

The Food and Wine Academy

Modern Coffee Business by Illy Coffee

The names of different coffee business have been popping up every day, Starbucks, Nepresso, Pacific Coffee etc. How does the well-known traditional coffee giant – Illy Coffee use their innovative coffee products and ideas to cope with these vigorous competitions with the new names?

Illy Coffee story begins in Trieste, Italy, the Adriatic port town where coffee first entered Europe, and where in 1933, company founder Francesco Illy developed the modern espresso machine.

The story is still being written today by President and CEO Andrea Illy, representing a third generation of illy family leadership. Rich and full-bodied, yet velvety smooth: distinctly illy. It appears in 140 countries, where illy's singular, signature blend – a rich symphony of nine pure, sustainably grown Arabica beans from four continents – delights millions of coffee lovers at home, at fine hotels, restaurants and cafes, and at work, every day.

Mr. Nicola Scognamiglio, as a barista trainer Asia Pacific, since that moment he starts travelling across the Asian continent to teach and spreads the culture and art of Italian espresso & coffee. He is also teaching course on 'Coffee Expert', 'Creative Coffee' at UDC Trieste Asia Pacific division. A special workshop has been arranged for SHTM by the Illy Coffee. Details as follows:

Illy Coffee Workshop

Date: 18 Nov 2014 (Tue)

Time: 3pm – 5pm

Venue: Vinoteca Lab, THB218, Basement Level 2, School of Hotel & Tourism Management

