Training offers for the year 2013
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we support the growth and improvement of the illy supply chain through training and communication on the culture of quality coffee and of excellence

The Università del Caffè was first set up in Naples in 1999. In 2002 it was moved to Trieste, to the illycaffè headquarters. It is a center of excellence created to promote, support and communicate the culture of quality coffee worldwide, through training.

It is a special meeting place where not only coffee and hospitality professionals, but also enthusiasts, people who are curious about coffee and aspiring coffee connoisseurs can share in the passion for knowledge that distinguishes illycaffè, the leader in Italian espresso for 80 years.
The Università del Caffè’s training activities have been designed to offer all professionals working on the coffee production supply chain, both illy customers and others – the chance to grow and improve the level of quality at every single stage in their various areas of expertise. It is a virtuous circle of knowledge, a flair for understanding the market, focusing on the creation of value over time, through growth, sustainability and transparency, by broadening the scope of its intervention from its relationship with professionals to direct sharing with the end consumers.

The Università del Caffè bases its authority on the effort illycaffè has put into research and innovation in the process and the product since 1933. This wealth of culture and expertise and the opportunity of exchanging views with high-profile personalities in science, economy and culture, are reflected in the contents and information to be imparted to professionals during the various activities of support and training, initiating a process of positive cross-pollination that permeates and enhances every single working environment. Its attention to the real needs and requirements of producers and professionals in the bar, restaurant and hospitality industry has led the Università del Caffè to diversify its training, offering courses of different depth and expertise.

**SUPPORT ACTIVITIES**
It teaches coffee producers how to obtain the finest coffee nature can provide, through the exchange and sharing of responsible and advanced cultivation techniques, and the correct methods of harvesting and processing. The producers are also guided in their knowledge of economic and administrative processes.

**TRAINING COURSES**
The Università del Caffè offers bar, restaurant and hospitality professionals, training and refresher courses on coffee and on the management and promotion of their business, organizing courses held at its headquarters and specific support activities held in the professionals’ own establishments.

**DISCOVERY COURSES**
For coffee aficionados and for anyone who is curious about coffee, it organizes, at its headquarters, at sales points and during cultural events, tasting sessions and discovery courses to teach people to appreciate and recognize the taste and aromas not only of coffee, but also other colonial products.
every day, throughout the world, alongside coffee entrepreneurs and professionals to let people enjoy the finest tasting experience possible

illycaffè’s strategy aims to give consumers a perfect cup of coffee in every place of consumption in the whole world. An enjoyable and memorable multisensory experience. To achieve this goal it is crucial to offer – in addition to an excellent product – everything that contributes to its preparation, service and setting. Through its activities of training, support and communication, the Università del Caffè contributes to the continuous improvement of the quality standards in all aspects: production, transformation processes and customer service.

Since 2000, more than 100,000 people have been trained in the 25 branches worldwide
The activities of support for producers are a result of the joint effort set up in 2000 with Pensa, the Agribusiness Intelligence Center at São Paulo University. Today the Università del Caffè in Brazil is a milestone in the training of local growers and entrepreneurs. The focus on communities in producing countries is reflected primarily in the provision of on-site training and through the partnerships set up with institutions for the creation of projects with a wide social impact. The sharing of knowledge proposed by the Università del Caffè agronomists and technicians to produce a coffee of superior quality, allows them, once they have achieved excellent results, to obtain higher than market prices.

BRAZIL: Curso em Agronegócios, more than 500 hours on agribusiness, in addition to participation in the Semana do Fazendeiro with the University of Viçosa.

CENTRAL AMERICA: development of educational materials to be distributed through e-learning courses in order to reach a greater number of users.

AFRICA: in Tanzania, a pilot project aims to lead the coffee growers towards quality through simple and immediate visual messages, using some of the resources to generate new know-how to be transferred to producers.
within a network of excellence recognized as the most influential authority in transferring the knowledge applied to the world of coffee

The development of the Università del Caffè has been made possible thanks to its fruitful collaborations with Italian and international partners, which have led to the formalization of important partnership agreements: Bocconi University, the University of Oxford, the University of Gastronomic Sciences in Pollenzo, Master in International Business Administration - MIB Trieste, the Coffee Board of India and the Federation Nacional de Cafeteros in Colombia.

Together with the Ernesto Illy Foundation, a non-profit organization established and run by the Illy family to strengthen and develop the wealth of ideas, activities and insights Ernesto Illy left as a moral and cultural legacy, the Università del Caffè participates in managing the only Master's degree in coffee economics and science.

As a university master's degree, it is composed of 400 hours of lessons divided into 18 educational modules. The master's degree, attended by 15 young people in 2011 and 18 in 2012, is organized and promoted by both the Foundation and the Università del Caffè and also by a group of renowned leaders in the field of education: the University of Trieste, the University of Udine, the International Superior School of Advanced Studies of Trieste (SISSA), the Association of Molecular Biomedicine (Area Science Park – Trieste) and the District of Coffee (Trieste Coffee Cluster).

The Ernesto Illy Foundation offered 8 (full and partial) scholarships in 2011 and 9 in 2012 to worthy students from coffee-producing countries.

Master's degree in coffee economics and science

Aims and purpose:
To offer a suitable multidisciplinary preparation to graduates who are interested in working in the coffee world – and more generally in the agri-food sector – along the entire production chain, from cultivation to hospitality and retail, including logistics, trading and the industrial process.

Duration and credits:
The master's degree is composed of 400 hours of lessons divided into 18 educational modules.
It is worth 60 university credits.
The whole course is held in English and it is open to graduates in economics, agriculture, engineering, political sciences, mathematics, physics and natural sciences from all over the world.

Fee and scholarships:
The enrollment fee is 15,000 euros.
The Ernesto Illy Foundation offers some full or partial scholarships to deserving young graduates from the main coffee producing countries.

Enrollment:
Please send your enrollment application with your curriculum vitae and a letter of presentation attached, to:
info@fondazioneilly.org
the training of its customers and the workforce is, for illycaffè, an essential element for achieving the highest quality in its product, its offer and its service.

The Università del Caffè has developed an innovative and differentiated range of courses to meet, on the one hand, the training needs of entrepreneurs who wish to invest in the hospitality and restaurant and café industry and, on the other, the need baristas and professionals have for refresher courses if they want to improve and grow.

The courses combine a practical component to the theoretical and scientific education on the topic of coffee, thus promoting and favoring professional orientation and support. This feature stems from the experience gained in having contact and ongoing dialogue with illy customers working in the international Ho.Re.Ca market.

The training path, organized in six topic modules, provides comprehensive and integrated training for professionals who wish to master technical, theoretical and operational aspects related to the world of coffee: a set of tools, techniques and managerial skills designed to address the challenges and seize the opportunities that arise in the market.
**MAP OF TRAINING COURSES**

**MODULE**

**COFFEE EXPERT**

**COFFEE SPECIALIST**

**BUSINESS MANAGEMENT**

**FIT-STOP TRAINING**

**TAILORED COURSES**

**GOURMET CREATIVITY**

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**coffee expert**

**espresso excellence**

**bar image**

**sos service and quality management**

**check-up**

**sweet and savory at the café**

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**Target participants:** baristas, café managers, coffee lovers and connoisseurs

**Type of course:** practical and theoretical

**Duration:** 4 days

**Fee:** € 997 + VAT 21%

**Special price**

**for illy customers:** € 897 + VAT 21%

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**Target participants:** baristas, café managers, coffee lovers and connoisseurs

**Type of course:** practical

**Duration:** 1 day

**Fee:** € 320 + VAT 21%

**Special price**

**for illy customers:** € 192 + VAT 21%

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**Target participants:** café managers, baristas and store managers

**Type of course:** practical consultancy

**Duration:** 1 day

**Fee:** € 390 + VAT 21%

**Special price**

**for illy customers:** € 320 + VAT 21%

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**Target participants:** baristas, café managers, coffee lovers and connoisseurs

**Type of course:** practical and theoretical

**Duration:** 1 day

**Fee:** € 320 + VAT 21%

**Special price**

**for illy customers:** € 192 + VAT 21%

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**Target participants:** baristas, café managers, coffee lovers and connoisseurs

**Type of course:** theoretical

**Duration:** 2 days

**Fee:** € 520 + VAT 21%

**Special price**

**for illy customers:** € 380 + VAT 21%

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**Target participants:** café managers, store managers and baristas

**Type of course:** practical consultancy

**Duration:** 1 day

**Fee:** € 390 + VAT 21%

**Special price**

**for illy customers:** € 320 + VAT 21%

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**Target participants:** baristas and restaurateurs

**Type of course:** practical

**Duration:** 1 day

**Fee:** € 500 + VAT 21%

**Special price**

**for illy customers:** € 320 + VAT 21%

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**Target participants:** baristas, café managers, coffee lovers and connoisseurs

**Type of course:** practical

**Duration:** 1 day

**Fee:** € 320 + VAT 21%

**Special price**

**for illy customers:** € 192 + VAT 21%

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**Target participants:** baristas, café managers, coffee lovers and connoisseurs

**Type of course:** theoretical

**Duration:** 2 days

**Fee:** € 620 + VAT 21%

**Special price**

**for illy customers:** € 380 + VAT 21%

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**Target participants:** café managers, store managers, baristas and shop assistants

**Type of course:** practical consultancy

**Duration:** 1/2 day

**Fee:** € 280 + VAT 21%

**Special price**

**for illy customers:** € 160 + VAT 21%

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**Target participants:** baristas, café managers, coffee lovers and connoisseurs

**Type of course:** practical consultancy

**Duration:** 1 day

**Fee:** € 500 + VAT 21%

**Special price**

**for illy customers:** € 320 + VAT 21%

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**Target participants:** baristas, café managers, coffee lovers and connoisseurs

**Type of course:** practical consultancy

**Duration:** 1 day

**Fee:** € 500 + VAT 21%

**Special price**

**for illy customers:** € 320 + VAT 21%

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**Target participants:** baristas, café managers, coffee lovers and connoisseurs

**Type of course:** practical consultancy

**Duration:** 1 day

**Fee:** € 420 + VAT 21%

**Special price**

**for illy customers:** € 252 + VAT 21%

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**Target participants:** baristas, café managers, coffee lovers and connoisseurs

**Type of course:** practical consultancy

**Duration:** 1 day

**Fee:** € 320 + VAT 21%

**Special price**

**for illy customers:** € 160 + VAT 21%

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**Target participants:** baristas, café managers, coffee lovers and connoisseurs

**Type of course:** practical consultancy

**Duration:** 1 day

**Fee:** € 320 + VAT 21%

**Special price**

**for illy customers:** € 160 + VAT 21%

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**Target participants:** baristas, café managers, coffee lovers and connoisseurs

**Type of course:** practical consultancy

**Duration:** 1 day

**Fee:** € 320 + VAT 21%

**Special price**

**for illy customers:** € 160 + VAT 21%

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**Target participants:** baristas, café managers, coffee lovers and connoisseurs

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**Target participants:** baristas, café managers, coffee lovers and connoisseurs

**Type of course:** practical consultancy

**Duration:** 1 day

**Fee:** € 320 + VAT 21%

**Special price**

**for illy customers:** € 160 + VAT 21%
participants will receive a copy of Caffè da Maestro, a complete manual describing coffee's whole journey, from the plant to the cup (go to p.42)

coffee expert

THE COMPLETE COURSE FOR BECOMING THE PERFECT STAR IN THE COFFEE BAR

Aim:
An opportunity to enter the world of quality coffee via a comprehensive overview of the different activities associated with the product, the service and the management of the café, from both a practical and a theoretical standpoint. A general view of the bean’s journey, from the plant in its countries of origin to its transformation in the cup.

Syllabus:
- History, customs and coffee transformation techniques across the world;
- Cultivation, production and trading of green coffee;
- Industrial production process of coffee.
- Characteristics peculiar to espresso coffee;
- Practical and theoretical studies on the espresso machine and the grinder-doser;
- Rules for extracting the perfect espresso, maintenance and set-up of the machine;
- Cappuccino and other coffee-based preparations.
- From a café with service to a café with experience;
- The café as a place of experience: dynamics for engaging the customer;
- The effects of coffee on the physiology of the consumer;
- Analysis of the sensory aspects and of tasting techniques.
- Practical tests on the visual, aromatic and gustatory tactile analysis of espresso coffee;
- Techniques and ideas for achieving a perfect cappuccino.

A guided tour around the illycaffè plant.

Type of course: practical and theoretical
Duration: 4 days
Fee: € 997 + VAT 21%
Special price for illy customers: € 598 +VAT 21%
Target participants: the course is aimed at all professionals and entrepreneurs wishing to broaden their skills or seeking to enter the food and beverage sector. It is also open to experts and lovers of coffee.

for information: www.unicaffe.com – toll free number 800 821 021 (from Italy) – unicaffe@illy.com
**MODULE COFFEE SPECIALIST**

**02**

**espresso excellence**

**THE SECRETS OF ESPRESSO COFFEE REVEALED BY ILLY**

**Aim:**
To learn how to make a perfect espresso coffee to enhance the quality of the coffee you serve by having in-depth knowledge of the techniques and the product.

**Syllabus:**
History and evolution of espresso coffee; Evolution and characteristics of the espresso machine and the concept of grinding; Rules for a perfect extraction and practice drills on grinding; Art and science of the espresso and the peculiarities of illy coffee; Tasting session highlighting the most common mistakes; Maintenance and cleaning the equipment.

**Type of course:** practical

**Duration:** 1 day

**Fee:** € 320 +VAT 21%

**Special price for illy customers:** € 192 +VAT 21%

**Target participants:** baristas, café managers, coffee lovers and connoisseurs

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**03**

**cappuccino excellence**

**THE MAGIC UNION BETWEEN MILK AND COFFEE**

**Aim:**
To understand the cappuccino through and through, including which milk to choose and the techniques and secrets for achieving a perfectly textured, thick crema every time.

**Syllabus:**
Fundamentals of espresso coffee; Milk and its characteristics; Theory of milk emulsion; Equipment: jugs and spouts; Working in groups; Practical demonstrations; Practical training on how to prepare cappuccinos and milk emulsion.

**Type of course:** practical

**Duration:** 1 day

**Fee:** € 320 +VAT 21%

**Special price for illy customers:** € 192 +VAT 21%

**Target participants:** baristas, café managers, coffee lovers and connoisseurs

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**04**

**artistic cappuccino**

**LATE ART: A GREAT CLASSIC AND A SIGHT FOR SORE EYES**

**Aim:**
To explore the creative possibilities in the preparation of cappuccino, both freehand and with chocolate, experimenting with new recipes made using the LatteArt technique.

**Syllabus:**
Fundamentals of espresso coffee; Understanding milk; Techniques of milk emulsion; Demonstration on how to create designs: a leaf and a heart; Practical exercises; How to use the topping; Other preparations.

**Type of course:** practical

**Duration:** 1 day

**Fee:** € 320 +VAT 21%

**Special price for illy customers:** € 192 +VAT 21%

**Target participants:** baristas, café managers, coffee lovers and connoisseurs

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**05**

**coffee recipes**

**HOT AND COLD COFFEE-BASED PREPARATIONS AND SURPRISING COMBINATIONS**

**Aim:**
To extend your offer by serving a coffee product at any time of day and year, setting yourself apart from the competition and increasing sales!

**Syllabus:**
From espresso coffee to recipes: Equipment; Basic rules; Iced coffees; Hot coffees; Theory and practice; Espresso-based coffees and alcoholic cocktails; Practical exercises.

**Type of course:** practical

**Duration:** 1 day

**Fee:** € 320 +VAT 21%

**Special price for illy customers:** € 192 +VAT 21%

**Target participants:** baristas, café managers, coffee lovers and connoisseurs

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The course is only open to those who have already attended the Coffee Expert course (p.17) or Cappuccino excellence.

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_for information: www.unicaffe.com – toll free number 800 821 021 (from Italy) – unicaffe@illy.com_
Coffee consumption in a café today is no longer a question of merely tasting it. For many years now the search for differentiators has led to the introduction of innovations in the product served and in the way it is presented.

Being open to new professional skills has become an important factor for competing in a challenging and increasingly complex environment.

The training module explores these areas, with an in-depth look at theoretical and practical aspects of the management techniques of visual merchandising (visual promotion of the bar image) and visual display (window dressing and internal display areas in the café).

This is a key step for engaging the customer in a purchasing and consuming experience that will enhance your overall offer, improving your overall profitability and making every detail unforgettable.

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**MODULE BUSINESS MANAGEMENT**

**06 bar image**

**FURNISHING TECHNIQUES AND BUSINESS COMMUNICATION**

**Aim:**
How to set yourself apart from the competition by paying attention to the café’s image, by communicating effectively, and above all, by presenting the products and spaces in an appealing way.

**Syllabus:**
The relationship between form and demand; Customers’ needs; From selling products to selling services; The sales point’s image and identity; Basic rules of furnishing; Prices; The back counter; The display windows; Coordinated communication.

**Type of course:** practical and theoretical

**Duration:** 1 day
**Fee:** € 320 +VAT 21%
**Special price for illy customers:** € 192 +VAT 21%
**Target participants:** café managers and store managers

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**07 sales techniques**

**ACQUIRING, ENGAGING AND WINNING OVER CUSTOMERS**

**Aim:**
How to interpret the needs of your customers by engaging them in an experience of consumption and purchase that will increase the perceived value of the offer and the marginality.

**Syllabus:**
A comparison of sellers and customers; How the customer has changed; Knowing your own offer; Customer focus: communication; Selling: phases and techniques; Wishes and goals; The needs of today; The challenge of any good seller; Practical exercises.

**Type of course:** practical and theoretical

**Duration:** 1 day
**Fee:** € 320 +VAT 21%
**Special price for illy customers:** € 192 +VAT 21%
**Target participants:** café managers, store managers, baristas and shop assistants

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**08 bar economics**

**ECONOMIC AND FINANCIAL MANAGEMENT AND BUSINESS PLANS**

**Aim:**
To learn how to run the business from a strategic point of view, consciously assessing costs, investments, and marginality when analyzing economic performance.

**Syllabus:**
Reading the financial statements; Income statement and balance sheet; Analyzing financial indicators; A café’s budget and typical costs; Cost control; The break-even point for a café; From economic to quantitative objectives; Assessment of a café; Evaluating a business.

**Type of course:** theoretical

**Duration:** 2 days
**Fee:** € 600 +VAT 21%
**Special price for illy customers:** € 360 +VAT 21%
**Target participants:** entrepreneurs, café managers and store managers

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for information: www.unicaffe.com – toll free number 800 821 021 (from Italy) – unicaffe@illy.com
A prompt and efficient support service designed to ensure it gives the greatest contribution to the upgrading and improvement of the establishment’s overall management, from the preparation of beverages to the coordination of the serving staff.

By providing side-by-side support during business hours in the café, the work of the professional baristas and specialized lecturers at the Università del Caffè, aims to transfer a sound technical and organizational foundation, tailored to the real business needs of the café and its environment.

Only by immersing yourself in a specific situation can you identify its strengths and weaknesses, in order to trace a pathway towards efficient, concrete and measurable improvement.

sos service and quality management

SIDE-BY-SIDE TRAINING AT YOUR OWN BAR COUNTER

Aim:
A service offering qualified support to improve the barista’s performance, including technical management of the machines, customer relations, and the preparations.

Syllabus:
Understanding the illy world; Operation, maintenance and cleaning of equipment; Quality control and improvement of the coffee preparations served; Organization and preparation of the counter; Service techniques (with a focus on speed and organization); Attitude towards the customer; Definition of improvement goals.

Type of course: practical consultancy
Duration: 1 day
Fee: € 910 + VAT 21%
Special price for illy customers: € 650 + VAT 21%
Target participants: café managers and baristas

sos café management
SIDE-BY-SIDE TRAINING TO IMPROVE THE DAILY ACTIVITIES IN A CAFÉ

Aim:
From organizational management to visual merchandising, an operational overview to improve the offer, maximizing marginality.

Programma:
Opening and closing routine; Quality of the products; Organization and preparation of the counter; Rhythm of the service, allocation of tasks; Setting up displays of food and retail items; Stock management; Cleaning, hygiene and injury prevention; Shifts and duties; Analysis of costs, revenues and marginality; Definition of improvement goals.

Type of course: practical consultancy
Duration: 1 day
Fee: € 910 + VAT 21%
Special price for illy customers: € 650 + VAT 21%
Target participants: café managers and baristas

sos staff management
SIDE-BY-SIDE TRAINING FOR EFFECTIVE STAFF MANAGEMENT

Aim:
To create a close-knit team, made up of motivated people, thus improving the general organization and reducing costs.

Syllabus:
Opening and closing routine; Shifts, duties and overall organization; Areas of responsibility and team work; Staff search and selection; Regular staff meetings; Role play; Problem solving; Book of internal rules; Definition of improvement goals.

Type of course: practical consultancy
Duration: 1 day
Costo: € 910 + VAT 21%
Special price for illy customers: € 650 + VAT 21%
Target participants: entrepreneurs and business managers

For information: www.unicaffe.com – toll free number 800 821 021 (from Italy) – unicaffe@illy.com
An individual and personalized training course held directly in the sales point or at the Università del Caffè itself. A unique opportunity dedicated to professionals who are particularly determined to follow the path to maximum quality.

The contents, teaching methods and venue are defined together, with the aim of identifying the most appropriate training solution or consultancy to satisfy your specific needs. An exclusive service enabling you to make the most of the professionalism and experience of the Università del Caffè professors and technicians.
**Sweet and savory at the café**

**Module Gourmet Creativity**

**Aim:**
Increase the quantity and quality of the café food menu, using the right timings, methods and combinations from breakfast to the evening aperitif.

**Syllabus:**
- Consumption based on the times of day and the menu;
- Organization of production;
- Recipe cards, kitchen area and equipment;
- The ingredients: tasting and pairing;
- Encouraging purchases;
- Tips and ideas for happy hour;
- Selection and analysis of sales;
- Organization and management of purchasing;
- Examples of recipes;
- Recipes: sandwiches, cold dishes, desserts;
- How to identify areas of potential benefit;
- Setting targets for improvement.

**Type of course:** practical

**Duration:** 1 day

**Fee:** € 320 +VAT 21%

**Special price for illy customers:** € 192 +VAT 21%

**Target participants:** café managers, baristas and restaurateurs

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**Workshop with Biasetto**

**Sweet and savory recipes for your café**

**Aim:**
On the course you will learn the tricks of the trade for making some sweet and savory recipes, which all have coffee as one of their ingredients.

**Syllabus:**
- The necessary ingredients before starting work;
- Raw materials: the characteristics of the products and their correct use;
- Organization of work;
- Demonstration of recipes;
- Sweet recipes;
- Savory recipes;
- Using coffee in the kitchen;
- Organization of the offer.

**Type of course:** practical

**Duration:** 1 day

**Fee:** € 420 +VAT 21%

**Special price for illy customers:** € 252 +VAT 21%

**Target participants:** café managers, baristas and restaurateurs

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*For information: www.unicaffe.com – toll free number 800 821 021 (from Italy) – unicaffe@illy.com*
a range of courses developed exclusively for the Artisti del Gusto (Artists of Taste), baristas and restaurant managers selected by illycaffè worldwide, as the best interpreters of the illy world.

EXCLUSIVE COURSES FOR THE ARTISTI DEL GUSTO

An event that can attract and intrigue. A “Day of Taste” is divided into two parts: half a day is devoted to training, and the other half to a customer-dedicated event.

You can choose between two different areas: Latte Art, a tasting of the best recipes for breakfast and Aperitif Art, the preparation and tasting of the tastiest coffee cocktails.

a close-knit team always works better. The course teaches you how to become a real team coach, capable of creating a coordinated and integrated working group. The ultimate goal is to achieve total customer satisfaction.

A happy customer is a loyal customer. The course provides all the rules for offering an efficient service of quality, to allow the barista to establish a relationship of trust with the customers, building customer loyalty over time.

Getting to know your customers well, learning to build up a relationship of trust, becoming masters at seizing business opportunities. Thanks to an understanding of market trends, communication will become the strong point of your commercial offer.

An engaging business role-play, to help you grow competitively while learning how to analyze financial statements to assess the impact of managerial decisions.

Designed for everyone, this is a real course in business management to optimize the performance of your cafe... Artisti del Gusto become Artists of Profit!

For information, call the toll free number 800 821 021 (from Italy only), from Monday to Friday, 9am to 5pm.
create value by transforming your café, hotel, restaurant or sales point into a place where your customers can enjoy an exclusive educational tasting experience.

DISCOVERY COURSES

sharing the passion for excellence promoting the awareness of quality

The Università del Caffè’s discovery courses are aimed at managers and owners of bars, restaurants and hotels, tourism entrepreneurs, and groups and associations wishing to offer their customers the opportunity to enjoy a high profile learning experience first hand.

The proposed courses can be held in any type of setting – from a café or bar to a conference hall – and they aim to help people understand, discover and verify what “quality” actually means in the world of coffee. The educational approach, designed to make the technical jargon accessible and user-friendly, seeks to engage the participants with tastings of the products and various preparations.

In the discovery courses, theory is always supported by practical tasks, to ensure a high level of impartiality of the claims or arguments made. The advantage is twofold: on the one hand, by offering customers an educational pathway, their establishment enriches its offer with an original and highly differentiating service; on the other hand, by attending the course, these customers have the chance to enhance their knowledge and awareness of the served product.

The courses are an opportunity to share a passion for excellence with your own customers and consumers, by giving concrete and transparent evidence of what motivates your choice of prepared or distributed products.
all participants will receive a certificate of participation

map of the discovery courses

module colonial products

coffee
recognizing quality from the nature to the science of coffee
Duration: 1-2 hours (variable) 
Fee: € 390 + VAT 21%
Special price for illy customers: € 351 + VAT 21%
Participants: 30 people

cappuccino
the secrets of a great italian classic
Duration: 1-2 hours (variable) 
Fee: € 390 + VAT 21%
Special price for illy customers: € 351 + VAT 21%
Participants: 30 people

module coffee and more

barista for an hour
become an espresso professional for one hour
Duration: 1-2 hours (variable) 
Fee: € 390 + VAT 21%
Special price for illy customers: € 351 + VAT 21%
Participants: 30 people

module at coffee school

coffee connoisseurs
complete pathway on illy espresso in six sessions
Duration: 6 one-hour appointments 
Fee per appointment: € 390 + VAT 21%
Special price for illy customers: € 351 + VAT 21%
Participants: 30 people

module cooking with relish

coffee cuisine
coffee as an ingredient in sweet and savory dishes
Duration: variable 
Fee: € 390 + VAT 21%
Special price for illy customers: € 351 + VAT 21%
Participants: 30 people

tea cuisine
tea to serve with elegant culinary creations
Duration: variable 
Fee: € 390 + VAT 21%
Special price for illy customers: € 351 + VAT 21%
Participants: 30 people

chocolate cuisine
using cocoa to enhance sweet and savory dishes
Duration: variable 
Fee: € 390 + VAT 21%
Special price for illy customers: € 351 + VAT 21%
Participants: 30 people

how to organize a course on your own business premises

to learn about and take part in the università del caffè’s discovery activities, go to the calendar on the website at: www.unicaffe.com

to check availability and schedule a day for the course, contact your local illy agent or call the toll free number 800 821 021 (from italy) from monday to friday, 9am to 5pm or send an email to unicaffe@illy.com

to publicize the event, the università del caffè provides the communication material, 100 personalized invitations and 5 posters. it is important that the courses are promoted autonomously.

a list of participants must be drawn up from the first day that promotion for the event begins. the università del caffè will send a form for collecting the full names, email addresses and telephone numbers of participants.
**MODULE COLONIAL PRODUCTS**

### Coffee

**Recognizing Quality: From the Nature to the Science of Coffee**

**Syllabus:**
The quality of a cup of coffee comes from afar, from the attention paid ever since the coffee bean was first planted. This engaging and enjoyable course explains how to recognize the value of a coffee preparation.

**Duration:** 1-2 hours (variable)

**Fee:** € 390 + VAT 21%

**Special price for illy customers:** 351€ +IVA

**Participants:** 30 people

### Tea

**Introduction to Tea Tasting and Culture**

**Syllabus:**
A course to discover tea, from theory to preparation, through a description of the main types and their production areas. The course also includes a tasting session.

**Duration:** 1-2 hours (variable)

**Fee:** € 390 + VAT 21%

**Special price for illy customers:** 351€ +IVA

**Participants:** 30 people

### Cioccolato

**Discover the World of Cocoa and Gourmet Chocolate**

**Syllabus:**
A course on the fundamentals of chocolate, from its history to tasting techniques, to learn how to evaluate the strengths and weaknesses of the different chocolates on the market.

**Duration:** 1-2 hours (variable)

**Fee:** € 390 + VAT 21%

**Special price for illy customers:** 351€ +IVA

**Participants:** 30 people

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**MODULE COFFEE AND MORE**

### Cappuccino

**The Secrets of a Great Italian Classic**

**Syllabus:**
All the secrets for preparing and recognizing a perfectly made cappuccino from first sight to first taste. From the instructions for achieving a perfect espresso coffee to the proper technique for emulsifying the cream of milk.

**Duration:** 1-2 hours (variable)

**Fee:** € 390 + VAT 21%

**Special price for illy customers:** 351€ +IVA

**Participants:** 30 people

### Aromas from Out of this World

**Allenare i Sensi come Autentici Sommelier**

**Syllabus:**
A voyage through the coffee-growing countries: a series of tastings and preparations of single origin espresso coffees are revealed to the palate in a play of contrasts and similarities, for you to understand, appreciate and interpret like a sommelier.

**Duration:** 1-2 hours (variable)

**Fee:** € 390 + VAT 21%

**Special price for illy customers:** 351€ +IVA

**Participants:** 30 people

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**Università del Caffè at Eataly**

The Università del Caffè offers the opportunity to attend the training courses for professionals and the discovery courses in an exceptional venue: Eataly, a chain of stores set up to offer the best of Italian production in the food and wine industry.

*for information: [www.unicaffe.com](http://www.unicaffe.com)*

*for information: [www.unicaffe.com](http://www.unicaffe.com) – toll free number 800 821 021 (from Italy) – unicaffe@illy.com*
A visit to illycaffè: pathways, discovery activities and guided tours at the headquarters of the Università del Caffè in Trieste for tour operators, groups and associations

06 barista for an hour

BECOME AN ESPRESSO PROFESSIONAL FOR ONE HOUR

Syllabus:
Become a barista, trying your hand at preparing an espresso coffee, using a professional machine. Grinding, tamping and proper extraction: stepping into the shoes of a barista is far from simple, but it’s great fun!

Duration: 1-2 hours (variable)
Fee: €390 +VAT 21%
Special price for illy customers: 351€ +IVA
Participants: 20 people

The sessions are held at the headquarters of the Università del Caffè in Trieste.

07 coffee connoisseurs

COMPLETE PATHWAY ON ILLY ESPRESSO IN SIX SESSIONS

Syllabus:
The course aims to provide participants with the information and skills needed to understand all aspects of coffee, especially illy espresso coffee, both from the historical and cultural points of view and, above all, as regards its taste and flavor.

6 one-hour sessions at the Università del Caffè will provide the theory and the practical experience for you to become a true coffee connoisseur.

Duration: 6 one-hour appointments
Fee per appointment: €390 +VAT 21%
Special price for illy customers: 351€ +IVA
Participants: 30 people

Coffee aficionados and connoisseurs who wish to participate individually in these sessions can view all the dates at:
www.unicaffe.com

for information: www.unicaffe.com – toll free number 800 821 021 (from Italy) – unicaffe@illy.com
coffee, tea and chocolate in the kitchen

Three course-events dedicated to managers who are curious and keen to experiment in their café, how to transform three products normally savored between meals, into the main features of each course. A gastronomic experience which is, at the same time, also a lesson and a tasting session.

08 coffee cuisine
A professional chef will use coffee as an ingredient in sweet and savory dishes, right before your very eyes. And, after tasting them, you will be given all the recipes for repeating the experience in your own kitchen at home.

09 tea cuisine
Unleash creativity and technical skills, using tea to accompany original, sophisticated culinary creations. With its elegant vegetal notes, quality tea has the advantage of exalting recipes in a sober, balanced manner.

10 chocolate cuisine
Cocoa provides more than just flavor, indeed it is a real food. And, as such, it can be used to enhance savory dishes, playing on original and surprisingly delicious combinations, in a menu you can prepare and enjoy.

Fee: € 390 +VAT 21%
Special price for illy customers: € 351 +VAT 21%

for information: please visit www.unicaffecom
call the toll free number 800 821 021 (from Italy), from Monday to Friday, 9am to 5pm
or write an email to unicaffecom@illy.com
At cultural events and festivals, the Università del Caffè organizes tasting sessions and discovery courses on the culture of coffee, tea, chocolate and other colonial products, which are free of charge and open to the general public. A range of courses can be personalized according to the specific needs of the public and the particular context in question, using any of the courses available.

Ever since it was first established, the Università del Caffè has endeavored to convey technical and scientific topics using simple, immediate language, to boost public engagement. This has facilitated the inclusion of courses at cultural events with a large and diverse public.

In addition to its strong partnership with Festivaletteratura, the literary fair held in Mantua, the Università del Caffè takes active part in the Caffeina Literary Fair of Viterbo and in the Festival della Scienza of Genoa. On all these occasions, the courses are scheduled according to the calendar dates of the event, at various times of the day, to engage people in real-life educational experiences of taste.
THE AROMA OF THE WORLD
A passage through time, back to the coffee bean’s origins, and through space, tracing its journey from its countries of origin to the cup.

Elisabetta Illy
Hoeppli, 2010

CAFFE’ DA MAESTRO
A manual providing a complete view of the world of coffee, tracing its journey from its countries of origin to the coffee served in coffee bars, all the way to tasting techniques.

Università del Caffè
Marsilio Editore, 2008

ESPRESSO COFFEE
Written by Andrea Illy and edited by an international group of coffee experts, it describes from a technological and scientific point of view, all the links in the quality chain leading to a perfect espresso coffee.

Andrea Illy – Rinantonio Viani
Egea, 1995

MAESTRO BARISTA
A complete manual addressing all coffee-linked themes. Two DVDs and a manual with in-depth studies dedicated to customers’ new requirements and to the evolution of bar management.

The Università del Caffè box sets
Multimedia courses designed to train café professionals. Each set contains a DVD of video lessons and an interactive CD with exercises, as well as a course summary manual.

MAESTRI DEL SERVIZIO
It focuses on the important role service plays in the success of a café and in its winning over customers. The set includes a DVD of video lessons and an interactive CD with exercises, as well as a course summary manual.

LO STILISTA DEL BAR
The first multimedia course on managing the image and style of a quality café. A stylish box containing a DVD of video lessons, a manual describing the course topics and an interactive CD with exercises.

the Università del Caffè books and box sets can be purchased online at www.shop.illy.com
Founded in 1933 by Francesco Illy, illycaffè produces and markets worldwide a unique high quality blend of nine pure Arabica beans for the HoReCa industry, and for consumption in homes and offices. The balance of these ingredients from South and Central America and from India and Africa, give illy coffee its distinct taste, which it retains in every cup, wherever it is drunk around the world.

Dammann Frères is based in the department of Eure-et-Loir in Central France. It was the first company to introduce tea into France in 1692 and to produce tea with natural flavorings, in the early 1950s. In the 1980s it launched the Cristal bag, which combines the practicality of the tea bag with the best and finest taste.

Creating a superior quality chocolate is an art requiring passion and dedication. Domori makes its products using only the finest of all the Criollo varieties of cocoa (0.001% of the global harvest) and the Trinitario varieties (less than 8%). This is why it has received the “Tavoletta d’Oro”, best chocolate award in the single origin dark chocolate category every year since 2003.

A simple, genuine ice cream, with no additives except for the finest carob flour. It is made with just fresh fruit in season, from the best farming associations in Italy and from the company’s own Mura Mura farm in Costigliole d’Asti. Sparea spring water for the sorbets and fresh top quality whole cream milk for the ice creams, eggs from free range hens and a selection of the finest cocoas and coffees from Central America.

outstanding endorsements

Gruppo illy SpA is the Illy family’s holding company, whose purpose is, in the long run, to develop a hub of taste, in which each company is a benchmark for high brand products, on the strength of their individuality and expertise.

Mastro Janni

Its 90 hectares of land yield no more than 35,000 bottles of Brunello di Montalcino DOCG. Then there is the Brunello vigna Schiena d’Asino DOCG, the Loreto, the Rosso di Montalcino, the Bolyns and the San Pio, giving a total production of no more than 100,000 bottles, proof of a careful choice, which favors the integrated preservation of quality and the development of the region’s tradition.

Agrimontana

A leading company in the industry of candied fruit and marrons glacés, for more than 35 years it has been producing quality products for artisan pastry-makers, chefs and ice-cream makers. Its products are the result of a rigorous selection of raw materials and manufacturing processes with low environmental impact, which allow them to retain the genuineness of their taste, which remains unaltered over time without the use of artificial additives.

G.R.O.M

Creating a superior quality chocolate is an art requiring passion and dedication. Domori makes its products using only the finest of all the Criollo varieties of cocoa (0.001% of the global harvest) and the Trinitario varieties (less than 8%). This is why it has received the “Tavoletta d’Oro”, best chocolate award in the single origin dark chocolate category every year since 2003.

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for courses held at the università del caffè headquarters in trieste, the fee includes a shuttle service between the affiliated hotels and the illycaffè plant, all lunches and coffee breaks, plus dinner on the first day of the course. the fees do not include hotel accommodation.

inquire, find out
and participate to improve,
keep up-to-date and grow

how can you enroll?
through your local illycaffè agent;
by calling the toll free number 800 821 021 (from italy only)
monday to friday, from 9am to 5pm;
by emailing: unicaffe@illy.com

who can enroll?
the training courses are aimed at all professionals working in the bar, restaurant and hospitality industry, with no distinction made between illy customers and others.
the range of courses is also open to coffee lovers and coffee connoisseurs.

in the classroom, teachers and students get to know each other quickly in the informal atmosphere.

A typical day
lectures start at 9.30am and finish at around 5.30pm.

the training courses price list

<table>
<thead>
<tr>
<th>MODULE</th>
<th>COFFEE EXPERT</th>
<th>duration of the course</th>
<th>net cost</th>
<th>total cost</th>
<th>special price for illy customers</th>
<th>total cost</th>
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<tr>
<td>01</td>
<td>coffee expert</td>
<td>4 days</td>
<td>€ 997 + vat 21%</td>
<td>€ 1,206.37</td>
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<tr>
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<td>espresso excellence</td>
<td>1 day</td>
<td>€ 320 + vat 21%</td>
<td>€ 387.30</td>
<td>€ 192 + vat 21%</td>
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<tr>
<td>03</td>
<td>cappuccino excellence</td>
<td>1 day</td>
<td>€ 320 + vat 21%</td>
<td>€ 387.30</td>
<td>€ 192 + vat 21%</td>
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<tr>
<td>04</td>
<td>artistic cappuccino</td>
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<td>1 day</td>
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<td>€ 387.30</td>
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<td>07</td>
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<td>1 day</td>
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<td>€ 387.30</td>
<td>€ 192 + vat 21%</td>
<td>€ 232.32</td>
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<td>€ 910 + vat 21%</td>
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<td>10</td>
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<td>€ 910 + vat 21%</td>
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<tr>
<td>11</td>
<td>sos staff management</td>
<td>1 day</td>
<td>€ 910 + vat 21%</td>
<td>€ 1,011.30</td>
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<td>13</td>
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<td>sweet and savory at the café</td>
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<td>€ 320 + vat 21%</td>
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<td>16</td>
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</table>

For courses held at the Università del Caffè headquarters in Trieste, the fee includes a shuttle service between the affiliated hotels and the illycaffè plant, all lunches and coffee breaks, plus dinner on the first day of the course. The fees do not include hotel accommodation.
three simple steps for choosing and organizing courses and discovery activities in your own establishment

**Step one:**
Assess which type of course you need, out of the general range of courses available.

Once you have chosen, contact your local illy agent or the Università del Caffè secretary’s office to check on availability and to set a date for the event.

**Step two:**
To give the event visibility, the Università del Caffè provides communication materials, 100 personalized invitations and 5 posters. It is important to promote the course independently because no one knows the desires and expectations of their customers better than the baristas themselves.

**Step three:**
It is absolutely essential you start taking a list of the participants on the day you begin promoting the event.

The Università del Caffè will send you a form to collect the names, email addresses and telephone numbers of the participants. A few days before the course, check your guests will be coming and confirm the event to the University secretary’s office.

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**DIARY COURSES PRICE LIST**

<table>
<thead>
<tr>
<th>Module</th>
<th>Duration of the course</th>
<th>Net cost</th>
<th>Total cost</th>
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<th>Total cost</th>
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<td>€ 471.90</td>
<td>€ 351 + VAT 21%</td>
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<td><strong>MODULE COFFEE AND MORE</strong></td>
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<td>04 cappuccino</td>
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<td>€ 390</td>
<td>€ 471.90</td>
<td>€ 351 + VAT 21%</td>
<td>€ 424.71</td>
</tr>
<tr>
<td>05 aromas from out of this world</td>
<td>1-2 hours</td>
<td>€ 390</td>
<td>€ 471.90</td>
<td>€ 351 + VAT 21%</td>
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<tr>
<td><strong>MODULE AT COFFEE SCHOOL</strong></td>
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<tr>
<td>07 coffee connoisseurs*</td>
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<td>€ 471.90</td>
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<td>09 tea cuisine</td>
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<tr>
<td>10 chocolate cuisine</td>
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<td>€ 390</td>
<td>€ 471.90</td>
<td>€ 351 + VAT 21%</td>
<td>€ 424.71</td>
</tr>
</tbody>
</table>

*The coffee connoisseurs course (07) is made up of 6 sessions. The fee refers to each session.*
MORENO FAINA
Director of the Università del Caffè
FULL PROFESSOR
At illycaffè since 1982, he is an authorized SCAE trainer, of the Specialty Coffee Association of Europe, and heads the Università del Caffè in Trieste.

DIEGO ALLAIX
Coordinator for the discovery courses
FULL PROFESSOR
A professor since 2001, he devised and designed the courses for coffee lovers and connoisseurs, and has extended his expertise to tea and chocolate.

ANDREA APPELVICK
Master in coffee economics and science
ASSOCIATE PROFESSOR
At illycaffè since 1997, she coordinates the Master's degree in coffee economics and science for the Ernesto Illy Foundation and develops the discovery courses for overseas branches.

VANINA ASQUINI
Marketing, communication and publishing projects
ASSOCIATE PROFESSOR
At illycaffè since 2003, she deals with the marketing and communication activities of the Università del Caffè, and the publishing projects in conjunction with various publishing houses.

SILVIA CARBONI
Overseas branches
INSTRUCTOR
At illycaffè since 2006, she is the contact person for the coordination of all the activities of the Università del Caffè overseas branches.

VALENTINA DE ANGELIS
Training courses
INSTRUCTOR
At illycaffè since 2007, and with the Università del Caffè since 2012, she coordinates and provides support for the discovery courses.

ROBERTA DIMAIUTA
Discovery courses
INSTRUCTOR
At illycaffè since 2007, and with the Università del Caffè since 2012, she coordinates and provides support for the discovery courses.

MAURIZIO FORTUNA
Courses held at the headquarters
INSTRUCTOR
At illycaffè since 1986, he organizes the attendees’ stay in Trieste, managing relations with various types of provider.

ELISA MASIN
Economic and financial management
INSTRUCTOR
At illycaffè since 2010, she takes care of the economic and financial management and administration.

MARINO PETRACCO
Scientific researcher
FULL PROFESSOR
A chemical engineer, he is chairman of the committee for the standardization of coffee regulations worldwide and of ISC, the European Commission for the studies on the physiological effects of coffee.

PIERPAOLO SEGRE'
Managerial courses for professionals
FULL PROFESSOR
Coordinator for the management and consultancy courses dedicated to the café industry, he deals with planning and teaching on the courses, in particular with the topics dedicated to staff management, service, communication and marketing for the café.

ALESSANDRA ZIGLIOTTO
Discovery courses and events
FULL PROFESSOR
At the Università del Caffè since 2007, she organizes and coordinates the discovery courses at fairs and cultural events. She is in charge of and supervises the planning of training programs dedicated to consumers and connoisseurs.

MICHELE PAULETIC
Barista team coordinator and trainer
FULL PROFESSOR
A barista since 1995; after winning second place at the 2008 Italian Barista Championship, he came first in 2009. He is an authorized SCAE trainer.

DARKO CUTURIC
International Barista Trainer
FULL PROFESSOR
A professor since 2007, in Italy and overseas, in 2009 he won the prize for best cappuccino at the Italian Barista Championship.

ANDREA DESTALLES
Barista Trainer
ASSOCIATE PROFESSOR
He began his experience at Illycaffè in 2011, deciding to specialize in the field of coffee and training.

STEFANO GIANNINI
Barista Trainer
ASSOCIATE PROFESSOR
At illycaffè since 2011, he deals mostly with training in the professional sector both in the classroom and directly in cafés all across Italy.