

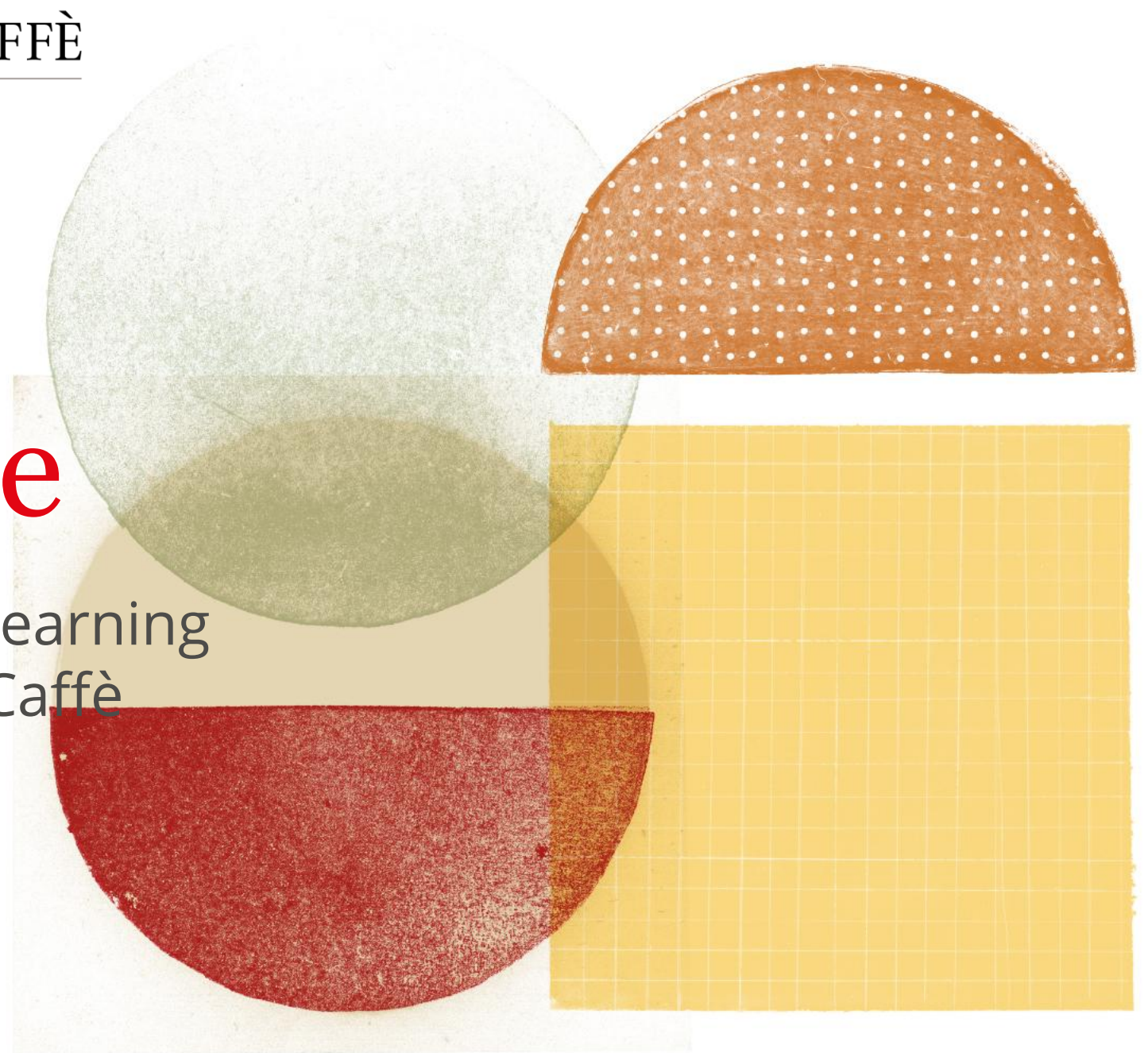


UNIVERSITÀ *del* CAFFÈ

www.unicaffe.com

The Paths of Knowledge

Educational Activities and Learning
Offer of the Università del Caffè

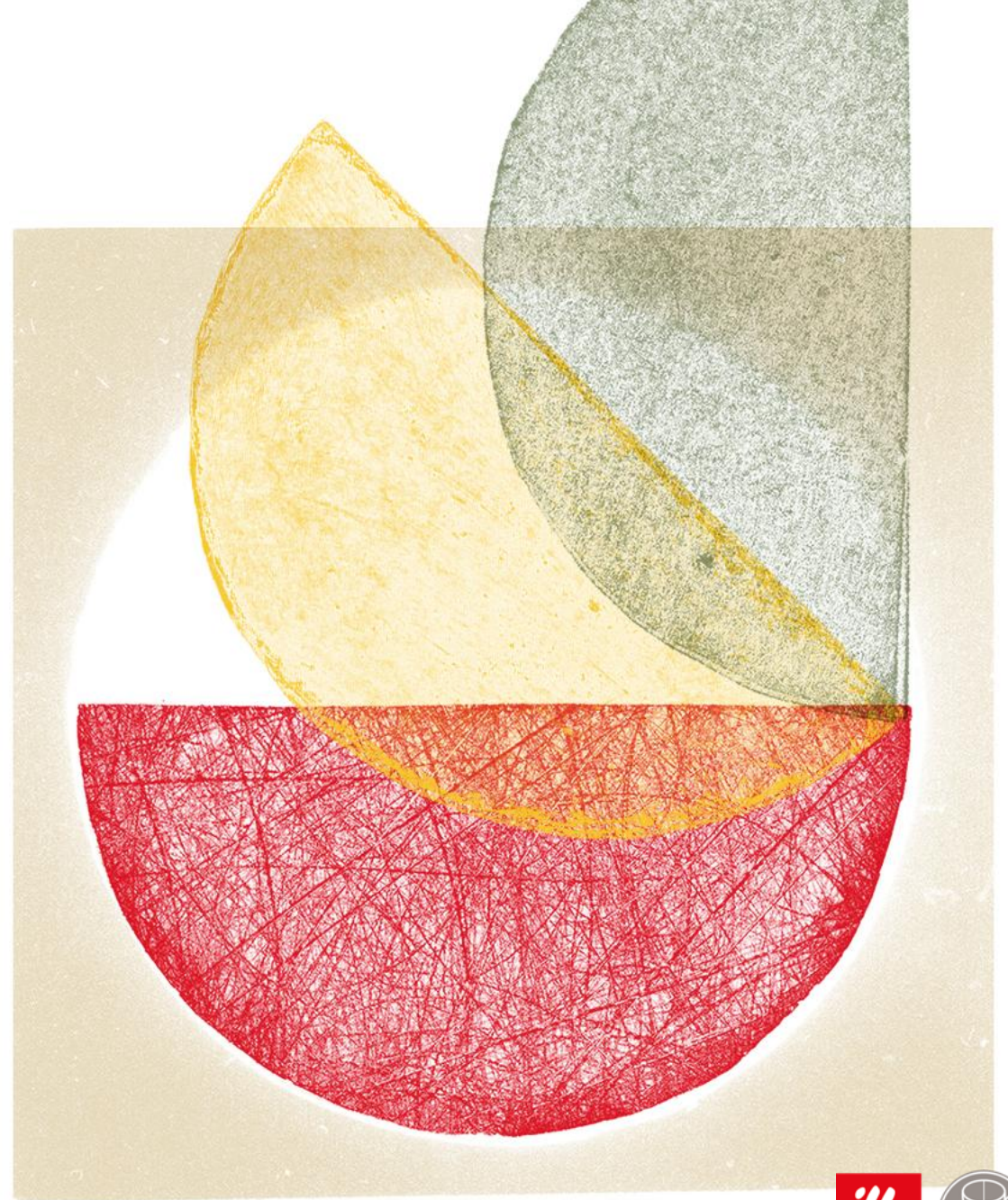


Sharing

The Culture of Quality for a Sustainable Growth

Università del Caffè is the illycaffè department which promotes company thought leadership by developing and managing activities and projects dedicated to the entire illycaffè value chain: **from the seed**, alongside coffee growers, **to the cup**, alongside bartenders up to the final consumers.

A commitment guided by the belief that knowledge represents a necessary and **fundamental investment to raise the economic, social and cultural value of the coffee market**; a value to be transferred and shared with the awareness that only a widespread culture of quality can guarantee a healthy and virtuous growth. And, as such, **sustainable**.



*Imagine Why
a whole World
is enshrined in each
Coffee Bean...*



Seeding

Planting the Seeds of Tomorrow's Coffee

The Università del Caffè was founded in 1999 with a purpose: **to support the growth and improvement of the entire illy supply chain** through training, research and dissemination of the culture of quality coffee.

A wealth of experience and expertise translated into projects and activities that raise standards by posing **new challenges** to the entire coffee market.



Growing

Each Relationship represents a Long-lasting Value

The commitment to meet the professional needs of the several players involved in the coffee supply chain relies on **knowledge as a crucial factor for competition.**

An orientation to the market that focuses on the **creation of value over time through sustainability and transparency,** widening the areas of intervention from the direct relationship with professionals to direct sharing with the end consumers.

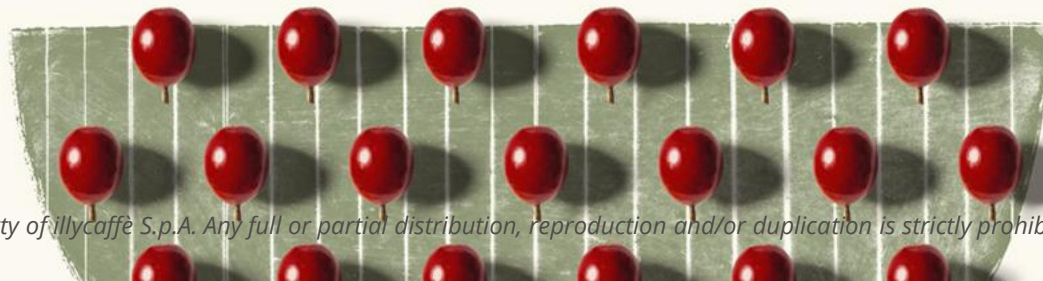
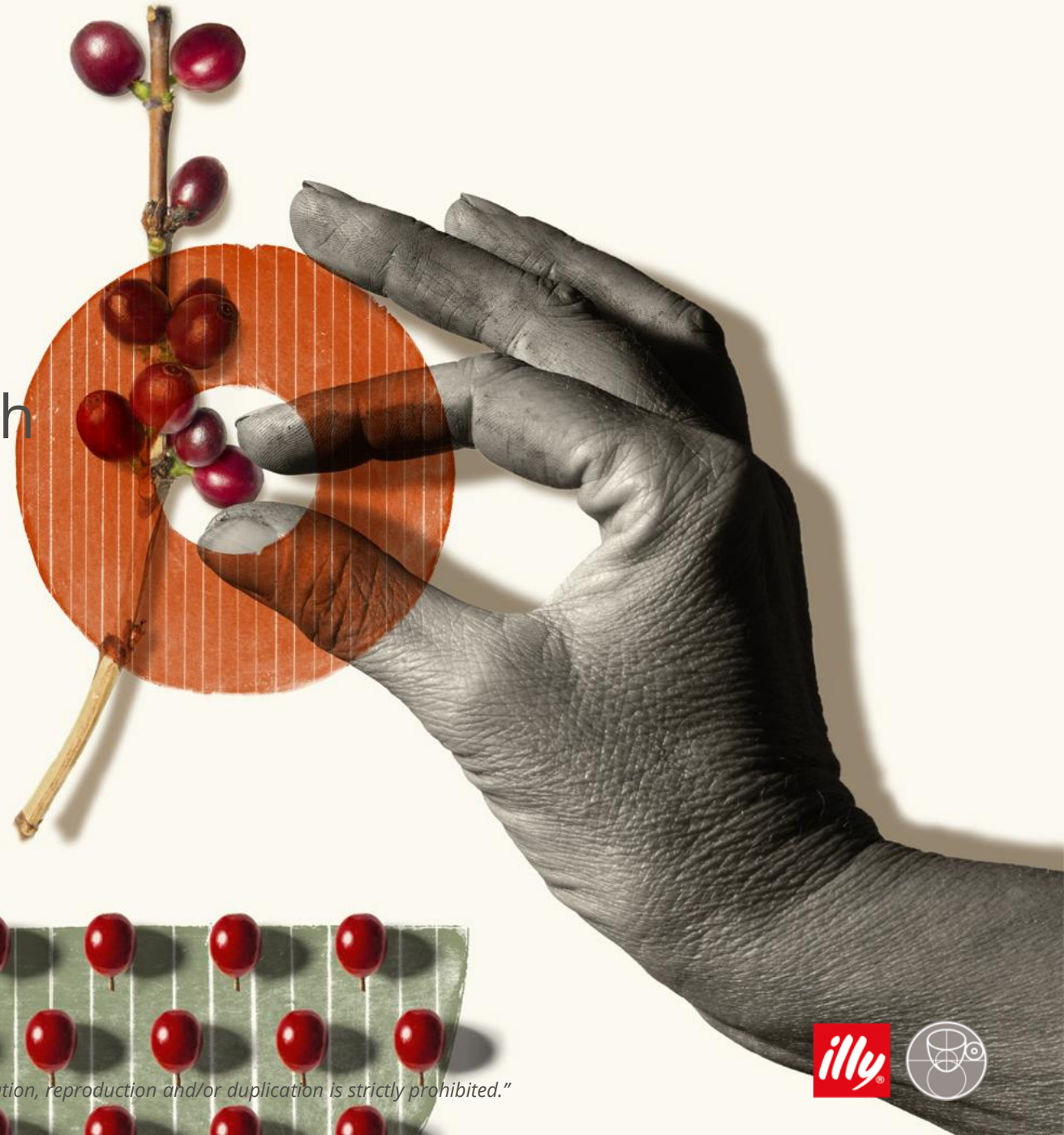


Harvesting

Sharing the Benefits of a Sustainable and Resilient Growth

The Università del Caffè wants to provide the opportunity:

- **to growers**, to produce superior quality coffee by developing best agronomic practices;
- **to baristas**, to fully satisfy their customers by offering them the finest tasting experience;
- **to consumers**, to learn about coffee from a new perspective and make it a wonderful discovery.



*Consider now
How Theoretical
Education
can be combined
with Practical Skills...*



Selecting

Everyone's different,
Everyone's the same

The training proposal, diversified by levels of deepening, competence and previous experience, is aimed at:

- **producers and growers;**
- **bar, restaurant and hospitality professionals;**
- **distributors and suppliers;**
- **coffee lovers and connoisseurs**

who share with illycaffè the values of quality and excellence.

Transferring

The Importance of Expertise that comes from afar

Through its activities, the Università del Caffè contributes to the **continuous improvement of the quality** in all aspects: the production processes, the preparation of coffee drinks and in the services provided to customers.

Since 1999, more than 380,000 people have been trained, among which **more than 13,000 coffee producers**, who represent almost all of illycaffè green coffee suppliers.

Instructors working across the 24 global locations are certified by ACS Italia, an ACCREDIA accredited Personnel Certification Body endorsing their level of knowledge and training proficiency.



Connecting

From the Strength of Many,
the Power of One

23 branches, located in illycaffè's reference markets under the constant supervision of the Trieste headquarters, ensure **technical and operational support to partners, distributors and customers.**

As a result, the Università del Caffè takes an active part in raising the awareness of end consumers, creating **a community of coffee lovers and connoisseurs** able to stimulate and foster the commercial reach of products of excellence.



Improving

Knowledge amplifies Uniqueness through Diversity

The Università del Caffè has concluded important partnership agreements with:

Niko Romito Academy, **ALMA** School of Italian Culinary Arts, Advanced Training Academy **Intrecci**, Advanced Training Academy **Incibum**.

It also collaborates with Master Food & Wine **Salesian University Institute of Venice**, Master Food **Università di Pisa**, **Università di Udine**, **Università di Trieste**, **MIB Trieste**, **SDA Bocconi**, **CUOA** Business School, **Politecnico** Milano, **LUISS** Roma, **Cornell University**, **Columbia** University, **Michigan** University.



Enhancing

Timely Actions toward a Rapidly Changing Society

The active presence on the main international markets guarantees the **constant monitoring of novel consumption trends** and of the most relevant innovations.

A practice that ensures the **continual improvement** of quality standards and, at the same time, allows the training proposal to be updated **consistently with the new skills and capabilities required**.

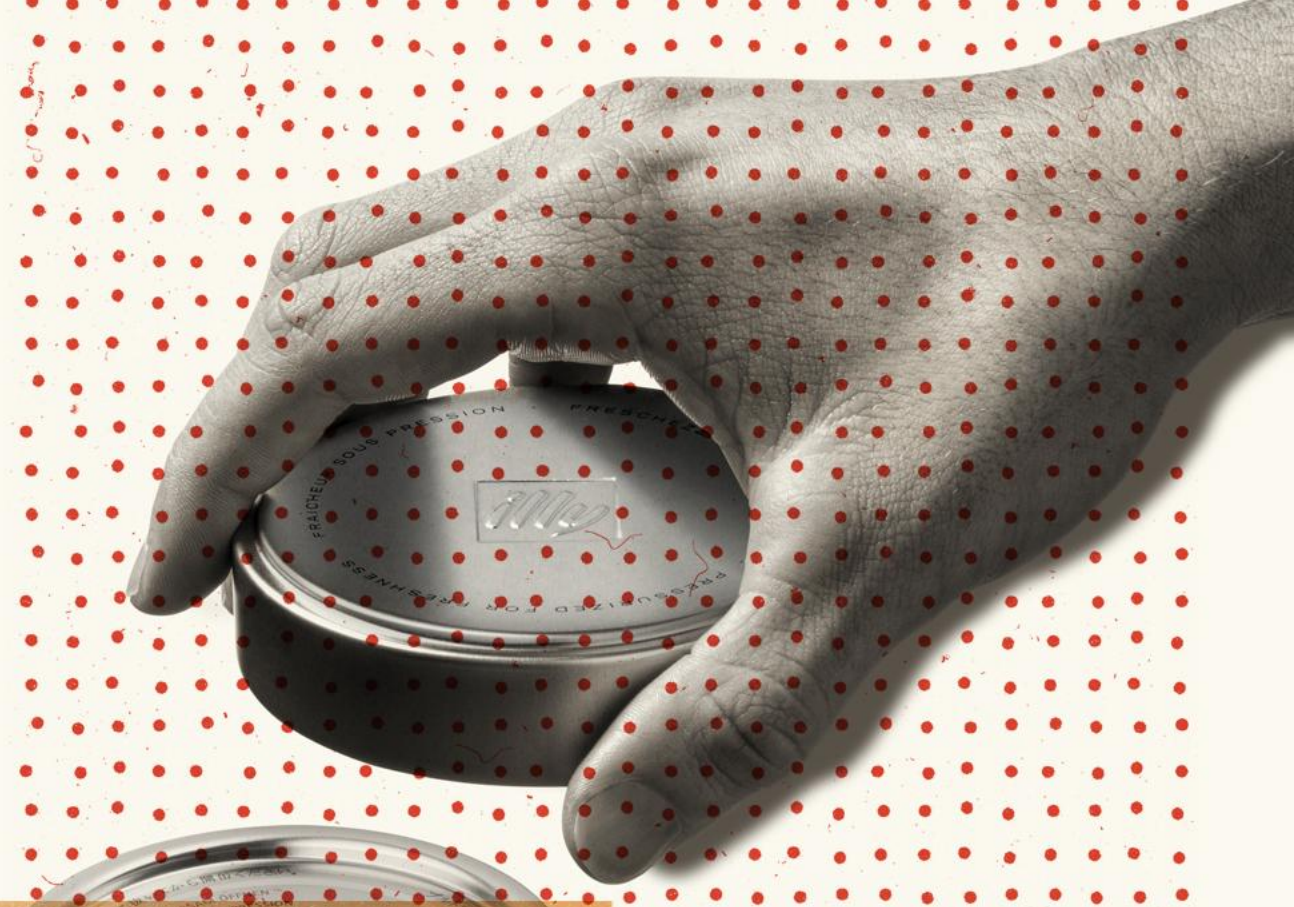


Preserving

Culture is a Learned Behavior that proves Effective over Time

The virtuous circle of quality promoted by the Università del Caffè encourages:

- **consumers** to demand a tasting and service experience meeting their expectations;
- **professionals** to satisfy customers through excellent products and distinctive skills;
- **roasters** to opt for the purchase of high-quality coffee;
- **growers** to adopt virtuous and sustainable agronomic practices.



*...And, finally,
evaluate What
makes Coffee an
Inspiring Growth
Opportunity*



Preparing

Higher Education and support activities for coffee growers

The support activities for producers are reflected primarily in the provision of on-site training to implement sustainable production models and in the partnerships set up with institutions for the creation of projects with a wide social impact.

Since 2010, the Università del Caffè has been involved in the **Master's degree in Coffee Economics and Science – Ernesto Illy**.



Practising

Training courses for hospitality professionals

An **innovative and differentiated** range of courses to meet the training needs of entrepreneurs who wish to invest in the hospitality, restaurant and café industry and of baristas and professionals who want to improve and grow.

Courses combine a practical component to the theoretical and scientific education on the topic of coffee, thus **promoting and favoring professional orientation and support.**



Advancing

Strengthening of professional skills

Being a barista is an art, an approach to coffee that goes beyond the merely professional one. The pleasure of serving, engaging with people, the passion for quality and the search for the tiniest detail make the **barista a key figure for consumers**.

This is why the Università del Caffè has expanded its training offer, introducing alongside the technical training courses on the preparation of coffee, subject matters **analyzing in depth the management of the commercial activity in the relationship with people, employees and customers**.



Delivering

Scientific entertainment for coffee lovers

The Università del Caffè **promotes the excellence of the illy brand through dissemination**, encouraging the spread of the high-quality coffee culture in accordance with the values of sustainability, ethics, and transparency.

It creates and produces contents to be distributed to **a wide and diverse audience** through platforms, communication channels, and **experiential learning activities**.



Tasting

Coffee tasting experiences and sensory edutainment activities

Discovery courses and live events 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 educational approach, designed to make the technical jargon accessible and user-friendly, seeks to engage the participants with tastings of **the illy products and of the different coffee preparations and recipes**.

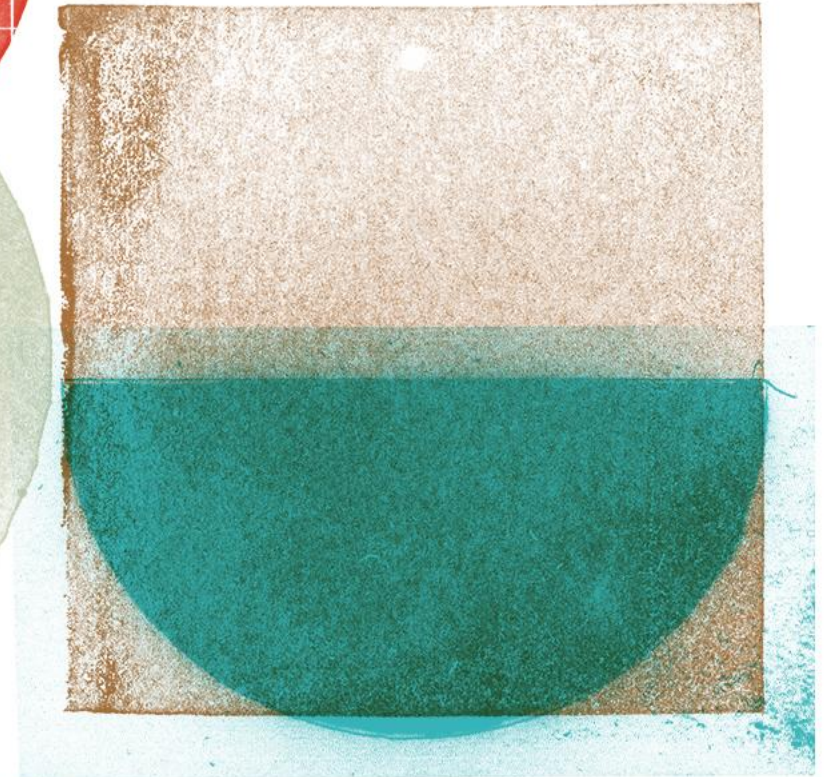
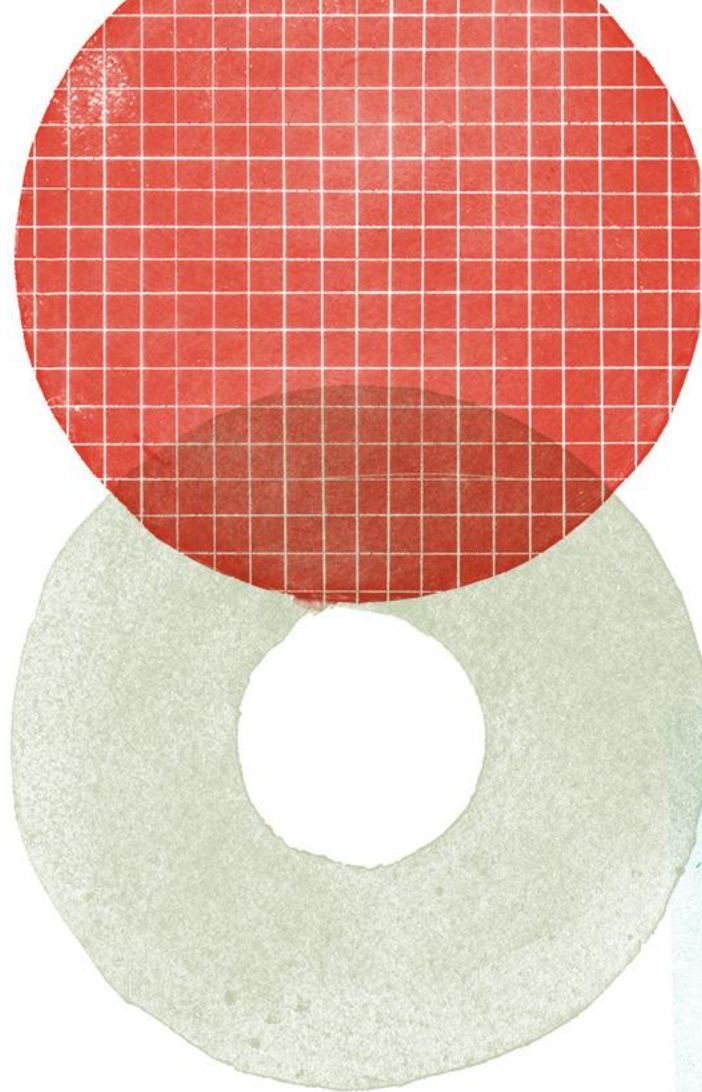


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