

In History...



IN THE HISTORY OF COFFEE

An exciting affair that revolves
around a family and coffee and is rife
with encounters, battles and passions.

A journey and the discovery of a far off destination
are the basic ingredients of the story I am about
to tell you, written at the beginning of the 20th
century but dating back to much earlier in time.
A dense, rich story like the blending of a coffee.



IN THE MASK



WORKSHOP



1716



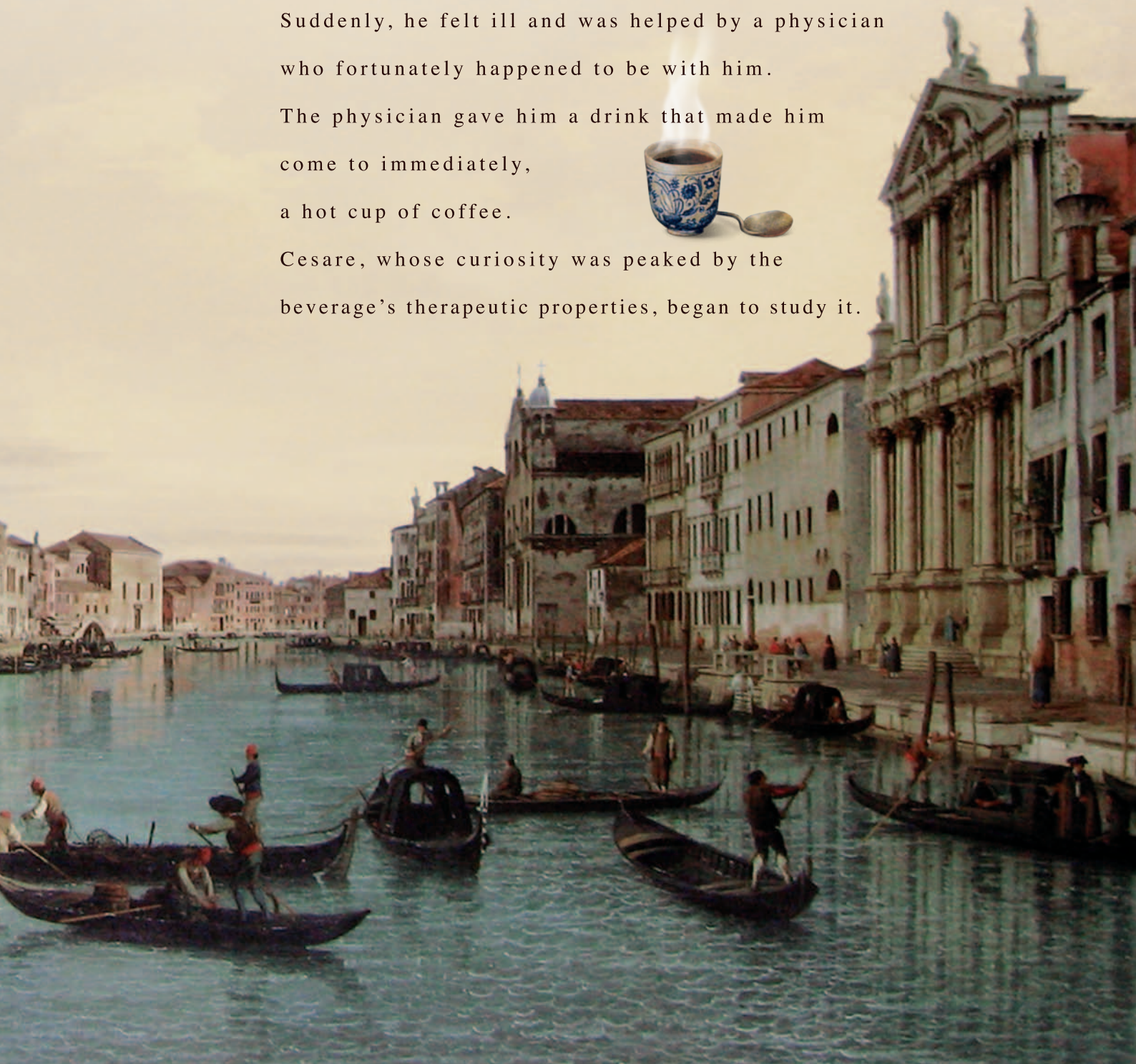
It was a cold
afternoon
in November 1716
and Cesare Duni, a well-known
craftsman in Venice, a true master
at creating the famous bauta masks,
was in his workshop.

Suddenly, he felt ill and was helped by a physician
who fortunately happened to be with him.

The physician gave him a drink that made him
come to immediately,
a hot cup of coffee.



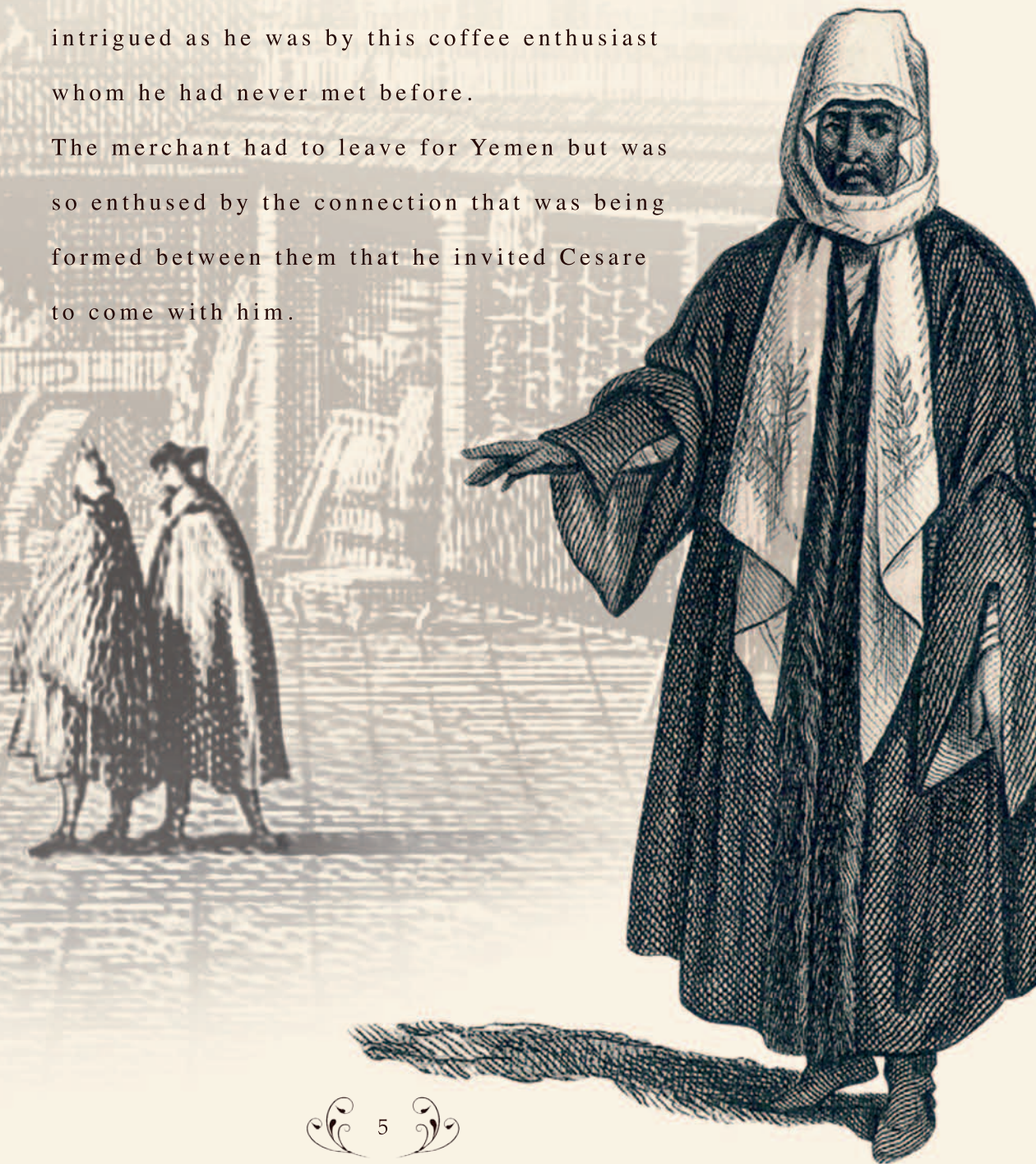
Cesare, whose curiosity was peaked by the
beverage's therapeutic properties, began to study it.



AT THE COFFEE MERCHANT'S SHOP



*H*e immediately set off for the place where he could find the answers he was looking for, the coffee shop near the Bridge of Sighs, one of the oldest in Venice, where he met an important Yemeni merchant. After a moment of hesitation, Cesare asked the merchant some questions, who responded with detail answers intrigued as he was by this coffee enthusiast whom he had never met before. The merchant had to leave for Yemen but was so enthused by the connection that was being formed between them that he invited Cesare to come with him.



YEMEN, LOVE AT FIRST SIGHT





Arriving in the city of Mocha,
he discovered a world that was
completely different from his own,
which became even more fascinating following
his encounter with Amina, a beautiful Armenian
woman who made him fall in love at first sight.



THE MEETING WITH DE CLIEU



Cesare, who had fallen head over heels in love, returned to Venice, bringing Amina with him.

While they strolled hand in hand on the Rialto Bridge, Cesare noticed a small bag slide off a man's belt and immediately ran to pick it up and give it back to its owner, the French Admiral Gabriel de Clieu. To thank Cesare the Admiral invited him to dinner and explained that he was leaving for the Caribbean. He had decided to export coffee to the French colony of Martinique. Incredibly excited about the project, Cesare and Amina went with him.



TRADE WITH EUROPE



Esare and Amina set up home in Martinique after purchasing a large piece of land that they transformed into a coffee plantation and began trade with Europe. After a few years, in 1725, their son Alfredo, a curious, enterprising boy, was born. Once grown, he took over the reins of the family business.





COUNT NERO GASTONE OF BELLAGIO



1750/1760

In 1756 Alfredo left for Europe
with a shipment of coffee,
but he was imprisoned
in Bohemia during the Battle of Kolin
after he was mistaken for an Austrian spy.



As fate would have it, Count Nero Gastone
was there during the capture and testified
to have Alfredo set free by the Prussians.



ALFREDO MEETS HIS FUTURE WIFE



Count Nero Gastone's interest
was peaked by Alfredo and his story,
and he decided to bring him
to his home in Rome, where Alfredo met Isabella,
his future wife.



TRADE BOOMING ONCE AGAIN





Alfredo, Isabella
and the Count went
to Martinique

to recover Alfredo's business, which had ceased
activity in his absence. The Count helped him
and the two founded a new company
that re-established trade. Alfredo and his wife
remained in Martinique and continued to trade coffee,
as did their children and grandchildren.



IN ROME





In the beginning of the 20th century,
Pietro, Alfredo's great-grandson,
decided to return to Italy
to discover his origins.

His first stop was Venice,
the birthplace of his forefather Cesare,

and then he headed on to Rome,
to the residence of the Counts of Bellagio,
where he stayed for a few months. During his stay,
he met his cousin's husband, Erminio Piatti,
and it was the beginning of a beautiful friendship.
Erminio and his wife had just gotten married
and Pietro decided to give them a gift by bringing
them to Martinique for a few months with him.





THE MISSING SHIP

...la mia vita non è stata una ripetizione del
...di Roma. Sono arrivato qui a fatti compiuti o
...ho potuto formarmi un convincimento preciso,
...ho approfondito le indagini, ho sentito parlare di uomini
...parte politica. C'è una premessa da stabilire senza
...Prima di giudicare gli eccessi deplorabili sempre - io
...condannati senza mai contraddirmi, ed è notorio, quando
...conseguenze sono ricadute sugli uomini del mio partito,

...la base di questa illusione ideologica, creata dall'industria
...dell'appello per i fatti di Ancona.
...Qui si è creduto, sul serio, che la rivoluzione fosse scoppiata
...in tutta Italia: e il fenomeno si spiega. Nella nostra regione il
...sovversivismo ha una tradizione antica e un gran numero di
...adepti. E' bastato un falso allarme per far divampare l'incendio:
...una voce incerta arrischiata da uno più fantasioso degli altri,
...s'è trasformata, passando di bocca in bocca, fino ad assumere le

...col proprio bambino
...accompagnarlo a Tur
...affidario alle cure dei
...pressi della stazione
...avvicinato dalla m
...Carolina Gigante,
...pretendeva di di
...sé il piccino. Il b
...voleva saperne
...la madre, alla c
...faceva intender
...consentire al
...Alla scena p
...intervenne
...pubblica si
...pure noto
...delicate è
...Tribunale
...separazi
...Quindi
...opport
...consi
...funzi
...la d
...allo
...la
...p
...fi



Scomparso un mercantile

Trasportava caffè la nave italiana salpata da Martinica di cui si sono perse le tracce

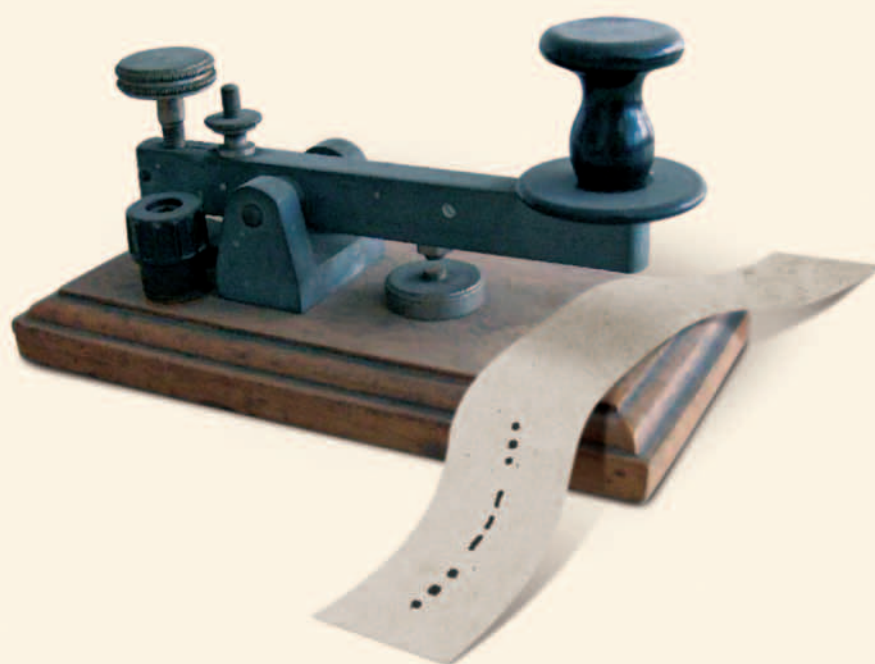
...on
...n
...con
...rito
...poteva
...di lei.
...ole
...o di
...quale è
...ioni molto
...nanzi al
...giudizio di
...niugi sudetti.
...legalità e di
...bbero dovuto
...detto
...are allontanare
...sta, e permettere
...ne non ha perduto
...tria potestà, di
...all'educazione del
...donna è donna; ed
...legato per fare il
...lenti e

Roma - 16 maggio. A pochi giorni dalla partenza da Fort-de-France, in Martinica, è scomparsa la nave mercantile Zeus. Trasportava caffè ed era diretta in Europa. Attesa più di due settimane fa, non se ne hanno più notizie; l'ultimo messaggio è un S.O.S. del 30 aprile scorso. La prima ipotesi è che la nave non è stata vista, ma è stata dispersa.

cattive condizioni meteo imperversano ormai da settimane largo dell'Oceano, nonostante ciò la nave mercantile decide di salpare alla volta dell'Europa. La traversata, secondo gli esperti, considerata ormai una routine in condizioni tempo sereno, diventa un'autentica impresa quando le meteore peggiorano e l'equipaggio si trova a combattere cavalloni alti più di dieci metri e venti che superano abbondantemente la nostra immaginazione. Il portatore di Francia ha ufficialmente dichiarato di aver ricevuto un messaggio dalla nave italiana nella notte del 30 maggio. La nave è italiana e americana.

1904/1910

Once there, Erminio and Pietro decided to become business partners as well, and once the time came, Erminio left with a large ship full of coffee to be exported to Europe. Trade flourished until a storm caused the ship and Erminio to be lost at sea.



THE BOOK THAT SAFEGUARDED THE FUTURE

A century later, during one of my visits
to the antiques market of Villa Glori,
I stopped to look at a black book, bound in leather,
which immediately grabbed my attention.

Opening it I saw that it was written
by Giovanni Platti, a coffee merchant
who had reconstructed the history of his family
from 1716 to the beginning of the 20th century,
from Cesare Duni to Erminio Platti, his father,
who had disappeared a few years before at sea.
Page after page the story became increasingly
more interesting, so I decided to learn more
about the two figures and their lives.







THE COFFEE OF COUNT NERO

Taken with the idea, I began to do
some historical research at archives and libraries,
which is how I came to possess
the contract, sealed with wax,
between Alfredo Duni and Count Nero Gastone
that sanctioned the creation of their business
for the trade of coffee:

“Il Caffè del Conte Nero”.

It was therefore due to an unexpected chance
occurrence that my love for coffee was born.





NOW ANOTHER STORY BEGINS...

NERO



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