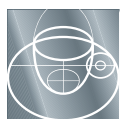


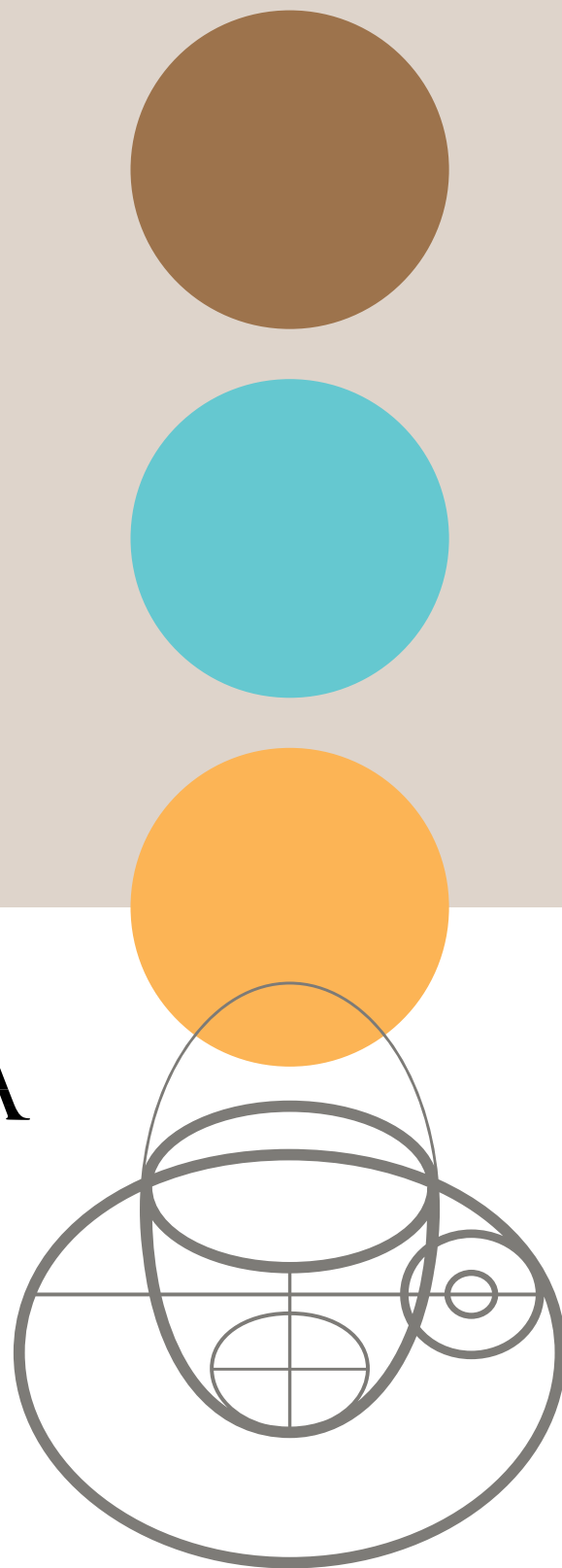
*Training
offers
for the year
2013*

UNIVERSITÀ DEL CAFFÈ DI TRIESTE

*TRAINING AND COMMUNICATION
OF THE CULTURE OF QUALITY COFFEE*



UNIVERSITÀ
DEL CAFFÈ
DI TRIESTE



*Training
offers
for the year
2013*

indice

<i>p/2 ¹⁰</i>	<i>Università del Caffè</i>
<i>p/11</i>	<i>Master's degree in coffee economics and science</i>
<i>p/12 ²⁹</i>	<i>Training courses</i>
<i>p/30 ⁴¹</i>	<i>Discovery courses</i>
<i>p/42 ⁴³</i>	<i>Publishing projects</i>
<i>p/45 ⁴⁹</i>	<i>Useful numbers and information</i>
<i>p/50 ⁵¹</i>	<i>The team</i>



*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.



in-depth training *offered by experts* to meet the needs *and the expectations of* coffee professionals

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 personages 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

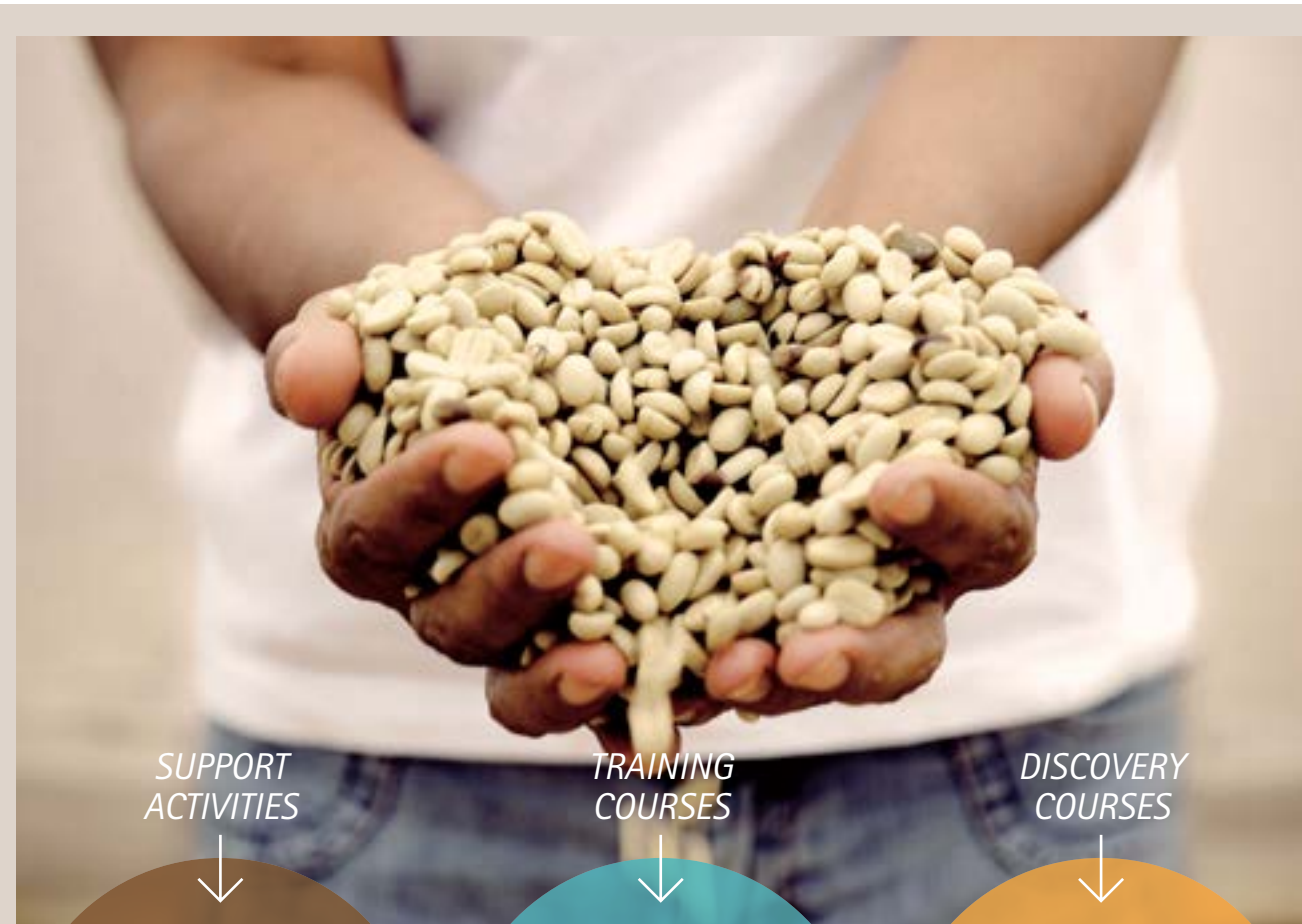
It teaches coffee producers how to obtain the finest coffee nature can provide, through the exchange and sharing of responsible and advanced cultivation techniques, and the correct methods of harvesting and processing. The producers are also guided in their knowledge of economic and administrative processes.

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.



SUPPORT
ACTIVITIES

TRAINING
COURSES

DISCOVERY
COURSES

producers
and growers

bar, restaurant
and hospitality
professionals

coffee lovers
and connoisseurs

900
in 2012

17.300
in 2012

9.700
in 2012

*Since 2000, more than
100,000 people have been trained
in the 25 branches worldwide*

**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.

01. Trieste - Italy

02. Vienna - Austria

03. Opatija - Croatia

04. Paris - France

05. Munich - Germany

06. Athens - Greece

07. Riga - Latvia

08. 's-Gravendeel - Holland

09. London - United Kingdom

10. Prague - Czech Republic

11. Barcelona - Spain

12. Istanbul - Turkey

13. Cairo - Egypt

14. Johannesburg - South Africa

15. Sao Paulo - Brazil

16. Bogotá - Colombia

17. Santiago - Chile

18. Mexico City - Mexico

19. New York - U.S.A.

20. Shanghai - China

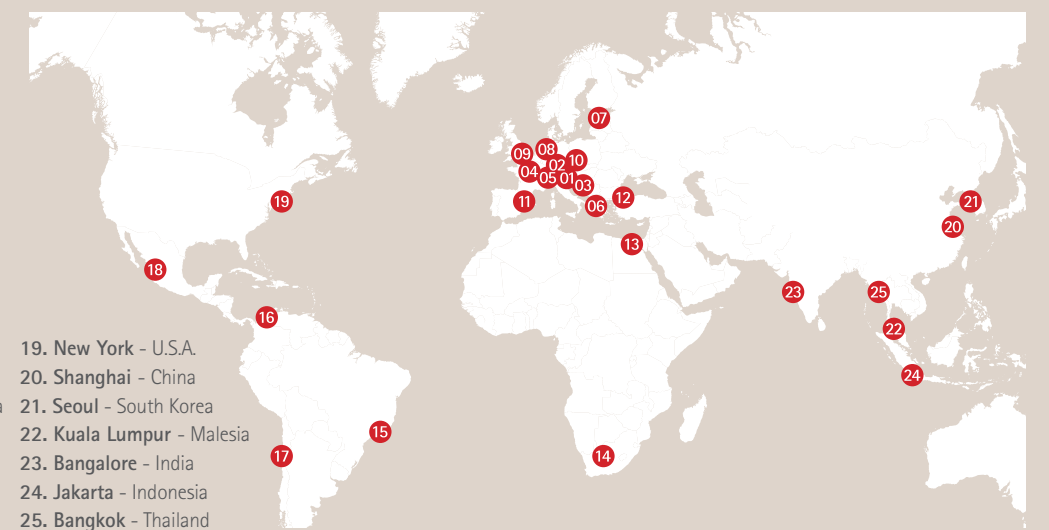
21. Seoul - South Korea

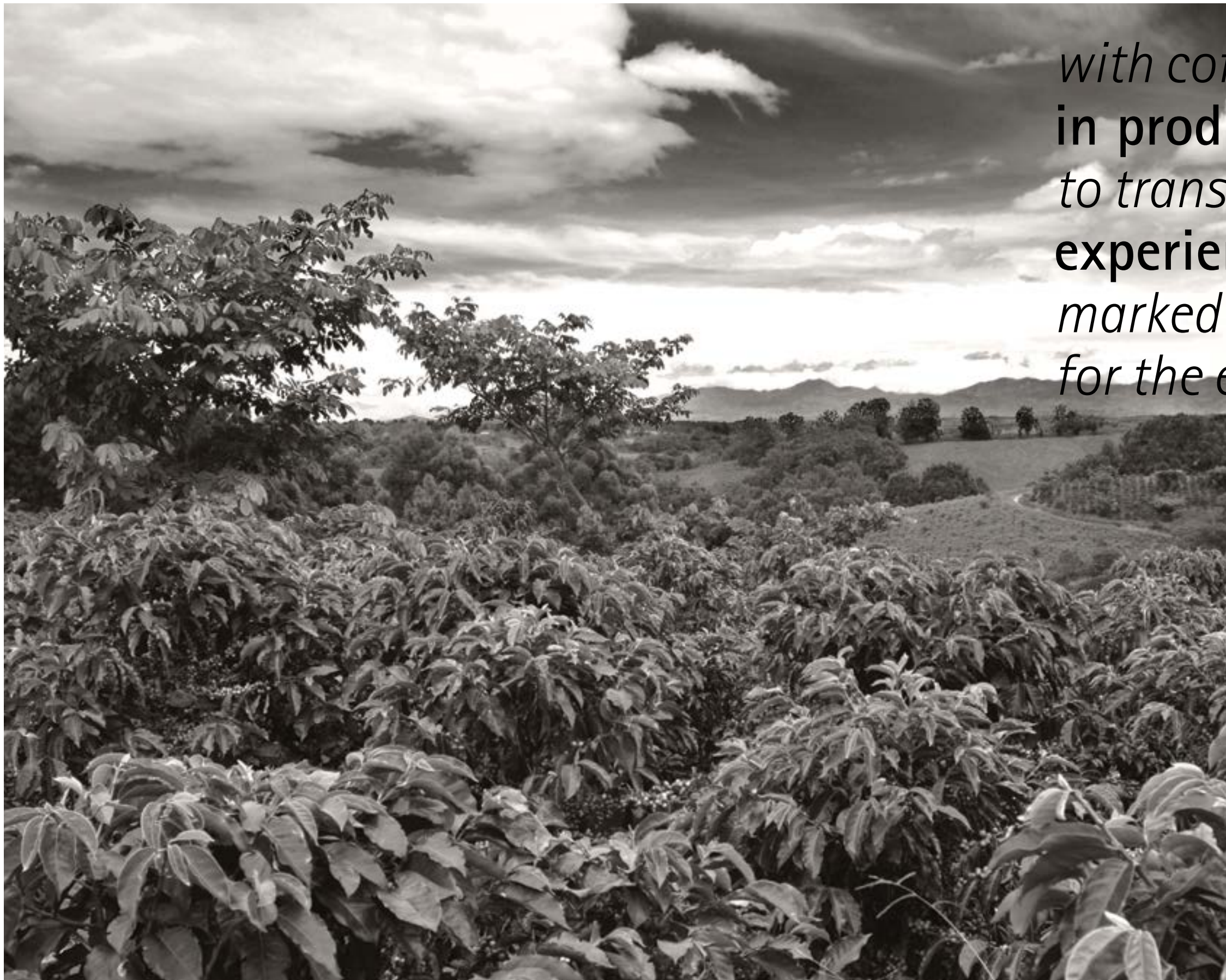
22. Kuala Lumpur - Malaysia

23. Bangalore - India

24. Jakarta - Indonesia

25. Bangkok - Thailand





*with coffee growers
in producing countries
to transfer 80 years of
experience and science
marked by respect
for the environment*

The activities of support for producers are a result of the joint effort set up in 2000 with **Pensa**, the Agribusiness Intelligence Center at Sao 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 Agronegocio, more than 500 hours on agribusiness, in addition to participation in the Semana del Fazendero 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:

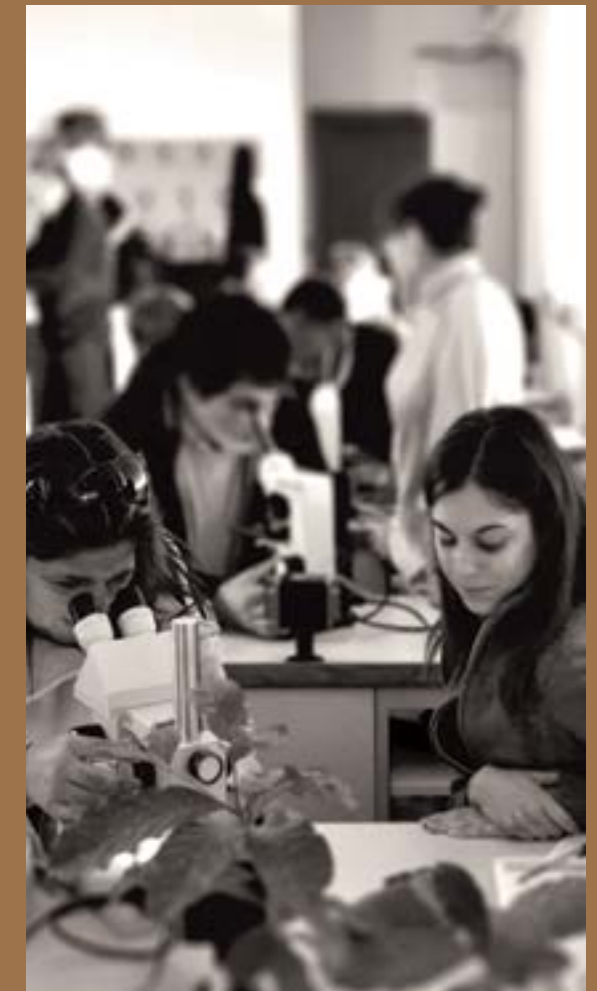
To offer a suitable multidisciplinary preparation to graduates who are interested in working in the coffee world – and more generally in the agri-food sector – along the entire production chain, from cultivation to hospitality and retail, including logistics, trading and the industrial process.

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.*

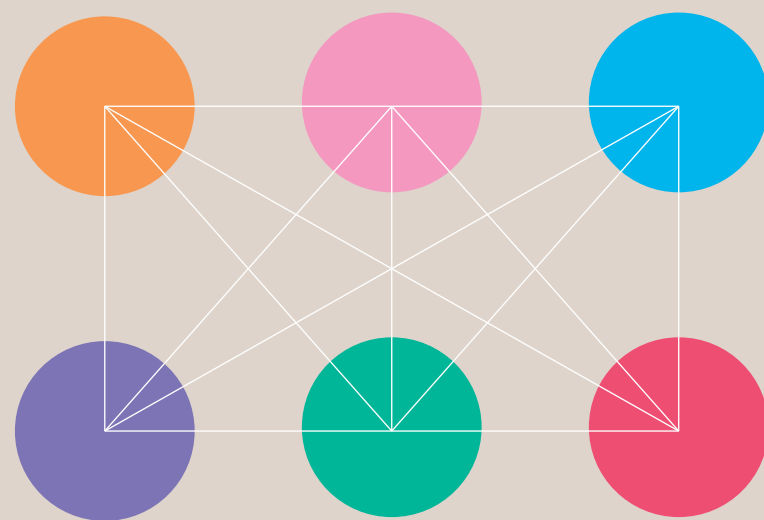


Enrollment:

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



TRAINING COURSES

substance, originality
and multidisciplinary
to boost competitiveness
through growth

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.

MODULE COFFEE EXPERT

01
p/17

AVAILABLE
IN ENGLISH

coffee expert

COMPLETE COURSE FOR BECOMING
A PERFECT STAR IN THE COFFEE BAR

Type of course: practical and theoretical
Target participants: baristas, café managers,
coffee lovers and connoisseurs

Duration: 4 days
Fee: € 997 + VAT 21%
Special price
for illy customers: € 598 +VAT 21%

MODULE COFFEE SPECIALIST

02
p/18

espresso excellence

THE SECRETS OF ESPRESSO COFFEE
REVEALED BY ILLY

Type of course: practical
Target participants: baristas, café managers,
coffee lovers and connoisseurs

Duration: 1 day **Fee:** € 320 +VAT 21%
Special price
for illy customers: € 192 +VAT 21%

03
p/18

cappuccino excellence

THE MAGIC UNION BETWEEN
MILK AND COFFEE

Type of course: practical
Target participants: baristas, café managers,
coffee lovers and connoisseurs

Duration: 1 day **Fee:** € 320 +VAT 21%
Special price
for illy customers: € 192 +VAT 21%

04
p/19

artistic cappuccino

LATTE ART: A GREAT CLASSIC
AND A SIGHT FOR SORE EYES

Type of course: practical
Target participants: baristas, café managers,
coffee lovers and connoisseurs

Duration: 1 day **Fee:** € 320 +VAT 21%
Special price
for illy customers: € 192 +VAT 21%

05
p/19

coffee recipes

HOT AND COLD COFFEE-BASED PREPARATIONS
AND SURPRISING COMBINATIONS

Type of course: practical
Target participants: baristas, café managers,
coffee lovers and connoisseurs

Duration: 1 day **Fee:** € 320 +VAT 21%
Special price
for illy customers: € 192 +VAT 21%

MODULE BUSINESS MANAGEMENT

06
p/20

bar image

FURNISHING TECHNIQUES AND
BUSINESS COMMUNICATION

Type of course: practical and theoretical
Target participants: café managers
and store managers

Duration: 1 day **Fee:** € 320 +VAT 21%
Special price
for illy customers: € 192 +VAT 21%

07
p/21

sales techniques

ACQUIRING, ENGAGING AND
WINNING OVER CUSTOMERS

Type of course: practical and theoretical
Target participants: café managers, store
managers, baristas and shop assistants

Duration: 1 day **Fee:** € 320 +VAT 21%
Special price
for illy customers: € 192 +VAT 21%

08
p/21

bar economics

ECONOMIC AND FINANCIAL MANAGEMENT
AND BUSINESS PLANS

Type of course: theoretical
Target participants: entrepreneurs,
café managers and store managers

Duration: 2 days **Fee:** € 600 +VAT 21%
Special price
for illy customers: € 360 +VAT 21%

MODULE PIT-STOP TRAINING

09
p/22

AVAILABLE
IN ENGLISH

sos service and quality management

SIDE-BY-SIDE TRAINING
AT YOUR OWN BAR COUNTER

Type of course: practical consultancy
Target participants: café managers and baristas

Duration: 1 day **Fee:** € 910 +VAT 21%
Special price
for illy customers: € 650 +VAT 21%

10
p/23

AVAILABLE
IN ENGLISH

sos café management

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

Type of course: practical consultancy
Target participants: café managers and baristas

Duration: 1 day **Fee:** € 910 +VAT 21%
Special price
for illy customers: € 650 +VAT 21%

11
p/23

AVAILABLE
IN ENGLISH

sos staff management

SIDE-BY-SIDE TRAINING FOR
EFFECTIVE STAFF MANAGEMENT

Type of course: practical consultancy
Target participants: entrepreneurs
and business managers

Duration: 1 day **Fee:** € 910 +VAT 21%
Special price
for illy customers: € 650 +VAT 21%

MODULE TAILORED COURSES

12
p/24

AVAILABLE
IN ENGLISH

check-up

ANALYSIS OF THE CAFÉ'S OFFER AND ECONOMIC
AND ORGANIZATIONAL MANAGEMENT

Type of course: practical consultancy
Target participants: café managers
and store managers

Duration: 1 day **Fee:** € 910 +VAT 21%
Special price
for illy customers: € 650 +VAT 21%

13
p/25

AVAILABLE
IN ENGLISH

tailored training

PERSONALIZED COURSE WITH A TEACHER
HELD AT THE UNIVERSITÀ DEL CAFFÈ

Type of course: practical consultancy
Target participants: café managers, store
managers, baristas and shop assistants

Duration: 1/2 day **Fee:** € 280 +VAT 21%
Special price for illy customers: € 168 +VAT 21%
Duration: 1 day **Fee:** € 500 +VAT 21%
Special price for illy customers: € 300 +VAT 21%

14
p/25

AVAILABLE
IN ENGLISH

tailored consultancy

THE EXPERIENCE OF THE UNIVERSITY
PROFESSIONALS AT YOUR SERVICE

Type of course: practical consultancy
Target participants: café managers, store
managers, baristas and shop assistants

Duration: 1 day **Fee:** € 910 +VAT 21%
Special price
for illy customers: € 650 +VAT 21%

MODULE GOURMET CREATIVITY

15
p/27

sweet and savory at the café

TRANSFORM YOUR CAFÉ BY OFFERING
GOURMET FOOD

Type of course: practical
Target participants: café managers,
baristas and restaurateurs

Duration: 1 day **Fee:** € 320 +VAT 21%
Special price
for illy customers: € 192 +VAT 21%

16
p/27

workshop with Biasetto

SWEET AND SAVORY RECIPES
FOR YOUR CAFÉ

Type of course: practical
Target participants: café managers,
baristas and restaurateurs

Duration: 1 day **Fee:** € 420 +VAT 21%
Special price
for illy customers: € 252 +VAT 21%

SUGGESTED PATHS

For a **new barista:**

01 03 05 14

For a barista who **wishes to improve:**

02 03 12 13

For a barista who **wishes to stand out:**

04 05 06 12

For a barista who **wishes to brave the crisis:**

08 11 15 14

For those who take over with a **new management:**

01 04 05 12

For café **chain owners:**

01 08 14

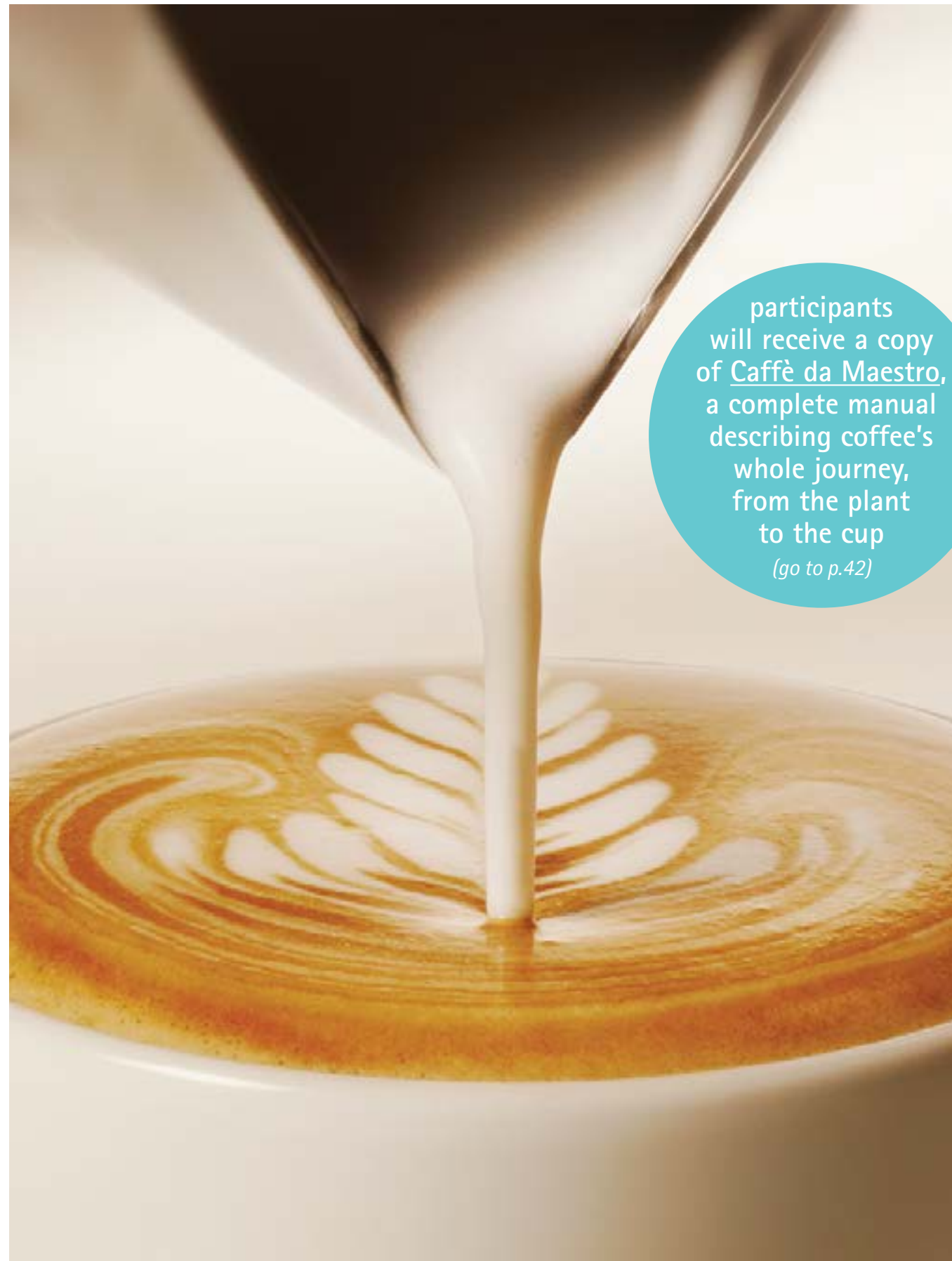
For information on offers relating to the Suggested
Paths contact the Università del Caffè by calling the
toll free number 800 821 021 (from Italy only) from
Monday to Friday, 9am to 5pm

WHEN AND WHERE?

All updated information
on dates and venues for the courses
can be found on the website
at www.unicaffe.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.



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)

MODULE COFFEE EXPERT

01

AVAILABLE
IN ENGLISH

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

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

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

04

artistic cappuccino

LATTE 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

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

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

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*

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.

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*

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.

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*

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.

09

AVAILABLE
IN ENGLISH

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*

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.

10

AVAILABLE
IN ENGLISH

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 +IVA 21%

Target participants: *café managers
and baristas*

11

AVAILABLE
IN ENGLISH

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*

12 AVAILABLE
IN ENGLISH

check-up

ANALYSIS OF THE CAFÉ'S OFFER AND ECONOMIC
AND ORGANIZATIONAL MANAGEMENT

Aim:
For every single activity, from the management to the quality of the product served, the aim is to highlight the strengths, the weaknesses, the opportunities the market and local context offer and the risks that can arise.

Syllabus:
*Quality control of the product;
Quality control of the service;
Organizational system control;
Inspection of the cleanliness of the premises;
Inspection of the lay-out for display and service;
Administrative management audit;
Assessment of the competition;
Summary report of the above;
Definition of the path for improvement.*

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 store managers*

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.

13 AVAILABLE
IN ENGLISH

tailored training

PERSONALIZED COURSE WITH A TEACHER
HELD AT THE UNIVERSITÀ DEL CAFFÈ

Aim:
To create a course on the real and specific needs of the professional, relying on the assistance of a tutor provided at the headquarters of the Università del Caffè in Trieste.

Syllabus:
The syllabus will be established and agreed upon together with the participant.

The working sessions are for a maximum of 2 people per course.

Type of course: practical consultancy

Duration: ½ day
Fee: € 280 +VAT 21%
Special price for illy customers:
€ 168 +VAT 21%

Duration: 1 day
Fee: € 500 +VAT 21%
Special price for illy customers:
€ 300 +VAT 21%

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

14 AVAILABLE
IN ENGLISH

tailored consultancy

THE EXPERIENCE OF THE UNIVERSITY
PROFESSIONALS AT YOUR SERVICE

Aim:
To highlight the winning features and develop the potential of the staff and premises, while trying to reduce the weaknesses by working around the risks associated with the activity.

Syllabus:
The syllabus will be established and agreed upon with the consultant on the basis of the check-up, and it will develop the specific activities for the customer's needs and potential.

Type of course: practical consultancy

Duration: 1 day
Fee: € 910 +VAT 21%
Special price for illy customers:
€ 650 +VAT 21%

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



MODULE GOURMET CREATIVITY

15

sweet and savory at the café

TRANSFORM YOUR CAFÉ BY OFFERING
GOURMET FOOD

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*

16

workshop with Bialetto

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*

for information: www.unicafe.com – toll free number 800 821 021 (from Italy) – unicafe@illy.com



EXCLUSIVE COURSES FOR THE ARTISTI DEL GUSTO

Artisti del Gusto®



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

days of Taste

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.*

when the cost becomes revenue: knowing how to do sums

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 café... Artisti del Gusto become Artists of Profit!

the Artista that wins customers over

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.

the Artista that communicates

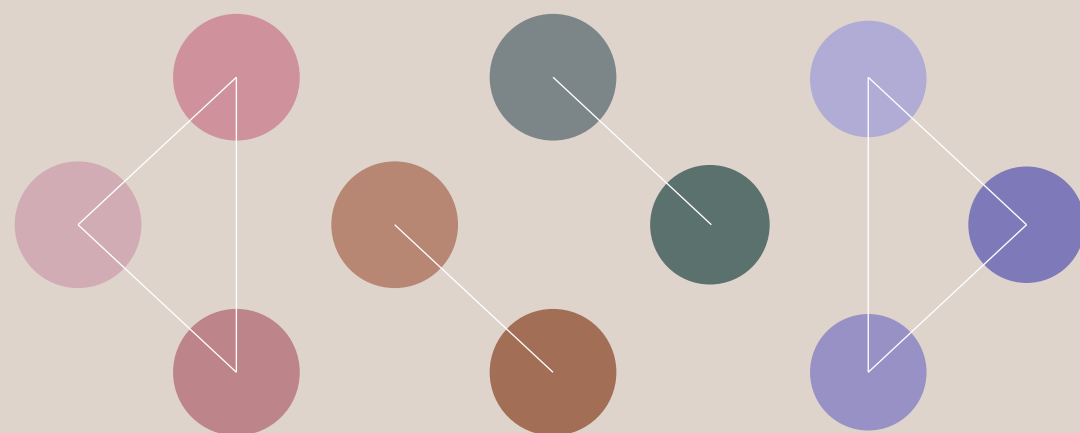
Getting to know your customers well, learning to build up a relationship of trust, becoming masters at seizing business opportunities. Thanks to an understanding of market trends, communication will become the strong point of your commercial offer.

the Artista and its team

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.

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

01
p/34

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

02
p/34

tea

INTRODUCTION TO TEA TASTING
AND CULTURE

Duration: 1-2 hours (variable)
Fee: € 390 +VAT 21%
Special price for illy customers:
€ 351 +VAT 21%
Participants: 30 people

03
p/34

chocolate

DISCOVER THE WORLD OF COCOA
AND GOURMET CHOCOLATE

Duration: 1-2 hours (variable)
Fee: € 390 +VAT 21%
Special price for illy customers:
€ 351 +VAT 21%
Participants: 30 people

MODULE COFFEE AND MORE

04
p/35

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

05
p/35

aromas from out of this world

EDUCATE YOUR SENSES LIKE
A REAL SOMMELIER

Duration: 1-2 hours (variable)
Fee: € 390 +VAT 21%
Special price for illy customers:
€ 351 +VAT 21%
Participants: 30 people

MODULE AT COFFEE SCHOOL

06
p/37

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: 20 people

07
p/37

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

08
p/39

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

09
p/39

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

10
p/39

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 perso-
nalized 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 col-
lecting the full names, email addresses and tele-
phone numbers of participants.

MODULE COLONIAL PRODUCTS

01

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

02

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

03

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

MODULE COFFEE AND MORE

04

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

05

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

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

for information: 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

MODULE AT COFFEE SCHOOL

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.

- | | |
|----------------------|-----------------------|
| 1 Trieste and coffee | 4 Tastings |
| 2 Botany | 5 Cappuccino |
| 3 Preparations | 6 Barista for an hour |

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



MODULE COOKING WITH RELISH

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.unicaffe.com

call the toll free number **800 821 021** (from Italy), from Monday to Friday, 9am to 5pm
or write an email to unicaffe@illy.com

DISCOVERY ACTIVITIES

lessons and tastings
**participation open to
the general public**
*at cultural festivals
and events*

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.



PUBLISHING PROJECTS

The Università del Caffè books and box sets can be purchased on line at www.shop.illy.com

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.

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
Hoepli, 2010

CAFFÈ 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 Editori, 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.

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.



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.



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 flavors, 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.



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 Botrys 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.



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.



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.

useful numbers
and information

TRAINING COURSE PRICE LIST

	duration of the course	net cost	total cost	special price for illy customers	total cost
MODULE COFFEE EXPERT					
01 coffee expert	4 days	€ 997 + VAT 21%	€ 1,206.37	€ 598 + iva 21%	€ 723.58
MODULE COFFEE SPECIALIST					
02 espresso excellence	1 day	€ 320 + VAT 21%	€ 387.20	€ 192 + VAT 21%	€ 232.32
03 cappuccino excellence	1 day	€ 320 + VAT 21%	€ 387.20	€ 192 + VAT 21%	€ 232.32
04 artistic cappuccino	1 day	€ 320 + VAT 21%	€ 387.20	€ 192 + VAT 21%	€ 232.32
05 coffee recipes	1 day	€ 320 + VAT 21%	€ 387.20	€ 192 + VAT 21%	€ 232.32
MODULE BUSINESS MANAGEMENT					
06 bar image	1 day	€ 320 + VAT 21%	€ 387.20	€ 192 + VAT 21%	€ 232.32
07 sales techniques	1 day	€ 320 + VAT 21%	€ 387.20	€ 192 + VAT 21%	€ 232.32
08 bar economics	2 days	€ 600 + VAT 21%	€ 726.00	€ 360 + VAT 21%	€ 435.60
MODULE PIT-STOP TRAINING					
09 sos service and quality management	1 day	€ 910 + VAT 21%	€ 1,101.10	€ 650 + VAT 21%	€ 786.50
10 sos café management	1 day	€ 910 + VAT 21%	€ 1,101.10	€ 650 + VAT 21%	€ 786.50
11 sos staff management	1 day	€ 910 + VAT 21%	€ 1,101.10	€ 650 + VAT 21%	€ 786.50
MODULE TAILORED COURSES					
12 check-up	1 day	€ 910 + VAT 21%	€ 1,101.10	€ 650 + VAT 21%	€ 786.50
13 tailored training	1 day	€ 500 + VAT 21%	€ 605.00	€ 300 + VAT 21%	€ 363.00
	½ day	€ 280 + VAT 21%	€ 338.80	€ 168 + VAT 21%	€ 203.28
14 tailored consultancy	1 day	€ 910 + VAT 21%	€ 1,101.10	€ 650 + VAT 21%	€ 786.50
MODULE GOURMET CREATIVITY					
15 sweet and savory at the café	1 day	€ 320 + VAT 21%	€ 387.20	€ 192 + VAT 21%	€ 232.32
16 workshop with Biasetto	1 day	€ 420 + VAT 21%	€ 580.20	€ 252 + VAT 21%	€ 304.92

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.

A typical
day

Lectures start at 9.30am and finish at around 5.30pm.
In the classroom, teachers and students get to know each other quickly in the informal atmosphere.



DISCOVERY COURSES PRICE LIST

	duration of the course	net cost	total cost	special price for illy customers	total cost
MODULE COLONIAL PRODUCTS					
01 coffee	1-2 hours	€ 390 + VAT 21%	€ 471.90	€ 351 + VAT 21%	€ 424.71
02 tea	1-2 hours	€ 390 + VAT 21%	€ 471.90	€ 351 + VAT 21%	€ 424.71
03 chocolate	1-2 hours	€ 390 + VAT 21%	€ 471.90	€ 351 + VAT 21%	€ 424.71
MODULE COFFEE AND MORE					
04 cappuccino	1-2 hours	€ 390 + VAT 21%	€ 471.90	€ 351 + VAT 21%	€ 424.71
05 aromas from out of this world	1-2 hours	€ 390 + VAT 21%	€ 471.90	€ 351 + VAT 21%	€ 424.71
MODULE AT COFFEE SCHOOL					
06 barista for an hour	1-2 hours	€ 390 + VAT 21%	€ 471.90	€ 351 + VAT 21%	€ 424.71
07 coffee connoisseurs*	1-2 hours	€ 390 + VAT 21%	€ 471.90	€ 351 + VAT 21%	€ 424.71
MODULE COOKING WITH RELISH					
08 coffee cuisine	variabile	€ 390 + VAT 21%	€ 471.90	€ 351 + VAT 21%	€ 424.71
09 tea cuisine	variabile	€ 390 + VAT 21%	€ 471.90	€ 351 + VAT 21%	€ 424.71
10 chocolate cuisine	variabile	€ 390 + VAT 21%	€ 471.90	€ 351 + VAT 21%	€ 424.71

*The coffee connoisseurs course (07) is made up of 6 sessions. The fee refers to each session.

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.



Before proceeding with the organization of an event or a training activity, some technical factors need to be taken into consideration, as they are important in making the event a success.

The venue you choose must be large enough to seat up to 30 people, like in a classroom. (Chairs must be provided and there must be enough room for the teaching materials)

The venue should, if possible, have a free wall for the projection of documents.

The venue must be connected to the mains. (To guarantee the coffee machines and projector work properly)

During the course, the lecturer will need an assistant. (To help with the tastings)



MORENO FAINA
Director
of the Università del Caffè

FULL PROFESSOR

At illycaffè since 1982, he is an authorized SCAE trainer, of the Speciality 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 APPELWICK
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 the Università del Caffè since 2005, she organizes and plans the training courses and maintains contact with the sales force.



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 ISIC, 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

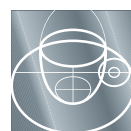
He began his experience at illycaffè in 2011, deciding to specialize in the field of coffee and training.



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.



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www.unicaffe.com
unicaffe@illy.com

toll free number **800 821 021**
(Italy only)
fax 040 3890 750

Via Flavia, 110
34147 Trieste - Italy

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