



Illycaffè to Introduce First U.S. University of Coffee Program

illy's Università del Caffè Will Provide Extensive Coffee Education at International Culinary Center in New York City.

New York, NY, August 08, 2008 --(PR.com)-- Italian coffee company illycaffè continues its tradition of excellence and quality with the introduction of its first U.S. Università del Caffè program, bringing extensive coffee education to culinary professionals. Illy's coffee education courses will be added to the curriculum at New York City's renowned International Culinary Center, an esteemed training ground for the next generation of elite chefs and food professionals. First established in 1999, illy's Università del Caffè was created to promote, develop and disseminate quality coffee throughout the world.

Through training, educational activities and a staff of coffee experts, the Università del Caffè draws upon illy's 75 years of knowledge and industry-leading innovation. In the tradition of Italian coffee culture, illycaffè pursues perfection in every detail to ensure that consumers enjoy and appreciate an authentic, quality coffee experience. Illy's Università del Caffè facilitates that pursuit by combining illy's heritage with courses devoted to coffee, from its origins to its preparation. To date, approximately 7,000 students from around the world have attended courses at illy's 11 international Università del Caffè campuses, a figure that will exceed 25,000 over the next three years.

“Since my grandfather founded illycaffè 75 years ago, it has been our mission to spread quality coffee throughout the world,” said Andrea Illy, Chairman & CEO of illycaffè, S.p.A. “Offering specialized courses at this prestigious institution, we are able to further elevate coffee culture in the U.S. by educating students on cultivating, preparing and understanding the process involved in producing the best coffee possible, from bean to cup.”

Illy's inaugural course at the International Culinary Center is titled “Coffee Expert” which provides education on coffee theory, cultivation, transformation and production. From raw materials and processing, to the intense study of proper preparation techniques, the courses are designed to help International Culinary Center's students, as well as illy's customers, become ambassadors of illy-quality coffee standards.

“We share illy's commitment to excellence and excitement about illy's unique coffee course at the International Culinary Center,” said Dorothy Hamilton, Founder and CEO of The International Culinary Center, “Università del Caffè at the International Culinary Center will teach students to distinguish excellent quality, the hallmark of all our programs. We're proud to be the venue for this inaugural program.”

Furthering its partnership with the International Culinary Center, illy will allocate one annual \$10,000 scholarship for a student to attend and complete the Italian Culinary Experience program offered at the Italian Culinary Academy at the International Culinary Center in New York and Parma, Italy. The chosen student, who will have completed the Università del Caffè coursework, will help to further expand the authentic Italian coffee experience throughout the world.



Following the Università del Caffè's New York opening at the International Culinary Center, coffee enthusiasts interested in becoming connoisseurs will also be encouraged to attend the Università del Caffè. Similar to a cooking class or a wine course, the Università del Caffè will lead its students to develop discriminating tastes and to emerge a true coffee expert.

Illy's 2009 Università del Caffè courses will be scheduled in the fall of 2008. For more information about illy, please visit www.illy.com.

About illy's Università del Caffè

Università del Caffè is illy's center of education, led by professional coffee experts and baristas dedicated to developing and spreading coffee culture and offering complete theoretical and practical training. Launched in Trieste, Italy in 1999, courses are offered at various levels to educate growers from coffee-producing countries, managers and staff from catering establishments, coffee lovers and connoisseurs.

Illy has branches of the University around the world in São Paulo, Brazil; Bangalore, India; Seoul, Korea; Shanghai, China; Gravendeel, Netherlands; Cairo, Egypt; Paris, France; Munich, Germany; Opatja, Croatia and London, England. Since its inception in 1999, the University has trained approximately 7,000 professionals, coffee growers and consumers, a figure that will exceed 25,000 over the next three years. Università del Caffè will launch in New York City this year.

About illycaffè

Celebrating its 75th anniversary, illycaffè is the world's finest Italian coffee and a leader in quality, innovation and technology. A third generation Italian coffee company, illy is the number one European imported coffee brand in North America. Based in Trieste, Italy, illycaffè produces and markets a unique blend of coffee as the single brand leader in quality coffee and gives coffee connoisseurs an overall authentic Italian coffee experience. Illy is available in more than 50,000 of the finest restaurants and coffee bars and is sold in over 140 countries around the world, serving more than 6 million cups of illy coffee per day. Globally, illy employs more than 700 people.

Illy buys green coffee of the highest quality Arabica directly from the growers through partnerships based on the mutual creation of value. The Italian-based company fosters long-term collaborations with the world's finest coffee growers - in Brazil, Central America, India and Africa - providing know-how and technology and offering above-market prices.

About The International Culinary Center

Located in the heart of New York City's culinary scene, The International Culinary Center is home to the legendary French Culinary Institute and Italian Culinary Academy. Its schools offer a wide variety of intensive courses designed for cooks and food enthusiasts of all skill levels: from those already in the business and those aspiring to be, to the serious amateur. Its state-of-the-art kitchens, classrooms and culinary theater house courses of all lengths in classic culinary arts, pastry arts, Italian studies, bread baking, culinary technology, wine studies, food writing and restaurant management. More than just a world-class culinary facility, The International Culinary Center is the place where the top talent in every



culinary discipline from around the globe frequently visit to hone, discuss, and teach their craft to the next generation of elite chefs, food professionals and consumers. For more information, please visit www.InternationalCulinaryCenter.com.

About The Italian Culinary Academy

The Italian Culinary Academy (The ICA), founded in 2007 as a sister school to the world-renowned French Culinary Institute, offers the country's most rigorous education in authentic Italian cuisine. The ICA's programs, all of which are informed by its time-tested, hands-on Total ImmersionSM method of instruction, include an extensive roster of classes for serious amateurs seeking quality, intensive education in a condensed period of time. The school is located at The International Culinary Center in New York City. For more information, please visit www.ItalianCulinaryAcademy.com.

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