Growth and improvement through Training and Education
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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, a leader in Italian espresso for over 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 illycaffé 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.

HIGHER EDUCATION

For coffee growers and all partners in the supply chain, as well as for graduates interested in working in the world of coffee. From the sharing of advanced responsible farming techniques to the exchange of the correct procedures for harvesting and processing, up to the in-depth studies on the economic and administrative processes, the aim of these training activities is to create and consolidate a path of excellence in coffee production.

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 of coffee.
an international network supporting illy suppliers, employees and customers, to ensure and certify the highest level of quality in every market, country and culture

To make sure maximum levels of quality are achieved in the production, transformation and promotion of coffee, the Università del Caffè guarantees its suppliers, employees and customers technical and operational support, through its presence in the various markets. Its 27 branches around the world are an international network supported by the constant supervision of the headquarters based in Trieste, at illycaffè’s only plant, to ensure the proximity of the training for coffee entrepreneurs and hospitality professionals.

This way, besides spreading the culture of quality coffee and in addition to the projects of sustainable development put into practice in the various producing countries, the Università del Caffè takes an active part in consumer awareness training, creating a community of coffee lovers and connoisseurs able to stimulate and foster the commercial reach of products of excellence.

Sharing the aim and advantages of the headquarters with the branch offices gives effect to economic growth and professional development, while at the same time ensuring ongoing monitoring and maintenance of quality standards.

Since 2000, more than 270,000 people have been trained
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 1999, AN EVER INCREASING INTERNATIONAL NETWORK

1999. Italy

2005. South Korea
2006. China
2007. Brazil
2007. France
2008. U.K.
2008. Greece
2008. Turkey
2009. Indonesia
2010. U.A.E.
2010. Malaysia
2011. South Africa
2011. Spain
2011. Latvia
2012. Japan
2012. Saudi Arabia
2013. Israel
2014. Hungary
2014. Netherlands
2015. U.A.E.
2015. Japan
2016. Taiwan
2017. Taiwan
2018. Nepal

every day, throughout the world, alongside coffee entrepreneurs and professionals to let people enjoy the finest tasting experience possible
With coffee growers in producing countries to transfer more than 80 years of experience and science marked by respect for the environment.

The development of the Università del Caffè has been made possible thanks partly to its fruitful collaborations with Italian and international partners, which have led to the formalization of important partnership agreements: Master in Food and Bioresource Technologies – Management Center Innsbruck, Master in International Business Administration – MIB Trieste, MasterFood – University of Pisa, Federation Nacional de Cafeteros in Colombia, Politecnico di Milano, Advanced Course of Restaurant, Bar & Sommellerie Management – ALMA and Master in Food & Wine – Salesian University Institute of Venice (IUSVE).

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 Master’s degree in Coffee Economics and Science – Ernesto Illy.
Master's degree in Coffee Economics and Science Ernesto Illy

The first-level university master’s degree dedicated to the coffee world was established by the Università del Caffè with the Ernesto Illy Foundation and benefits from the contribution of 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) and the Association of Molecular Biomedicine (CBM Area Science Park, Trieste).

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

DURATION AND CREDITS
Aimed at graduates in economics, agriculture, engineering, political sciences, mathematics, physics and natural sciences from all over the world, the master’s degree is held from January to October and is composed of 400 hours of lessons divided into 12 didactic modules. It is worth 60 university credits and the whole course is held in English.

FEE AND FINANCIAL AIDS
The enrollment fee is 15,000 euros.
The Ernesto Illy Foundation offers financial aids to cover costs – partially or totally – to deserving young graduates from the main coffee-producing countries.

ENROLLMENT
Registration requests for next academic year should be sent within August to master@illy.com by attaching CV (Europass form - with photo) and a cover letter in English language.
there is no quality without sustainability: enhancing the link between community growth and quality of coffee

Quality and sustainability are an inseparable pair at illycaffè: an excellent product cannot but be sustainable. To obtain quality coffee it is essential to take action at the beginning of the chain, where the beans are grown. This is why illycaffè has chosen to work alongside its growers in their countries, to seek and grow the finest Arabica coffee.

The company’s sourcing policy is based on three pillars: selecting and working with the best growers; transferring knowledge to them, training them to produce quality while respecting the environment, through the Università del Caffè and the daily work of its specialized agronomists in the field, and rewarding them for the quality they achieve, guaranteeing them an income, to make their production sustainable.

This vision goes way back: in fact, since the eighties, illycaffè has purchased 100% of its raw material directly from the source, bypassing the intermediation of international commodity markets.
since 2000 more than 10,000 coffee producers have attended the training programs. The aim: to get all the suppliers of green coffee involved

The support activities 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: an online course of Agribusiness Management, providing students with an overview of the Brazilian Agribusiness System.

COLOMBIA: the agreement signed between illycaffé and SENA - Servicio Nacional de Aprendizaje - promotes training to increase coffee quality, productivity and profitability for producers.

CENTRAL AMERICA and INDIA: direct training on Integrated Pest Management dedicated to coffee growers and exporters.
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 an ongoing dialogue with illy customers working in the international HoReCa market.

The training path, organized in five 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.

The training of its customers and its workforce is, for illycaffè, an essential element for achieving the highest quality in its product, its offer and its service.
The Università del Caffè is an integral part of illycaffè’s Department of Research and Innovation and, as such, it employs cutting-edge technologies and work tools for food research. Alongside the various practical activities of coffee preparation and tasting, this approach adds a solid theoretical basis supported and guaranteed by five laboratories highly specialized in the various disciplines relating to organoleptic perception, with more than 300 registered patents to their credit (AromaLab, SensoryLab, TechLab, BioLab and Food & Science Lab).

A prestigious international training center dedicated to illycaffè’s customers and its sales network in Italy and overseas, but equally open to all bar, restaurant and hospitality professionals who wish to improve their knowledge of coffee and coffee products, with topics ranging from the preparation of beverages, to process management and the promotion of coffee in business premises.
All participants will receive a certificate of participation.

When & Where?
All information on dates and venues for the courses can be found on the website at www.unicaffe.com
learning how to prepare and serve illy coffee to perfection in order to enhance the pleasure of experiencing the best tradition of the Italian-style café.

In Italy, coffee is an integral part of the culture of hospitality. Drinking, offering and preparing a coffee are everyday activities regulated by shared gestures and rituals that turn the act of consumption into opportunities of conviviality and interpersonal relationships or, more simply, that allow you to enjoy one of life’s pleasures.

Being a barista is an art, an approach to coffee that goes beyond the merely professional. The pleasure of serving, engaging with people, the passion for quality and the search for the tiniest detail makes a barista a key figure for consumers. This is why the Università del Caffè has expanded its training offer, introducing alongside the courses in technical training on the preparation of coffee, topics which study in depth the management of the commercial activity in relation to people, employees and customers.
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.
An engaging opportunity
to discover the secrets of coffee
in the heart of the factory

BEHIND THE QUALITY OF COFFEE
visiting illycaffè plant

When & Where?
All information on dates
and venues for the courses
can be found on the website
at www.unicaffe.com
At cultural events and festivals, the Università del Caffè organizes tasting sessions and discovery courses on the culture of coffee 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.
Dedicated to the large number of coffee lovers in addition to the professionals, the publications edited and distributed by the Università del Caffè cover every aspect of the world of coffee, from its history to its science, from the preparation of its recipes to its culture.

1. Espresso Coffee
   Andrea Illy, Rinantonio Viani
   Elsevier Academic Press, 2005
   AVAILABLE IN ENGLISH AND ITALIAN

2. Aroma of the World
   Elisabetta Illy
   White Star Publishers, 2010
   AVAILABLE IN ENGLISH, ITALIAN, FRENCH, SPANISH, GERMAN, DUTCH, PORTUGUESE AND CHINESE

3. A cup full of aromas
   Università del Caffè
   The illy coffee guides, 2016
   AVAILABLE IN ENGLISH AND ITALIAN

4. Illy coffee
   Università del Caffè
   The illy coffee guides, 2016
   AVAILABLE IN ENGLISH, ITALIAN, FRENCH, SPANISH, GERMAN, DUTCH, PORTUGUESE AND CHINESE

5. Coffee Inspirations
   Università del Caffè
   White Star Publishers, 2014
   AVAILABLE IN ENGLISH AND ITALIAN
outstanding endorsements

Gruppo illy S.p.A. 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, illycaffé 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.

Domori was the first chocolate company to use only fine cacao, focusing on high quality, and to produce a chocolate with Criollo cacao, the rarest and most valuable. The first to control the supply chain right from the plantations and to have its own plantation, allowing it to recover the biodiversity of Criollo cacao. The first to create a 100% pure Criollo cocoa bar. The first to create a Chocolate Tasting Code for discovering the different nuances of cacao.

Mastrojanni

Its 190 hectares of land yield no more than 40,000 bottles of Brunello di Montalcino DOCG. Then there is the Brunello vigna Schiena d’Asino DOCG, the Brunello vigna Loreto DOCG, the Rosso di Montalcino, the Botryal and the San Pio, giving a total production of no more than 115,000 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.
Università del Caffè of Trieste grants certification to individual trainers who have demonstrated throughout their career and by participating in training courses and activities that they have the knowledge required to cover particular areas and topics related to the coffee transformation process. The didactic program has been designed to operate at 3 different teaching levels:

**INSTRUCTOR**
A certified Università del Caffè Instructor must be capable of offering and teaching every aspect of a single technical day course (professionals & consumers).

**ASSOCIATE PROFESSOR**
A certified Università del Caffè Associate Professor is expected to be able to cover and teach modules for which he/she has demonstrated adequate training ability.

**FULL PROFESSOR**
The Università del Caffè Full Professor program is designed to take into account the experience gained from the Instructor and the Associate Professor levels. A certified Full Professor is expected to be able to cover and teach all the modules for which he/she has demonstrated an adequate training ability. His or her teaching experience/activity with the Università del Caffè team must have been consolidated for at least 48 months.

All the certified Università del Caffè teachers will be admitted to the official UDC register for a two-year validity period. In order to confirm or to increase the level of the certification achieved by a teacher, the head of each Università del Caffè branch must produce a yearly report for every single teacher or barista operating in the local team.
INTERNATIONAL NETWORK

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