

GIVE FLAVOUR TO YOUR COFFEE THE NEW FIPE ONLINE COMPETITION FOR THE MOST CREATIVE RESTAURATEURS AND BARISTAS IN ITALY

The "power" of spices combined with the aroma of coffee. This is the theme of the new competition promoted by Fipe, the protagonist of the drink most loved by Italians in all its aspects. Baristas and restaurateurs from Italy have sent images of their creations to the Federation's website. The winning proposals will be rewarded on Saturday, October 27 at Triestespresso Expo.


A world of fragrances, flavours and aromas enclosed in a cup. The pairing of coffee and spices can create surprising combinations. And precisely to enhance the versatility of the most loved drink throughout the length of the country, **Fipe - Italian Federation of Public Businesses**, in collaboration with **Triestespresso Expo** promotes, after the success of last year, a new competition dedicated to operators in Italy. An opportunity for baristas and restaurateurs to put themselves to the test in original creations, featuring coffee combined with the personality of spices. The most original and impressive proposals sent to the Fipe website will be awarded on October 27th during the Triestespresso event to be held in Trieste. It is precisely the desire to promote, through coffee, the quality of service and proposals throughout the supply chain that inspires the presence of Fipe at Triestespresso, as the Federation reminds us: *"With the competition 'Give flavour to your coffee' our Federation works to promote the activities of those managers and operators who focus on attention to detail and the enhancement of the relationship with their customers, with new proposals that have attention to quality as a common thread, from the selection of ingredients to preparation and up to the methods of service. Our presence at Triestespresso intends to enhance the value of public businesses as a fundamental part of the supply chain, in favour of an increasing attention to customers and their demands for quality in the product and the service"*. The competition **"Give flavour to your coffee"**, open to all operators of public businesses, aims to enhance the ideas of those who every day express their creativity to surprise the customer with innovative proposals able to arouse curiosity with new aromas obtained by combining spices with coffee. The competition was open online **until October 14**: the photos of the submitted proposals are being evaluated by a jury of experts who will express their opinion on the basis of creativity, assessing the choice of the spice and the manner of presentation, and on the originality of the proposal, assessing the communicative impact of the image and the accompanying caption.

Saturday 27 October will be dedicated to the presentation - with tasting - of the recipes proposed by the participants in the competition "Give flavour to your coffee" enriched by the suggestions of the "Master of Spices" **Marco Savona**. Tasting will begin at 10 a.m. and will end with **the award ceremony at 4 p.m.** at the FIPE stand in **Triestespresso Expo** (Hydrodynamic Power Station, room B). The winner will be able to **participate in the "Espresso Sommelier" training course**. During the fair, the first five classified will see their photos, with a sentence and the indication of their place of business, displayed in the stand of the Federation, published on the websites of the organizers, and will have at their disposal the equipment to re-propose their recipe and let the public taste it at the fair.

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