

PRESS RELEASE

It is dedicated to roasteries the fourth video of the #TEE18 series

It is dedicated to roasteries the fourth video of the #TEE18 series, created by TriestEspresso Expo to show the expertise of the city of Trieste in the coffee field. The professional trade fair, organized by the Chamber of Commerce Venezia Giulia with the cooperation of Associazione Caffè Trieste, is back for its ninth edition from 25 to 27 October 2018.

In the small province of Trieste, the smallest in whole Italy, it is a good dozen the amount of active roasteries. From the famous brand, well-known all over the world, to the small-medium roasteries, that have gained a slice of national or international market.

The bean treatment, its metamorphosis from green to brown, has been carried out in this city in the North East of Italy for ages. By the end of '800, 10 roasteries and a great number of coffee shops were already established in Trieste. That's why the Associazione Caffè Trieste, the association that gathers the local coffee operators, is one of the oldest in Europe, founded in 1891, second only to Hamburg and Amsterdam.

This video (link facebook:

<https://www.facebook.com/triestespresso/videos/2298724456834494/> - link sito

<http://www.triestespresso.it/en/news/roasting-poetry-tee18-video-4-2/>) drives you to the heart of the roasteries. The place where the different components of the blends are well-balanced. Where the right roasting point is decided. Where the roasted bean is tested and evaluated. Where that unmistakable aroma spreads all around.

This is just one many facets of Trieste's coffee culture and industry. How this seaside city in north-eastern Italy is permeated by coffee culture and its economic implications, will be the topic of a series of 10 short videos, which will be published from now on, until September.

Ufficio stampa TriestEspresso Expo

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