



## **Triestesspresso Campus, Andrej Godina: «Innovative contents for new business models for the coffee industry»**

**Triestesspresso Campus** is an event developed by **Triestesspresso Expo** in collaboration with the coffee expert **Andrej Godina** in occasion of the coffee exhibition to be held **from 25 to 27 October 2018** in the Trieste. **Andrej Godina**, director of the event, wanted to organize a program that could satisfy the needs of more and more demanding visitors and coffee professionals who are facing new challenges and increasingly complex business projects on international markets and need constant innovation.

«Triestesspresso Campus - **Andrej Godina** explains – is a box in which you can find innovative contents for the development of new business models for the coffee industry. Visitors will be inspired by the activities of the three macro-areas set up for the event and will find new inspiration for their activities. Today the coffee world is globally linked by a network of people and experts who increasingly have the opportunity to interact and know each other: in this the Specialty Coffee Association has played an important role in promoting the development of a new “community” of professionals able to overcome any traditional and obsolete scheme of work. Today, companies have to renew themselves every day to adapt their offer to the continuous modern demands of new international markets. In this context Triestesspresso Campus wants to offer answers, innovative ideas, and educational pills to coffee professionals and in the exhibition will be an enhancer at the service of visitors».

Triestesspresso campus will be located in the **Centrale Idrodinamica building** in the **Old Free Port of Trieste**. The layout of the area includes three macro areas with a busy daily program: “**Meet2Learn**”, “**Green2Roast**” e “**Bean2Cup**”.

### **MEET2LEARN**

**Triestesspresso Expo** is a key appointment for all operators in the coffee sector, which in the 2018 edition will be enriched by a new event, the Triestesspresso Campus. Under the artistic direction of **Andrej Godina**, coffee expert, PhD in Science, Technology and Economics in the Coffee Industry, the campus offers visitors to the fair innovative content for the development and devising of new business concepts. The area of the campus, located in the hydrodynamic power plant of the Old Port of Trieste, is divided into thematic areas, one of which is the **Meet2Learn**. The area dedicated to the training of the sector operator offers a full program of technical reports ranging from training hints on the Coffee Skills Program of the Specialty Coffee Association to scientific research on the Dna of the coffee plant, from the presentation of case histories of innovative start-ups in the field of coffee to the process of decaffeination of green coffee, before presenting on 26 October the theme of **CSR - Corporate Social Responsibility** in the coffee world. At 2 p.m. there will be the presentation of the Mantano project, which proposes and supports a sustainable production chain of quality coffee promoted by Agata, a German roasting company based in Mannheim.

The area is led by Andrej Godina who underlines, “The Triestesspresso Campus is intended to be a container full of new ideas for the operator in the sector and of technical training reports that can somehow educate the international visitor to the world of coffee of the highest quality. Together with Triestesspresso Expo, we strongly supported the interventions dedicated to CSR, i.e. corporate social responsibility and issues related to Enterprise 4.0.” CSR has recently been acknowledged by the Italian legal system, encouraging large companies to be socially responsible. Coffee can be an interesting topic for talking about CSR because its supply chain is long and fragmented, involving many people operating in the countries of production as well as in coffee-consuming countries. For the occasion, the fair together with **Umami Area Honduras** decided to invite **Francisco Villeda Panchito**, coffee farmer, including in the programme his presence and the “meet the farmer” events through which visitors can meet him, talk to him, learn more about the work on the plantation and taste his coffee with him. The day of **26 October** dedicated to CSR will include at 1 p.m. an extraordinary round table with **Andrej Godina - Umami Area, Maurizio Morini - CSR Network, Fabrizio Polojaz - Trieste Coffee Association, Mario Bruscinò - Interkom, Michele Cannone - Lavazza, Marco**

**Vitale - Food Chain, Corinna Pape, Ettli coffee roastery**, discussing the theme of social responsibility in the coffee supply chain from the perspective of the coffee grower to that of large international industry. At 2 p.m. **Mathias Kaps, Christian Roeser** and **Johannes Epping** will talk about the Mantano project, a new approach of social responsibility applied to the production chain of quality coffee.

The message that the **Meet2Learn** area wants to give is to provoke a deep reflection of the sector operator in coffee-consuming countries on the economic and social sustainability of coffee in the producing countries: it is no longer possible to think that coffee is a commodity whose price defined by international commodity exchanges does not take into account the production costs of coffee in the countries of origin. For example, recently the market price of coffee has been so low that the producer is no longer able even to cover the production costs.

The training provided by the Triestespresso Campus comprises the informative talks by Alberto Polojac on the quality control of green coffee, by **Massimo Barnaba** on the quality control of the roasting process and by **Andrej Godina** on the sensory analysis of coffee.

On the first day, October 25, at 12:00 the publisher **Medicea Edizioni** will present an international preview of the new technical manual entitled "green coffee in a book", the first basic and intermediate publication in Italian for the world of green coffee and a useful teaching tool for the Green Coffee module of the Coffee Skills Program of the Specialty Coffee Association.

Continuing the events dedicated to training and R&D in the field of coffee, on 26 October at 4 p.m. two speakers will present the results of the project **IPCOS - European Industrial Doctorate**. The first speaker will be Prof. **Federico Berti** of the University of Trieste on the subject "Opportunity for academia and industry collaboration", that is, how industry and the academic world can collaborate by finding new synergistic ways for funded research in the field of coffee. The second topic, entitled "Analytical study of the distribution of chlorogenic acids in different coffee species", presented by Dr. **Anggy Lusanna Gutiérrez Ortiz** of the University of Trieste, will deal with a more technical theme, fruit of the IPCOS project.

On October 27 at 12:00, Prof. **Giuseppina Scavuzzo** of the University of Trieste will speak on the theme "Coffee Tales. Interior architecture for coffee and its stories" together with **Alberto Polojac** of the Bloom Coffee Academy. The discussion will cover the study of spaces and the layout to be applied to a training structure for coffee with a philosophy of innovation, design and ergonomics.

For young baristas and those who want to think about starting a new business in the world of specialty coffee, at 1 p.m. on October 27 there will be a talk by **Andrea Cremone**, barista trainer, **Fabio Milani**, EBS school and Johannes Epping who will give a presentation on the new business models of micro roasting and specialty bars. At an international level, since the **Specialty Coffee Association** began to spread globally in the 2000s, more and more young baristas have become passionate about issues related to quality coffee and more and more often decide to launch new start-ups related to roasting or the serving of quality coffee. This international trend, which is slowly being perceived by the Italian specialty coffee community, is sure to be successful.

A 3 p.m. on October 27, another talk not to be missed is that by **Ansgar Elfgen**, who decided to leave his previous job and dedicate himself to the world of coffee. Together with other partners he bought a coffee plantation in Honduras whose manager **Francisco Villeda** will be present at the fair. At the same time he started a new business selling quality roasted coffee in Germany, where he lives. His business model is literally "from the plant to the cup": an innovative entrepreneurial story to listen to and replicate.

## **GREEN2ROAST**

**Triestespresso Campus** is an event dedicated to visitors to the **Triestespresso Expo** fair that presents in its three areas innovative ideas and events conceived by and under the artistic direction of **Andrej Godina**, coffee expert, PhD in Science, Technology and Economics in the Coffee Industry. Admission to the Triestespresso Campus and participation in the full programme of events is free for visitors to the fair. One of the topics on which the campus focuses its attention is the roasting process: the **Green2Roast** area is specifically equipped with different roasting machines and will offer the possibility of having information, presentations of different technologies for roasting beans and live roasting sessions. In the area there will be a roaster of the latest generation with electric power supply at the disposal of visitors, who can book customized roasting sessions of 30 minutes with the experts of **Umami Area**.

Coffee roasting is a fundamental and critical step for the production of a quality coffee that can enhance, or at the same time compromise, the quality in the cup. Toasting quality coffee today means doing it with the latest technologies available on the market: for this purpose the machine in operation is model FZ94 of Coffee Tech Engineering, Israel, which allows us not only to modulate three electrical resistances but also to change the rotation speed of the drum and the air speed inside the drum. During the public roasting sessions, an electrostatic filter for the roasting fumes will allow the complete cleaning of the air, making the roasting station independent without requiring connection to a chimney. During the three-day roasting event, the innovative **Petroncini** roasting technologies of the **Ima Group and IMF** will also be presented, with the participation of **Roberto Pedini** and **Giorgio Mosca** respectively. The FZ94 roaster will be presented and managed by **Massimo Barnabà**, coffee expert, and **Andrea Onelli**, Umami Area trainer.

The green coffee that will be available to participants for roasting sessions is offered by the companies importing green coffee **Sandalj Trading Co.** and **Imperator, Umami Area Honduras** with its **Finca Rio Colorado specialty coffee**, and **Demus** with decaffeinated green coffee. **Francisco Villeda Panchito**, the manager of the **Rio Colorado estate in Honduras**, will also be present in the **Green2Roast area** to attend the roasting sessions of their coffee.

The roasting area will also feature demonstrative coffee roasting sessions for quality control in the laboratory, carried out on the **Ikawa Pro Sample Roaster**. Ikawa is a British company that for years has been producing and marketing an innovative laboratory roaster that uses only the transmission of heat by convection, or a flow of hot air that allows the firmware of the machine to manage any cooking curve with precision and repeatability. Ikawa Pro is controlled and managed by an **App** that allows the complete configuration of the roasting process, enabling the user to draw on the screen the temperature profiles and the air speed management curves. In Trieste, the new model **Ikawa Pro V3** is presented in Italy for the first time. It is enriched by an additional temperature probe and an improved firmware for managing roasting profiles. Ikawa Pro will be presented by **Andrea Onelli** and **Ermanno Perotti**, Umami Area trainers.

Another highlight of the **Green2Roast** area is the use of the **Cropster** roasting management platform with the **FZ94 roasting machine by Coffee Tech**. The roasting machine will be connected to a computer, connected to the Internet, allowing the management of roasting sessions in terms of display and recording of roasting curves. The web platform is able to manage the acquisition of all the information on the roasting profiles of the roasting machine and display them in real time on the maxi screen that will be present in the area. **Marco Cremonese**, an Umami Area trainer, will present the functions of the Cropster platform and will assist at the roasting sessions.

## **BEAN2CUP**

Triestespresso Expo is the leading trade fair in the field of espresso coffee that every two years offers operators an exclusive space where they can discover the latest news from the industry. In this context Triestespresso Expo, together with the coffee expert **Andrej Godina**, PhD in Science, Technology and Economics in the Coffee Industry, are organising the first edition of Triestespresso Campus, a container open to visitors to the fair where they can discover new business ideas for an international coffee market in continuous and rapid evolution.

In Triestespresso Campus, the **Bean2Cup** area is dedicated to the tasting of espresso coffee made with super-automatic machines. The espresso method is one of the most popular and used in the world, especially considering some countries where it is used to prepare recipes with milk such as macchiato, cappuccino, flat white. The sector of Italian espresso machine manufacturers offers a wide range of models with innovative technologies that allow high efficiency, great ergonomics and great dispensing capacity. With this space Triestespresso Expo and its artistic director **Andrej Godina** want to show that a cup of quality espresso coffee can also be dispensed by automated machines as long as the raw material is of fine quality and the settings of the equipment are correct. The advantage of super-automatic espresso machines is that they can operate anywhere without the help of an expert barista and that in some business models in the world of catering they can provide drinks in self-service mode, as already happens in some hotels today for breakfast. The **Bean2Cup area** enriches its schedule with practical workshops and tasting sessions conducted by Andrea Cremonese, barista trainer with **Umami Area**, who during the event will offer hints on the various methods of preparing coffee.

During the three days of the fair, Umami Area's expert staff will take visitors on a tasty journey with coffee from bean 2 cup machines preparing specialty coffees, high quality espresso blends and single plantation coffee from Rio Colorado, a plantation in Honduras run by **Francisco Villeda Panchito**. Francisco is a small farmer from **Las Capucas**, a small village in western Honduras, a founding member of the **Cocafcal** cooperative [www.mycapucascoffee.coop](http://www.mycapucascoffee.coop) and a member of Umami Area Honduras, [www.umamiareahonduras.com](http://www.umamiareahonduras.com). At the Triestespresso Campus Francisco Villeda will accompany the tasting sessions of his coffee prepared with the machines made available by some of the most important Italian companies in the sector.

The coffees prepared in the **Bean2Cup area** will be presented by expert baristas and dispensed directly by visitors who will have free access to the area set up at the hydrodynamic power station of the Old Port of Trieste. The machines made available to the public are provided by the **Evoca group, Bianchi Industry Brasilia, La Cimballi, Egro - Rancilio Group**.

Andrej Godina, artistic director of Triestespresso Campus: "The world of espresso coffee is a heritage of history, culture, technology and all-Italian innovation. During the twentieth century, the espresso coffee beverage evolved along with the technological evolution of espresso coffee machines until today, when Italian manufacturers of equipment offer the market innovative technologies to create new business opportunities. For this reason Triestespresso Campus offers an area completely dedicated to bean to cup machines where the best extraction technologies will be available to consumers for a journey with a unique taste: the cups of espresso will have a complex aromatic spectrum of floral, mandarin, grapefruit and lemon, red fruit, apricot, figs and prunes, toasted bread, dark chocolate, caramel, vanilla, honey, treacle, licorice. The **Bean2Cup** tasting sessions will be guided and will reveal the aromas and flavours of exceptional coffee made in Italy by **Mondicaffè - Rome, Oriental Caffè - Pistoia, Caroma - Bolzano, Conti Caffè - Rome, Gocce di Cioccolato - Turin, Tazze Pазze - Genoa**.

Organized by the **Chamber of Commerce of Venezia Giulia** and the **Municipality of Trieste** and realized by **Aries Società Consortile a r.l.** in collaboration with the **Trieste Coffee Association** and the **Italian Federation of Public Businesses (FIPE)** and thanks to the sponsorship of **Crédit Agricole FriulAdria, Triestespresso Expo** confirms the role of Trieste as the Capital of Coffee.

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