PRESS RELEASE
It is dedicated to decaffeination the fifth video of the #TEE18 series

It is dedicated to decaffeination the fifth 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.

For most of us, caffeine is just a precious component of coffee. A molecule which is able to keep us alert and awake and charges us up.

But caffeine is also waste material. It becomes precious waste material, when it is extracted from the beans destined to become decaf coffee.

There's a whole world behind this waste material. Caffeine, which looks like dark mush at first, is refined until it becomes a white powder used in a wide range of sectors: cosmetics, pharmaceutical and even, again, in the food and beverage industry, eg in soft drinks.

Trieste is the home base of one of the few decaf companies. A business carried out only by a handful of companies in the world.

This video (fb https://www.facebook.com/triestespresso/videos/2313672912006315/ - News http://www.triestespresso.it/en/news/its-all-about-caffeine-tee18-video5-2/) shows this specialization of Trieste, capital of coffee. A series of 10 videos about the variety of activities revolving around coffee manufacturing.

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 until September.