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1. ILLYCAFFÈ
A cup of illy coffee is the final act in a long and varied journey. It is the end-product of a veritable obsession with quality that began all the way back in 1933, the year when Francesco Illy chose Trieste to start up a business based on one simple idea: to offer the finest coffee in the world. That business is illycaffè.

To this day, the company is still run by the Illy family: Anna, Ernesto’s wife and Honorary Chairman of illycaffè, and their children Riccardo, Anna, Francesco and Andrea, who is the company’s Chairman. Massimiliano Pogliani, who became illy CEO in 2016, is the first non-family member to hold this post. The company has built up a vast universe of intelligence, experience, taste, science and art around the pleasures of a perfect cup of coffee. Worldwide, illycaffè produces and sells a unique blend of premium coffee made out of nine types of pure Arabica. The balance of these ingredients, which hail from South America, Central America, India, Africa and China, is the reason why illy’s unique taste and aroma always remains constant in every cup of illy coffee enjoyed anywhere around the world. To make the most of the individual notes in its blend, in 2010 the company unveiled a line of single Arabicas, so that coffee connoisseurs can enjoy the pure taste of all nine varieties of Arabica that go to make up the illy blend: Brazilian, Ethiopian and Guatemalan, Colombian, Costa Rican, Indian, El Salvadorian, Nicaraguan and Tanzanian.

Above illycaffè, the Illy family’s Group holding company illy SpA acts as an umbrella for premium taste-focused companies including Domori (premium chocolate), Dammann Frères (the French teahouse), and Mastrojanni (a winery in Montalcino). The holding company also has a stake in Agrimontana (master-pastrymakers’ products such as marrons glacés and jams). Riccardo Illy is the Chairman of the family holding company.

MISSION
To delight all those who love what is good and beautiful in the world with the best coffee nature can provide, enhanced by the best technology and art.

VISION
illy's goal is to be the world’s reference point for coffee culture and excellence. An innovative company, it offers the best products and locations for their consumption, and, as a result, continues to grow and has become a leader in high quality products.

VALUES
illycaffè is a stakeholder company whose aim is to improve the quality of life through ethics and excellence. Ethics, in the sense of creating long-term value through transparency, sustainability, and personal growth. Excellence, in the sense of a passion for quality, beauty, and constant improvement.
THE ESSENCE OF ILLY’S UNIQUENESS:
ILLY’S NINE SOURCES OF KNOWLEDGE
NINE SINGULAR ARABICAS
GO TO MAKE UP THE ILLY BLEND;
NINE DIFFERENT ELEMENTS
MAKE IT UNIQUE.

1 SELECTION
The quality of Illy coffee starts with its raw materials. To ensure its constancy, the company has been buying its coffee directly from source for over twenty years. Only the finest Arabicas, from more than 50 origins in over 20 Nations.

The company develops long-term working relationships with the finest coffee growers in the world, because Illy believes that only a mutual relationship based on exchange and growth can ensure quality and, as a result, add value to the product. Every single second, twenty thousand Illy beans are measured against ten different quality criteria, in part through an electronic selection system. Illycaffè manages its entire supply chain with sustainability in mind. The company’s approach has earned it Responsible Supply Chain Process certification from DNV GL, one of the world’s top certification bodies.

2 BLEND
“The best is only one”. Illy’s unmistakable blend, which remains consistent in every cup wherever in the world it is being enjoyed, is the result of a balance of nine types of pure Arabica, which we select from the finest beans harvested around the world, from South America to Central America, India and Africa. For more than eighty years now, the unique Illy blend has continually been improved by a panel of coffee tasters to ensure its richness, elegance and texture, and of course the highest possible quality.

3 ROASTING
Coffee roasting is both an art and a science. Over the years, Illy has perfected its own roasting process that makes it possible to produce coffee with a rich aromatic profile, a balanced taste and mild body – the unmistakable characteristics of the unique Illy blend in-cup profile.

4 AGEING
Just like a fine wine, Illy coffee undergoes an ageing process. In 1933, Illy came up with the idea of pressurization, a conservation system that replaces the air within a package with a pressurized inert gas. This adds fullness, mildness and intensity to the taste, while maintaining its fragrance unchanged long-term. Company founder Francesco Illy invented Illy’s iconic pressurized can over eighty years ago.
5 CUPPING
Espresso is the quintessence of coffee. Innovation has been a constant feature over company’s eighty-year history, from the Illetta in 1935 – the forerunner of today’s modern espresso machines – to the single-portion paper coffee pod which made espresso-making easier and more convenient, to the recent Iperespresso system, which differs from traditional methods thanks to a two-stage preparation approach: an infusion phase to extract the coffee’s most intense aromas, followed by an emulsion phase that ensures a smooth, velvety body. Whatever the method of preparation, illy works with its partners to supply equipment and protocols that optimize in-cup quality.

6 CULTURE
Coffee is the official beverage of culture. illy’s heritage shares a strong bond with the consolidated tradition of coffee-drinking in Italy and central Europe. illy set up its Università del Caffè to enable growers and hospitality professionals to raise their personal standards of quality and sustainability. The University is both a system and an institution that creates long-term value for coffee lovers too, helping them to become veritable connoisseurs.

7 ART
Art adds beauty to goodness. The illy Art Collection provides a made-to-measure home for a cup of illy coffee; it is also the largest collection of art objects in the world. Iconic packaging and FrancisFrancis! machines round off a multisensory experience that exalts the pleasure of drinking illy coffee. Over the last twenty-six years, over a hundred legendary artists including James Rosenquist, who also painted the illy logo, have associated their creativity with the illy brand’s artistic essence.

8 EXPERIENCE
Espresso is synonymous with Italian living. Italian coffees are the cathedrals of world coffee culture. Ever since it was first established, illy’s mission, passion and obsession has always been to delight even the most sophisticated of coffee drinkers. illy’s single-brand outlets are ambassadors of true Italian coffee culture in the world. One of illy’s specific skills is to turn the act of drinking a coffee into an experiential moment – something that can be extended to different places and any method of preparation.

9 PRESENCE
Precious as it may be, even the finest coffee must be inclusive. With a presence in more than a hundred and forty nations, illy is the world’s most global coffee brand. With such a vast range of products, illy’s products are suited to every consumption occasion, whatever the time, place and method of preparation.
THE UNIVERSITÀ DEL CAFFÈ

illy founded the Università del Caffè as a centre of excellence to promote, support and disseminate high-quality coffee culture around the globe through education.

Established in 1999, it now has twenty-seven premises around the world. Its headquarter is in Trieste. The Università del Caffè’s educational programme is conceived to offer all coffee industry professionals, from farmers to hospitality professionals to consumers, the chance to grow. Having opened twenty-seven branches of the Università del Caffè on practically every one of the world’s continents we span the globe with specialist lecturers in terms of technical and teaching expertise, but also to cater to specific local requirements.

The farmers courses have the aim to share, even on-site, the best agronomic techniques to be applied in that specific production area.

Through its courses for professionals who work in bars, catering and hospitality, the University of Coffee offers opportunities for coffee-related training and specialization, managing and promoting sales businesses; it manages its teaching locally, and offers ad hoc on-site support activities.

For coffee lovers and curious, the University organizes in its headquarters, in stores or during cultural events, tasting sessions and didactic classes to learn to appreciate and recognize the tastes and aromas of coffee and other colonial products.

KEY FIGURES (FROM THE 2017 FINANCIAL STATEMENTS)

- Consolidated turnover: 467 million euros
- Gross operating margin (EBITDA): 68 million euros
- In 2017, illycaffè generated 65% of its overall turnover outside Italy.
- Employees: ca. 1,290 worldwide
- Seven million cups of illy coffee are enjoyed around the world every day
- illy coffee is sold in more than a hundred and forty countries, and is available at more than a hundred thousand of the world’s finest restaurants and bars
- illy-brand stores: around 247 in 41 nations

2017

- ITALY
- EMEA
- USA & CANADA
- REST OF THE WORLD
ILLI-BRAND STORES AROUND THE WORLD

The concept that underlies illy stores is a natural evolution of the company’s ongoing quest for beauty and functionality, allied to its passion for design. Building on the tradition of Italian-style coffee bars, illy’s single-brand stores are contemporary spaces designed for people to enjoy discovery, relaxation, socialization and togetherness. Illy coffee and a top-quality food menu that changes throughout the day, ranging from sweet to savoury, an environment characterized by art and culture, and illy coffee are the essential ingredients for an authentic Italian lifestyle experience.

THE OVERARCHING ILLY STORE CONCEPT COMES IN THREE FLAVOURS

- **illy Caffè**: are located at strategic positions in major metropolitan cities. They are locations where people can fully embrace the illy brand’s sensorial, intellectual, aesthetic and gustatory experience. These venues offer a unique atmosphere of typical Italian living through coffee, culture, art and cuisine, all in venues characterized by welcoming, contemporary design. Inside, the starring role is naturally reserved for coffee, along with illy’s consolidated association with contemporary art and above all its passion and expertise for coffee-making. The food menu changes throughout the day. All of the illy world products are on sale, from coffee machines to collectors’ cups from the illy Art Collection, breakfast accessories, chocolate, tea and jam, either as a precious gift or to re-live the illy experience at home every single day.

- **Espressamente illy**: stores are franchised outlets that offer the full illy brand experience, including high-quality products, food, wine and venue design.

- **illy Shops**, are ‘shop in shop’-style outlets, self-contained stores that offer a shopping experience embracing the entire range of illy products from the whole illy group (Domori, Agrimontana, Dammann and Mastrojanni). They serve as an opportunity for the company to tell the story of its heritage through its products. These shops are conceived to make the most of every product, and to give consumers a chance to sample and taste.

OUR STRATEGY FOR GROWTH

illycaffè operates on a dynamic, constantly-evolving market which in recent years has been characterized by major international consolidation Against this backdrop, vision and strategic planning of processes, investments and lines of development are vital in order to maintain our competitive capacity and achieve our long-term goals.

Our strategic orientation for growing illycaffè’s business leverages the experience the company has accrued over more than eighty years in business, while complying fully with ethical principles and long-term sustainability. Through increasing internationalization and investments in innovation, illycaffè works to consolidate its leadership in the premium coffee segment internationally.

In particular, illycaffè bases its growth on three main paths:

- By increasing its share of the market in the premium hospitality sector globally through development of its mix of products and services, leveraging a combination of quality, innovation and service;

- By extending products to all consumption opportunities — in particular at home — through single-portion preparation systems;

- By focusing on premium consumer offerings through single-brand sales outlets and our e-shop.
2. OUR HISTORY
Hungarian-born Francesco Illy first came to Trieste during the First World War as a soldier with the Austro-Hungarian army. It was here, in the region’s main town Giuliano, that he found the two great loves of his life: his Italian wife and coffee.

In Trieste, he started up a business in the chocolate and coffee sector, before deciding to dedicate himself exclusively to coffee. Francesco Illy founded his company in 1933 with a dream: to offer the finest coffee in the world.

Francesco’s idea leveraged revolutionary new concepts that he would continue to pursue and improve for the rest of his life. His children and grandchildren have continued his quest in this unique, family-run business. Right from the start, Francesco’s goal was total quality. This meant focusing on every aspect of the company, from its product to its process and employees.

In 1956, the founder’s son Ernesto Illy took over the company. Ernesto set up a research lab that was to become a crucible for illy patents and innovation. Ernesto had a passion for the science of coffee. So passionate was he about sharing his knowledge that the international media and public soon nicknamed him “Papa Bean” and “the Espresso Missionary”.

In the 80’s Riccardo Illy, one of Ernesto sons, introduced into the company an innovative approach to marketing, distribution and new markets.

In 1994 Andrea Illy was appointed CEO of the company and, since 2005, also President. Over the years he led the company’s internationalization, innovating processes, culture and quest for quality.

Ernesto Illy died in February 2008, leaving a great sense of loss in the coffee industry and among everyone who knew him. The Fondazione Ernesto Illy was founded in his name in February 2009, to develop and further the legacy of his ideas, activities and developments that he left as his moral heritage.

In May 2016, Andrea Illy was confirmed as the company’s Chairman and, for the first time, a non-family member, Massimiliano Pogliani, was appointed CEO.
EXPO 2015: THE COFFEE CLUSTER

As an Official Partner of Expo Milano 2015, illy was in charge of the Coffee Cluster at the Universal Exposition, a pavilion wholly dedicated to coffee, under the title “From the Land to the Espresso Cup”. Expo Milano 2015’s theme was “Feed the Planet. Energy for Vita”. The event presented and explored traditions, creativity and innovation in the food business.

The project leveraged the company’s knowledge, experience and the relationships it has built up over more than eighty years of tradition: a unique heritage that has resulted in illy becoming acknowledged globally as THE coffee specialist. illy’s passion, innovation and keenness on sustainable development drove the venture.

Wholly dedicated to coffee and to coffee-producing nations, the Coffee Cluster proved to be the biggest celebration of coffee in history. Staged in partnership with the International Coffee Organization (ICO), it provided an interface between production and consumption.

During the six-month Expo Milano 2015, the Cluster told the story of the past, present and future of coffee by focusing on three different spheres: the product and its journey from bean to cup; the creativity, art and culture that have sprung up around our cup of coffee; and stories and traditions in growing and consuming nations. The project was inspired by overarching themes identified by the ICO’s Promotion Committee: coffee and pleasure (sensorial, intellectual and social); coffee and health (the beverage’s virtues); and coffee and sustainability (economic, social and environmental).

During Expo 2015, on 30 September and 1 October the first ever Global Coffee Forum, promoted by ICO, was held in Milan. On 1 October, in Milan the ICO celebrated the world’s first-ever International Coffee Day, which is set to become a global annual coffee-promoting event.
3. INNOVATION
To produce the finest coffee nature grows, illycaffè relies on technology and research applied to its raw materials throughout its production-related processes, all the way from selection to preparation. Indeed, some of the innovations that have revolutionized the history of coffee over the last eighty years first saw the light of day at illy. The company works in this field through the Research and Technological Development department and its laboratories, through the Fondazione Ernesto Illy and via its partnerships with academies, scientific institutes and universities.

THE ILLETTA AND PRESSURIZATION

illycaffè was responsible for developing three of the radical innovations that revolutionized how we have made, considered and tasted coffee since the twentieth century. Company founder Francesco Illy was behind two of them: in 1935, the “Illetta”, the forerunner of today’s professional espresso coffee machines, and one year before, in 1934, the pressurization (the first patent was filed in 1932 by Francesco Illy), which replaced the air in packaging with inert pressurized gas. This system captures the aroma of freshly-roasted coffee, maintains its freshness within the packaging and heightens and refines these qualities over time. It was pressurization that made it possible to export coffee beyond the area of production, enabling the company to pursue its international vocation.

THE FIRST PAPER-BASED COFFEE CAPSULE

The third innovation dates back to the 1970s: industrialization of the first paper-based coffee pod, the forerunner of single-portion coffee systems, which for the first time and in a simple format delivered a perfect serving of coffee at just the right pressure to make a truly excellent espresso. In the 1990s, the paper pod became an international industrial standard (E.S.E. — Easy Serving Espresso): the only “open” system in the coffee industry, which was taken up on a voluntary basis by many roasters and espresso machine manufacturers.

THE IPERESPRESSO SYSTEM

The Iperespresso system makes it possible to brew an aromatic, intense and full-bodied espresso at home, with a rich and velvety crema. The trick lies in a capsule that extracts the coffee in two stages – first though hyper-infusion, then through emulsion – resulting in an explosion of aromas. This differs from the traditional way espresso is made: by percolation. Iperespresso heralded the advent of the third-generation espresso.
4. QUALITY
The illy taste is a perfect balance of acidity and bitterness, with immediately-perceptible sweetness, a rich, enveloping body, notes of flowers and fruit, caramel, toasted bread and chocolate, and hints of almond and honey, all leading up to a pleasantly smooth finish.

For its 100% Arabica house blend, illycaffè scours the world for the finest beans. Meticulous pre-purchase analysis makes it possible to test samples for taste and aroma, weeding out any visual and olfactory defects.

Our coffee embarks on a long journey before it makes it into our coffee cups, from the far-off countries where it is grown to the plant in Trieste where it undergoes its most important processing. Every step is vital to the quality of the end-product. Once it gets to Trieste, the coffee passes through the final stages of processing before it is sent out to millions of consumers around the world. Green coffee is transformed into the unmistakable illy blend by leveraging the most advanced technologies and drawing on the company's extensive knowledge.
IN-COMPANY CHECKS

Before making any purchase, the illycaffè analysis and quality labs examine samples of coffee to ensure that the beans contain no heavy metals, pesticides, herbicides or insecticides. A series of hundred and twenty-five random checks are conducted between when the company buys the coffee and when it is packaged and dispatched.

SELECTION, BLENDING, TOASTING AND PACKAGING

Bean selection also takes place electronically, both at the place of origin and at the plant in Trieste. This ensures that the raw materials are of the highest quality.

Blending takes place before roasting, making it possible to achieve the perfect balance between the aromatic and taste components of the individual ingredients.

Roasting uses the traditional rotating drum method for between twelve and fourteen minutes: this is the only way to ensure that all of the necessary chemical reactions occur in order to create the widest possible aromatic spectrum – the hallmark of the illy taste.

Grinding ensures that the coffee powder is of the right grain size and presents the correct distribution of small- and large-sized particles.
Pressurization, the conservation system that replaces the air within a package with pressurized inert gas, captures the aroma of freshly-roasted coffee and maintains its freshness within the packaging. It also concentrates the oils in the coffee, adding fullness, smoothness and intensity to the taste, while maintaining its fragrance unchanged over the long-term.
We have developed our packaging to ensure that the coffee is optimally conserved, and to heighten its aromas over time.
illycaffè’s Research and Innovation Department — internationally recognized as a centre of excellence — spans 3 research facilities for quality-checking (Trieste, São Paulo and Miami), as well as five integrated laboratories that horizontally transfer knowledge and maintain contacts with university facilities: AromaLab and SensoryLab, which are ISO 17025.2005-certified by the sole domestic accreditation body, Accredia-BioLab, TechLab and FoodScienceLab.

AROMA LAB
Established in 1998, this laboratory explores the chemistry of coffee, studying its volatile compounds (the substances that give coffee its aroma) and its non-volatile compounds (the substances that trigger our perception of the beverage’s flavour and their biological activities).

SENSORY LAB
This lab conducts sensorial analysis for the purpose of identifying new products, new preparation methods, new processes and, more in general, develops studies on the physiology of perception.

TECH LAB
This lab explores technological development in the sector of packaging and single-portion products, and pursues the goal of lessening the impact of packaging on the environment while maintaining performance standards. This is one area of the company’s commitment to sustainability.

BIOLAB
This laboratory has two operating units: one dedicated to microscopy and one to genetics and molecular biology. The lab studies the substances in coffee as a seed and as an espresso drink in terms of genetic information.

FOODSCIENCELAB
This lab is dedicated to research into food and the area of coffee-based consumables.
5. ILLY CAFFE’S CULTURE OF BEAUTY
COFFEE: THE GOOD AND THE BEAUTIFUL

The philosophy that prompted the company to open up a fast-track channel of communication with the contemporary art world grew out of an extended interpretation of the concept of “coffee culture”. The beverage that wakes us up each morning, thanks to the stimulus of caffeine, is a beverage that during the day takes on another meaning, through the pure pleasure of ritual. The very same coffee that physiologically reawakens our senses has become an opportunity to meet, chat and stimulate our intellects. The value of coffee is therefore as physiological as it is aesthetic, social and intellectual.

illy coffee strives for beauty because it has been optimally orchestrated in its blend and in the balance of its aromas and flavours; because all of its ingredients have been chosen and blended to achieve harmonious results. Coffee has its visual component too: a state-of-the-art espresso has an intense hazelnut colour and a “tiger stripe” crema, reminding us of the coffee’s exotic provenance. But that’s not the whole story.

The beauty for which illycaffè strives is associated with the Ancient Greek term kalokagathìa, coined by combining kalòs (beautiful) and agathòs (good) to create a new meaning in which goodness and beauty become indivisible, one dependent upon the other. This is a veritable ideal that we pursue: the union of the beautiful and the good that defines the heights of human perfection, integrating an ethical dimension with aesthetics.

For a company as illycaffè that pursues the sustainable quality, seeking beauty is not some secondary add-on but on the contrary a key component of its corporate culture and ethics. Offering the finest coffee that nature can provide is an idea that comprises a plethora of other ideas. It is an overarching conception of the world that embraces the marvellous places where coffee plants grow and where the beans are harvested; elegant bars and refined conversations among intellectuals; and art, design, and artist-designed cups.

illy’s interest in beauty and the arts in general extends into many different areas. The company helps disseminate art and culture, and it supports artists, institutions and international exhibitions.

ILLY ART COLLECTION

Twenty-six years ago, Francesco Illy had the brainwave of inviting a group of artists to express their creativity on the outside of an espresso cup that Matteo Thun had designed for illy. The resulting illy Art Collection transformed an everyday object into a blank canvas. Over the years, more than one hundred internationally renowned artists have worked on this canvas, from Michelangelo Pistoletto to Marina Abramović, from Anish Kapoor to James Rosenquist, from William Kentridge to Yoko Ono, from Gillo Dorfles to Robert Wilson, from Maurizio Galimberti to Max Petrone.

illy Art Collection cups are a tangible expression of illy’s concept of the culture of beauty. Coffee-lovers who sip an illy espresso from an artist-designed coffee cup actively combine the aroma and taste of the company’s blend with a complete aesthetic, visual and tactile experience; they establish a relationship with contemporary art. Graphically and conceptually, these artist-designed cups are the nexus where the different languages of the illy universe meet and interpenetrate, creating the “art and science of the espresso”.

ILLY SUSTAINART

The project illy sustainArt began in 2007 as a way of broadening the company’s commitment to contemporary art by building relations with emerging artists in developing countries. The project expresses an inevitable and natural link to the producer countries from which the company sources its raw materials.

Since its foundation, the project has served as a meeting place and venue for cultural exchange among artists and curators from emerging nations, who today tell of the new lands of creativity, and who have benefitted from this chance to dialogue and show their work to leading figures in world contemporary art such as Meskerem Asseged, Carlo Bach, Carlos Basualdo, Suman GOPINATH, Gerardo Mosquera, Michelangelo Pistoletto, Mariangela Mendez Prencke, and Angela Vettese.

The illy sustainArt Prize is an important part of the project. The company awards the prize every year to emerging artists who are selected at major international events such as Arco Madrid and SP-Arte in São Paulo.
CONTEMPORARY ART FAIRS AROUND THE WORLD

Seeking the beautiful and the new, discovering it, helping it emerge and fostering it are all hallmarks of illy's corporate culture. For years, the Trieste-based company has partnered with the world's premier contemporary art fairs.

At international events like the Armory Show (New York), Frieze (London), and SP Arte (São Paulo) illycaffè works alongside well-known artists and, through the illy sustainArt project, supports younger artists by offering tangible opportunities to raise their profile, experiment and develop their careers through scholarships and exhibitions.

illycaffè has been a partner of the Venice Biennale since 2003. Every year, illycaffè offers spaces and events for visitors to take a break, enjoy a coffee and process the visual stimuli they have just seen.

GALLERIE ILLY

Galleria illy is a temporary space that fully expresses the illy coffee philosophy; elegant cultural salon that hosts internationally-renowned figures from the worlds of art, literature, science, design, and wine and food, and which everyday holds courses and tastings. Galleria illy has appeared in New York, Milan, Trieste, Berlin, Istanbul, London and Beijing.

SEBASTIÃO SALGADO

Of all the arts, photography is unique for its narrative strength, its ability to tell a story, open up a territory and reveal emotions – sometimes even more than an entire documentary film. In 2003, illy invited Sebastião Salgado to embark on a journey of reportage, harnessing the communicative power of photography to share with a mass audience the life and work of coffee-growers and the beautiful, paradisiacal locations where the company purchases its coffee. Since then, the great photographer has visited Brazil, India, Indonesia, Ethiopia, Guatemala, Colombia, China, Costa Rica, El Salvador and Tanzania.

His photographs from these individual countries have been exhibited in Milan, Rome, London, Paris, Berlin, Peking and Milan.

Entitled “The Scent of a Dream: Travels in the World of Coffee”, Salgado’s reportage in these ten countries was exhibited in 2015 at the Fondazione Bevilacqua la Masa in Venice. It was a top attraction at the Expo Milano 2015 Coffee Cluster, and has been shown at the Salone degli Incanti in Trieste as part of the exhibition “The Taste of a City - Trieste, Capital of Coffee.” In 2016, the exhibition travelled to the Tomie Ohtake Museum in São Paulo, Brazil.

A SMALL SECTION OF THE WORLD

In 2014, illycaffè produced a documentary, “A Small Section of the World”, which tells the story of how a cup of coffee transforms the lives of many women living in growing countries, enabling them to fully realize their potential. Lesley Chilcott, who produced Waiting for Superman (2010) and won an Oscar for co-producing An Inconvenient Truth (2006), directed this fascinating story, which is backed by a song from Alanis Morissette, one the most award-winning rock artists of all time.

The documentary focuses on the women of ASOMOBI (Asociacion de Mujeres Organizadas de Biolley), an association of women coffee-growers who live in the Cordigliera di Talamanca in Costa Rica. The documentary spans a seventeen-year period, illustrating the fundamental role these women play in coffee culture, in each and every part of the process from start to finish, and how illy’s contribution to education has helped these women market their product.
6. THE SUSTAINABLE BUSINESS MODEL
Ever since its foundation, illycaffè has pursued a **sustainable business model** that generates competitive advantages for the company by combining economic and income-based targets with social and environmental goals.

**VALUE CREATION: THE STAKEHOLDER COMPANY**

The main driver of illy's approach to doing business is to create value for all of the stakeholders involved, along the entire length of the supply chain.

As a **stakeholder company**, illycaffè pursues the goal of improving quality of life of its stakeholder through a virtuous cycle. Consumers and clients – the company’s partners in serving its customers – are illycaffè’s stakeholders, along with the talented people who work with passion and professionalism for the company, suppliers who ensure such an excellent product, the community with which illycaffè builds relationships and, lastly, the shareholders who support the enterprise.

illycaffè pursues sustainability by sharing the value it generates (economic sustainability), fostering personal growth (social sustainability), and respecting the ecosystem (environmental sustainability).

**THE VALUE REPORT**

The **Sustainable Value** Report ([http://valuereport.illy.com/](http://valuereport.illy.com/)) provides a detailed description of the strategies and practices illycaffè adopts in order to ensure sustainability in all of its various meanings: economic, social, and environmental.

**DIRECT RELATIONS WITH COFFEE PRODUCERS**

The quality of illy coffee is a direct consequence of the company’s relationships, which are based on a partnership between the company and top coffee-producers around the globe. illycaffè’s sustainable supply chain is founded upon a system of **direct relations with its own growers**, which it pursues through three main pillars: selecting and working directly with top Arabica producers; transferring knowledge by training growers to produce high-quality products while respecting the environment through the Università del Caffè and working daily in the fields with specialist agronomists; and compensating them for the quality they achieve by paying over the market price in order to foster ongoing improvement and ensure sustainable production.

**THE ERNESTO IL LY PRIZE**

To obtain supplies of finest-quality coffee, in 1991 illy began awarding the **Premio Ernesto Illy de Qualidade do Café para Espresso** in Brazil to the winner of a competition which, every year, rewards growers responsible for the finest harvest.

Since the award was first given twenty-seven years ago, more than ten thousand coffee-growers have competed for total prize money of 4.5 million reais.
THE SUPPLY CHAIN AND CERTIFICATION

illycaffé’s high-quality supply chain is assured by its adoption of a series of major certifications and voluntary domestic and international standards, as well as a series of acknowledgments from authoritative, independent third parties.

illycaffé was the first company in the world to achieve “Responsible Supply Chain Process” Certification from market-leading certification body DNV GL in 2011. Certification places quality and value creation for all stakeholders at the heart of the concept of sustainability. We focus on coffee-growing and green coffee bean selection, which the company buys directly from fifty areas of production in twenty different Nations.

DNV GL’s sustainability certification standard, which is the first of its kind, was developed by taking illycaffé’s supply chain as a template and starting point, and then benchmarking it against current and emerging guidelines on sustainability and corporate responsibility, and against certification and accreditation standards. In addition to this, ISO 14001 certification and EMAS community regulation are an acknowledgement of the effectiveness of the company’s environmental management system at its Trieste production site.

From 2013 on, illycaffé is the only Italian company to make it onto the Ethisphere Institute’s list of the world’s most ethical companies ("WMEs"), achieving the highest standards in corporate governance, corporate social responsibility and sustainability.

The company’s commitment in 2013 was also acknowledged in an independent survey of major coffee brands by ICRT (International Consumer Research & Testing, an umbrella group for a number of consumer associations), which named illycaffé as the company with the greatest commitment to socio-environmental responsibility towards coffee-growing nations in Latin America, Africa and Asia.
7. OUR PRODUCTS
illycaffè’s strategy aims to guarantee to consumers the same constant illy taste and aroma in every cup, wherever in the world they may be enjoying it, every time they drink it and in whatever way it may have been prepared, whether it’s at home, at a bar, in a hotel or restaurant, on transport or on the go.

THE ILLY BLEND

The illy blend is available in smooth-tasting medium roast, which comes in red-accented packaging. Those who enjoy a more intense and bold taste can find the same blend of Arabica in dark roast, which comes in a black-colour scheme packaging. The latest illy development is extra dark roast (available for the time being exclusively through the Ho.Re.Ca. channel), which achieves ultimate dark chocolate and toasted bread scents. The illy blend is also available in a water-decaffeinated version that takes advantage of a new caffeine extraction method based on water and multiple passes through activated carbon filters.

MONOARABICA

To fully utilize the individual elements of the blend and to raise awareness about the nuances of taste, in 2010 illy created Monoarabica, the single Arabica line, marketing the individual variety of Arabica coffee that make it up. Nine different coffees with a strong personality represent the countries from which they hail: Brazil, Colombia, Costa Rica, Guatemala, India, Ethiopia, El Salvador, Nicaragua and Tanzania. From 2018

IDILLYUM

idillyum is a rare and highly-prized Arabica Laurina (Bourbon variety) that comes from El Salvador; this coffee is particularly special because it is characterized by a naturally low level of caffeine. Limited amounts of this coffee are available owing to the particular climatic conditions necessary for its cultivation.

ILLY AT THE BAR

Every illy bar offers the unique taste of the illy blend, impeccably prepared and served in the famous espresso cup designed by Matteo Thun.

Baristas exalt the quintessence of coffee in an espresso cup: a 25-30 millilitre concentrate of aroma, body and taste, made using 9 atm. of pressure, 7 g of the blend, and thirty seconds to craft the beverage. And yet all it takes is a few seconds, more or less, or beans ground too coarsely or finely and the taste is irredeemably altered. The Università del Caffè offers baristas training at various levels covering every aspect of the profession, from the main historic and botanic principles to preparing perfect espressos and cappuccinos, coffee equipment and machines, tasting techniques, basic marketing and the rules for successful bar management.

A successful venue is built on a host of different elements: not just the quality of what’s actually served but excellent service and an eye for the locale. illycaffè runs a number of projects to acknowledge and reward such places: the Artisti del Gusto [Artists of Taste] programme offers rewards and international recognition to such pre-eminent venues; illy today has more than 240 single-brand venues in 41 Countries, flying the flag for "Italian-style coffee" culture.
ILLY AT HOME

An everyday gesture like enjoying a coffee can, with illy, become an extraordinary sensation- and emotion-packed moment, with a smile rewarding every sip. This experience becomes even more intense if enjoyed in the intimacy of the home. The illy blend is available for home drinking in 250 g and 125 g cans in all four varieties (medium, dark, extra-dark and decaffeinated), ground differently for your preferred method of preparation — espresso or moka — or in beans. The single Arabica coffee lines are available ground in 125 g cans. With illy Soft can the packaging becomes smarter: light and handy, it contains 200 gr of illy coffee and it is available in two degrees of roasting: medium, with a balanced taste, and dark, with an intense flavor.

IPERESPRESSO

The illy blend, single Arabica lines and idillyum are available as Iperespresso capsules so you can make a truly excellent espresso at home. Iperespresso is a coffee-making system protected by five international patents which uses a special extraction chamber capsule. In two stages (hyperinfusion and emulsion), this system makes it possible to brew espresso with previously impossible-to-achieve characteristics of smoothness, full-bodiedness and aroma, plus a rich, velvety and extremely long-lasting crema.

AMERICAN-STYLE COFFEE

Using a perfectly-balanced recipe, illy’s American-style capsules combine ground coffee with a blend of instant coffee extracted using the most advanced conversion techniques to guarantee an exceptional aroma and body in a beverage of around 220ml/7.5 fl. oz. It produces a top-quality American coffee that boasts the illy blend’s unmistakable flavour.

ESE PODS

Before Iperespresso, in the 1970s illy developed the single-portion coffee pod, which for the first time made available in the simple paper-based format the right dose of coffee at the right grinding pressure for preparing a perfect espresso (forgiving the less-expert baristas among us). In the 90’s the coffee pod has become an open international industrial standard (usable with different coffee machines and coffee): Easy Serving Espresso (ESE). In this format, the illy blend is available in three varieties: medium and dark roast, and decaffeinated.

UNO CAPSULE SYSTEM

It’s possible to taste the illy blend also with Uno Capsule System, the semi-open system the coffee machine of Indesit’s Hot Point line and illy capsules. The system is semi-open because, for the first time, a capsule machine allows to choose between two brands of coffee.

COFFEE MACHINES

The company makes a number of different espresso machines for the home, all of which sport clean and elegant lines. The X1 is a design classic from 1995 that is still in production today for every method of preparation (Iperespresso, E.S.E. pod and ground coffee). It is sold alongside the X7 Iperespresso, the X9 Iperespresso, the Y1.1 Touch Iperespresso (an evolution of the Y1, which won the Red Dot Design Award in 2011), the Y3 Iperespresso, the Y5 Milk Iperespresso (an evolution of the Y5 Iperespresso), the Y5 Espresso & Coffee, and the new Y3 Espresso & Coffee designed by Pietro Lissoni.

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ILLY IN THE OFFICE

I-ESPRESSO & MITACA PROFESSIONAL SYSTEM
In offices, the illy blend is available with the I-Expresso System (dedicated to small offices) and Mitaca Professional System (for large companies). Each system consists of a machine that works with patented espresso ground coffee capsules, individually packaged in a protected atmosphere. The system is developed by Mitaca, an illycaffè company that designs, produces and distributes systems for espresso coffee capsules.

READY TO DRINK
illy’s ready to drink line of coffee beverages is made to be drunk cold, serving up the full illy coffee aroma in a can. It is designed for young, cosmopolitan consumers who are on the move, offering a new way of enjoying coffee outdoors, when travelling, out shopping, on a yacht, during a college lecture, at a work meeting or while working at the computer, and making it possible to enjoy the authentic quality and intense pleasure of illy coffee anywhere, at any time.