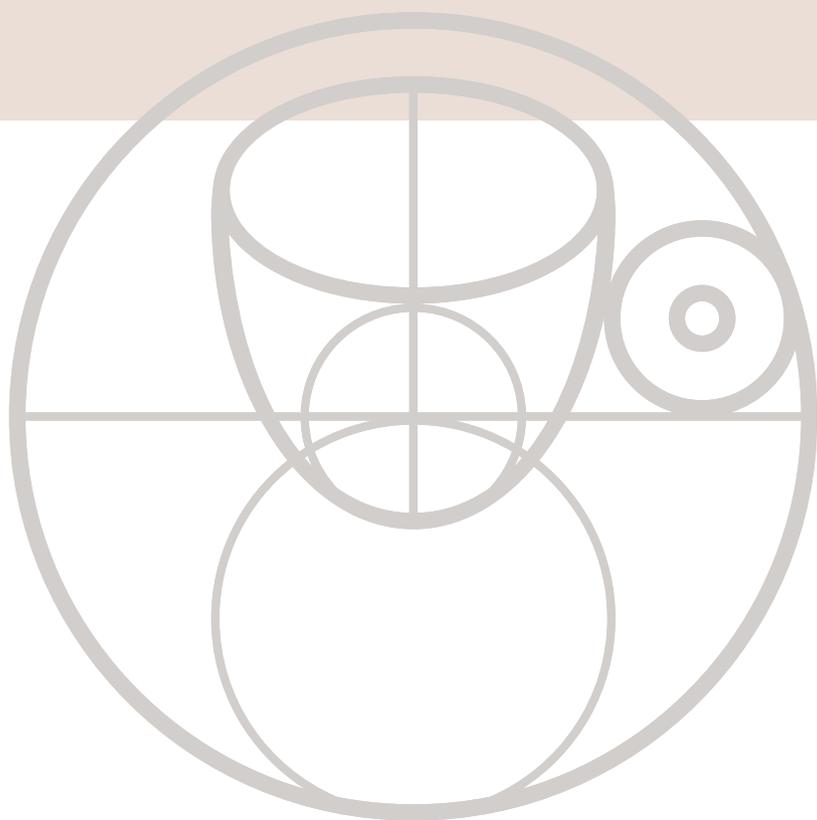


Growth and improvement through Training and Education



UNIVERSITÀ *del* CAFFÈ

www.unicaffe.com

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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**, a leader in Italian espresso for over 80 years.



HIGHER
EDUCATION



TRAINING
COURSES



DISCOVERY
COURSES

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.

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.



*producers
and growers*

*bar, restaurant
and hospitality
professionals*

*coffee lovers
and connoisseurs*

*Since 2000, more than
270,000 people have been trained*

*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.

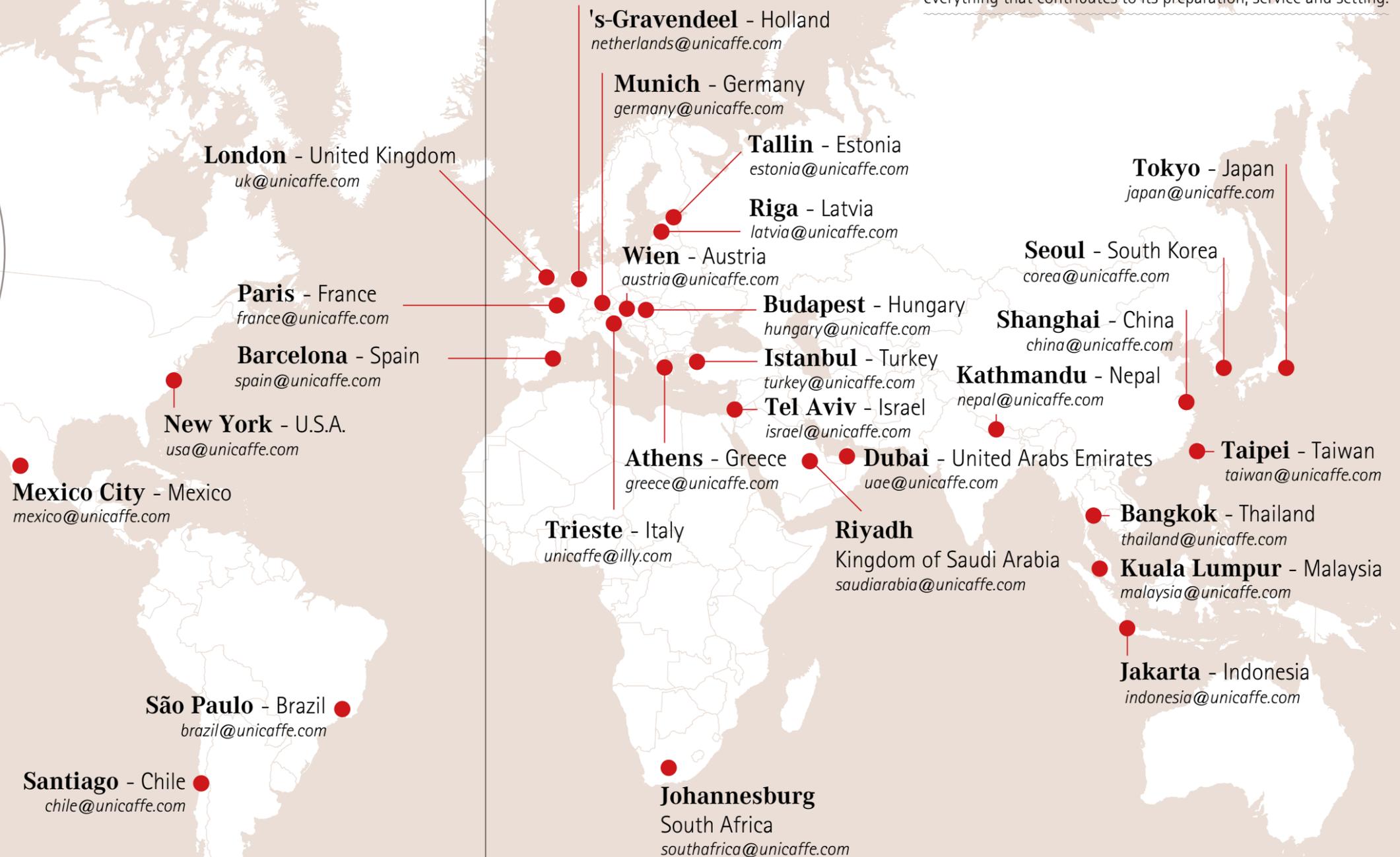


UNIVERSITÀ del CAFFÈ

www.unicaffe.com

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.



SINCE 1999,
AN EVER
INCREASING
INTERNATIONAL
NETWORK

1999. Italy				
2005. South Korea	2008. U.K.	2010. South Africa	2013. Austria	2017. Taiwan
2006. China	2008. U.S.A.	2010. Indonesia	2014. Hungary	2017. Nepal
2006. Holland	2008. Greece	2010. Thailand	2014. Estonia	2018. Israel
2007. Brazil	2009. Turkey	2011. Chile	2015. U.A.E.	
2007. Germany	2009. Mexico	2011. Spain	2015. Japan	
2007. France	2010. Malaysia	2012. Latvia	2015. Saudi Arabia	

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.



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

HIGHER EDUCATION

*for graduates and professionals
in the coffee supply chain*

*recognized as the most
influential authority in
transferring knowledge
applied to the world
of coffee*

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.

SUPPORT ACTIVITIES

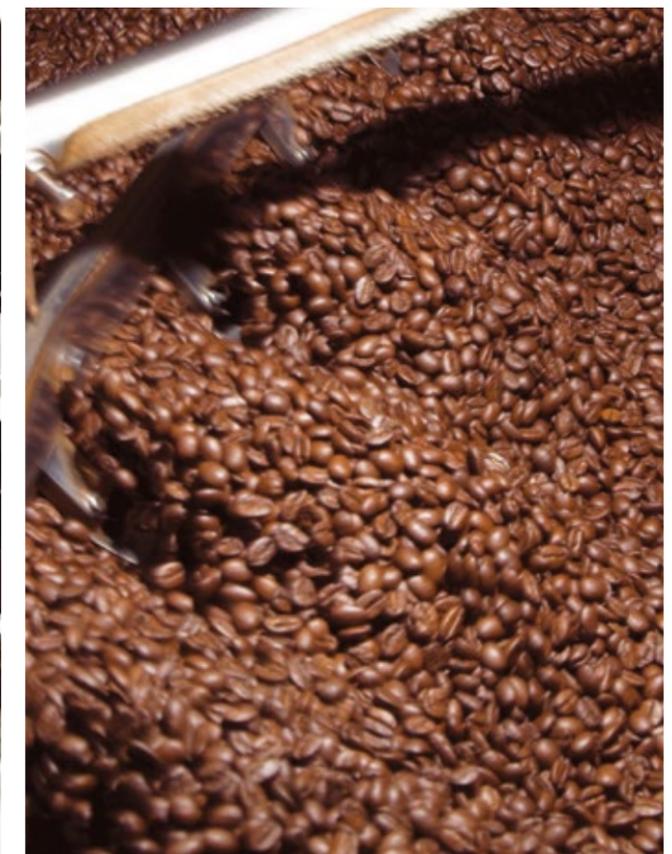
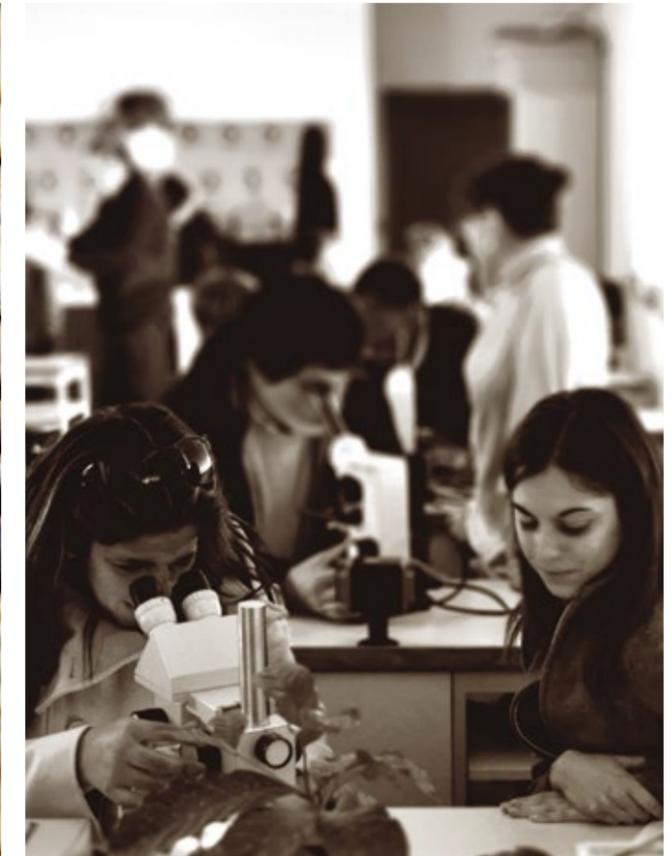
for producers and growers

*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 illycaffè 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 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.

TRAINING COURSES

for hospitality professionals

**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 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.



*an international
training center
which incorporates
the food industry's
most advanced
research activities
in its theoretical and
practical training*

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.

module
COFFEE EXPERT

01

coffee expert

THE MOST COMPLETE COURSE FOR BAR PROFESSIONALS

module
COFFEE SPECIALIST

02

espresso excellence

THE SECRETS OF ESPRESSO COFFEE ACCORDING TO ILLY

03

cappuccino excellence

THE MAGIC UNION BETWEEN MILK AND COFFEE

04

artistic cappuccino

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

05

coffee recipes

HOT AND COLD COFFEE-BASED PREPARATIONS AND SURPRISING COMBINATIONS

module
COFFEE MANAGEMENT

06

bar economics

ECONOMIC AND FINANCIAL MANAGEMENT AND BUSINESS PLANS

07

bar image

FURNISHING TECHNIQUES AND BUSINESS COMMUNICATION

08

sales techniques

ACQUIRING, ENGAGING AND WINNING OVER CUSTOMERS

module
TAILORED COURSES

09

tailored consultancy

THE EXPERIENCE OF THE UNIVERSITY PROFESSIONALS AT YOUR SERVICE

10

tailored training

A PERSONALIZED COURSE WITH A TEACHER HELD AT THE UNIVERSITÀ DEL CAFFÈ

module
GOURMET CREATIVITY

09

workshop sweet salty

DESIGNER RECIPES TO EXTEND YOUR CAFÉ'S MENU

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.



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

for coffee lovers and connoisseurs

**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.

the BEAUTIFUL LIFE of COFFEE

10 tasting lessons to discover all the life energy of coffee, through tales, descriptions and tasting experiences, from the plant to the cup, from the bean to our palate.

introducing coffee

01

the colours of coffee

A FULL-COLOUR BIOGRAPHY

Discover how coffee passes through a thousand colours in the course of its life

the coffee science series

02

the aromas of coffee

AN OLFACTORY EXPLORATION

Recognize the true quality of a cup of coffee by using the sense of smell

03

the senses of coffee

A MAP OF THE HUMAN BEING

Coffee is an experience that stimulates our senses and the intellect

04

the molecules of coffee

A SLIDE UNDER THE MICROSCOPE

Coffee has been loved so much because of the mysterious effects that it has on our body

the coffee diversity series

05

the places of coffee

AN ATLAS OF AROMAS

Coffee is a citizen of the entire world, and has always been a great traveller

06

the people of coffee

AN ALBUM OF PHOTOGRAPHS

Coffee finds love and dedication in every link of its long human chain

07

the ways of coffee

CONTEMPORARY ETIQUETTE

In all cultures people have created customs, traditions and rituals around coffee

the coffee delight series

08

the recipes of coffee

A SELECTION OF DELICACIES

How to create delicious espresso-based preparations, from the classics to more surprising ones

09

the preparations of coffee

COFFEE DIFFERENT WAYS

Revealing the preparation techniques of the most widely consumed coffee-based drinks

10

coffee flavored dinner

NEW CREATIVE POSSIBILITIES

Coffee becomes the protagonist of sweet recipes and of delicious savoury dishes

discovering illycaffè

”

visiting illycaffè plant

BEHIND THE QUALITY OF COFFEE

An engaging opportunity to discover the secrets of coffee in the heart of the factory

When & Where?

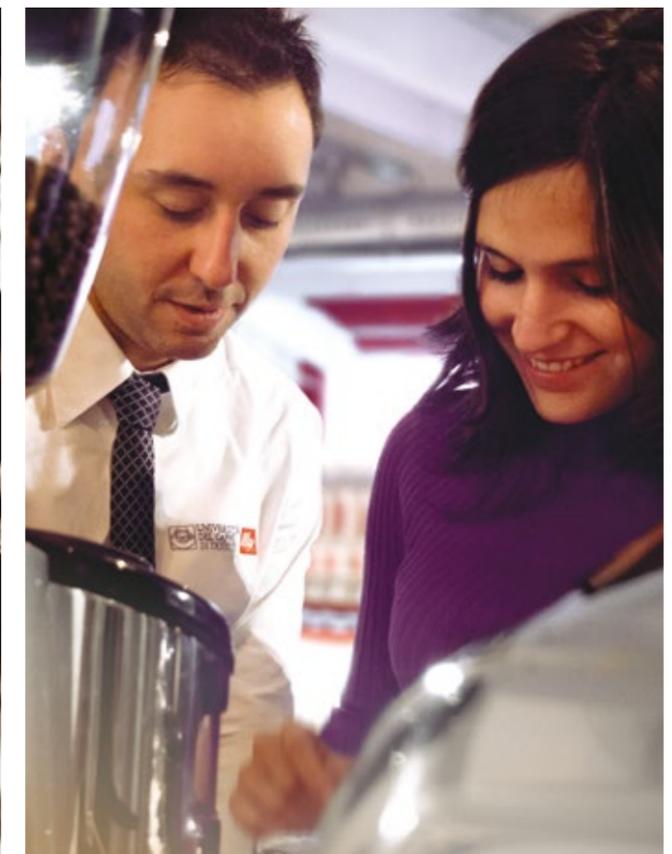
All information on dates and venues for the courses can be found on the website at www.unicaffe.com

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 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.



PUBLICATIONS

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 AND ITALIAN

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, 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.



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.

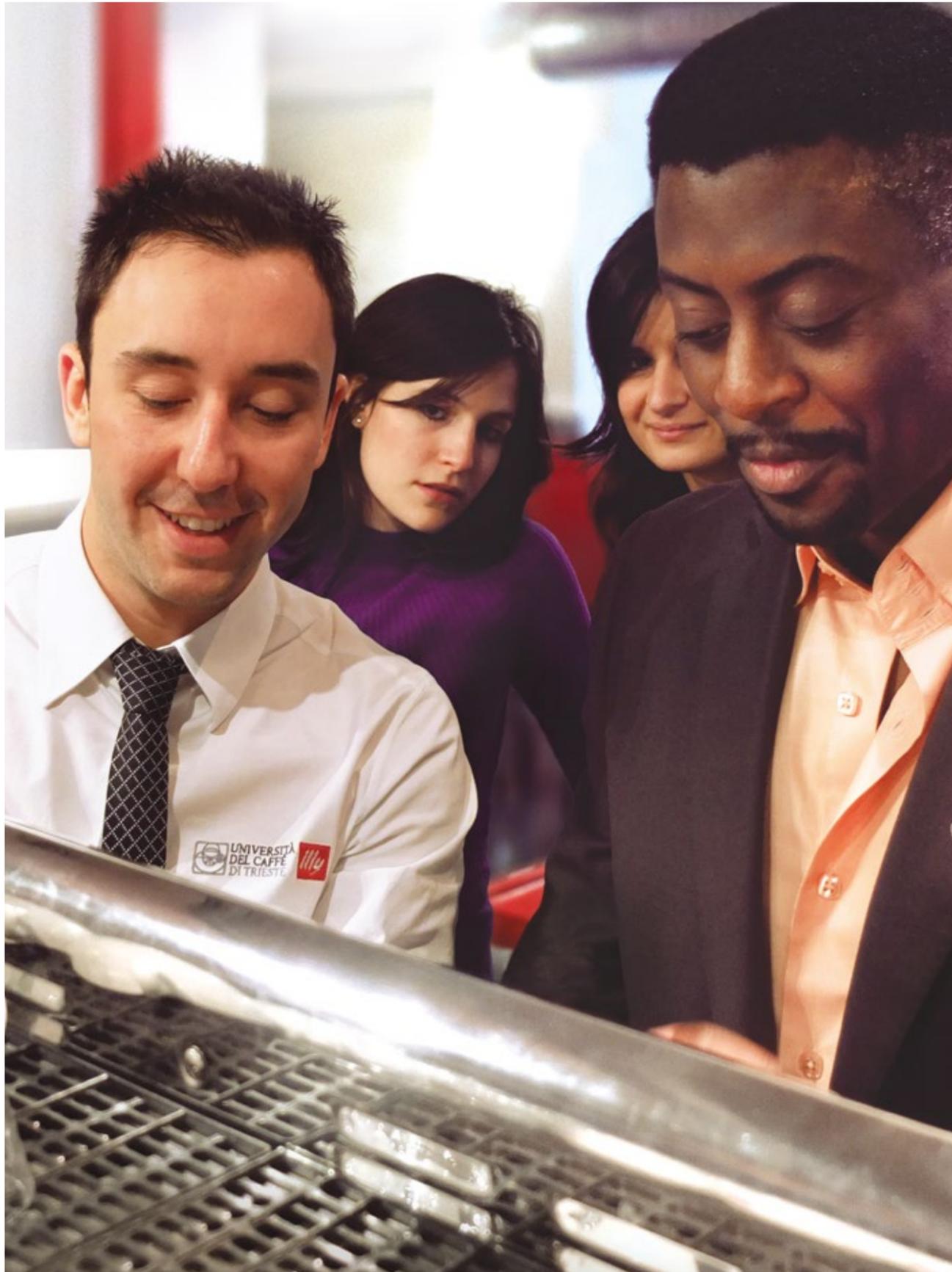
MASTRO JANNI

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 Botrys 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.





TEACHER CERTIFICATION

transparency and legitimacy

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 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

worldwide contacts

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