEN

DESSERTS & MEAT ALTERNATIVES
CENTER STORE NOT DYING FOR SPECIALTY FOODS



27.6% **SNACKS**

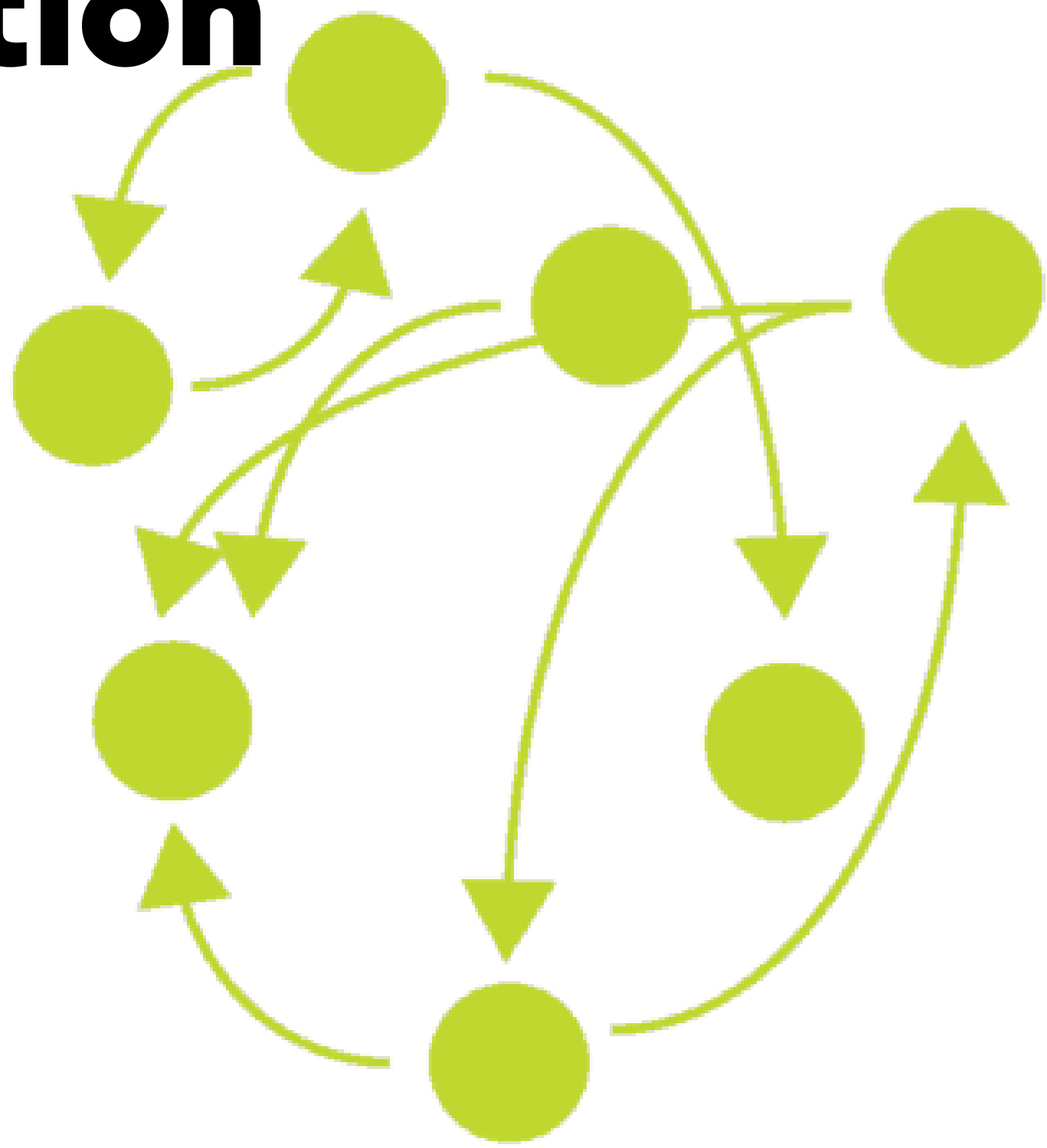
- ONLINE
- 2.2 BILLION
- PACKAGING
- SHELF-LIFE

GRAPHIC RECORDING BY **truscribe**
truscribe.com

Innovative Packaging



Traditional To Systems Thinking Education



Systems Mapping





MAKEDONIA
MIA KAI ELLHNIKH

TO OVO...
...η Ψυχή μας

...ΝΟΜΑ Η ΙΣΤΟΡΙΑ ΜΑΣ
...ΜΑΚΕΔΟΝΙΑ

...FOR SALE

...ΜΑΚΕΔΟΝΙΑ

Collective Action

Thank You.

vincent@tazzetto.com