



THE UNIVERSITÀ DEL CAFFÈ OF INDONESIA COURSES

If you love coffee,
you deserve a lesson





The Università del caffè of Indonesia courses



NEVER FEAR. IT'S
JUST COFFEE AND
CULTURE HERE

The Università del caffè of Indonesia is the centre of excellence created by PT Bahana Genta Viktory & illy to promote, develop and disseminate the culture of quality coffee in Indonesia. But that's not all it is. Because, actually, it's fun at the University. Great fun. The Università del caffè is the most serious, authoritative and competent international training ground for industry professionals and coffee enthusiasts who would like in-depth tuition on the world of coffee. In the most enjoyable, enthralling and light-hearted manner imaginable.

WHY THE UDC? BECAUSE THERE'S NO OTHER PLACE LIKE IT

The Udc has noble origins: illy's experience and knowledge, plus twenty-six subdivisions across the world, from Italy to Indonesia. For the past ten years it has grown daily because it can stand on its own two feet, forever inventing new ways to teach new and old things. You'll only be meeting coffee experts and professional baristas, and they have three obsessions: improving your quality, distinguishing you from rival establishments, and increasing your business. The Rollins College, one of the most renowned MBA schools in the United States carried out a long and detailed survey from 2005 to 2008: a year after attending a single Università del Caffè course, **baristas and restaurateurs were able to sell an average 13.6% more coffee.** So come and obsess with us.

"For my own professional training, the Università del caffè has been decisive, to say the least. You could call it a turning point, as it has guided both myself and all the staff working in the café towards growth and improvement. It has stimulated me positively, compelling me to pursue quality, and stay on the ball."

Nereo Ballestriero
Caffetteria Torinese, Palmanova (UD)
illy Bar of the Year Prize - Gambero Rosso's Guide to Italian Bars 2011



WHO IS UDC FOR? FOR ANYONE WHO WON'T SETTLE FOR THE BASICS

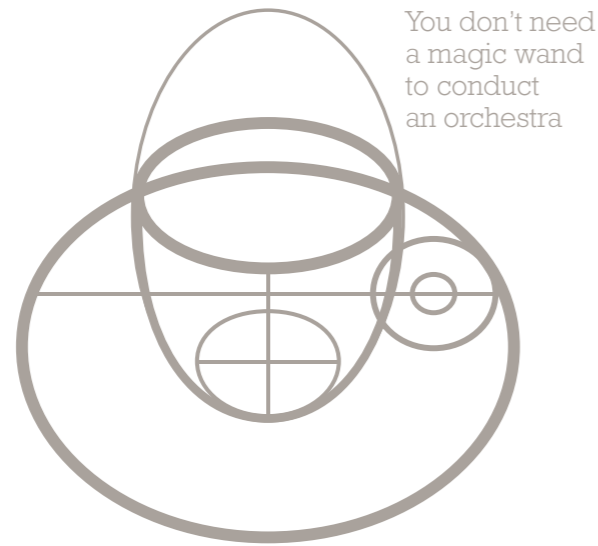
Are you a perfectionist barista, a far-sighted apprentice, an enterprising manager, an executive seeking a new direction? Or perhaps you're not a professional, but a coffee enthusiast whose unfailing passion for coffee has brought you naturally into contact with the illy world. Whoever you are, you need to know: we're expecting you. Choose your course and change the course of your experience of coffee.

EVEN A RISTRETTO NEEDS A SKILLED HAND

Courses for professionals

Listen carefully: you'll never be left twiddling your thumbs.

First of all, find the right course for you: you can choose between all the knowledge required for professional espresso & cappuccino then you can move on to the creative course to learn the recipes developed by illy & how to create your own recipes. As soon as you've mastered the basic technical notions, it's time to put them into practice on the machines at the Università del caffè. Then, back at your bar, you'll be 100% operative right away.



You don't need
a magic wand
to conduct
an orchestra

01

Espresso Expert

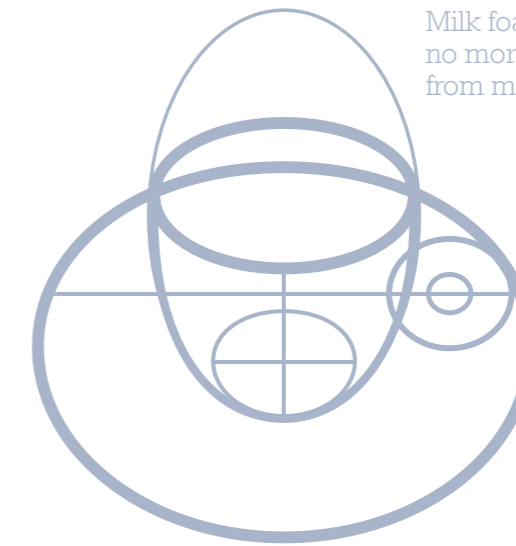
From the plant to the cup, coffee's journey to becoming the perfect star in the coffee bar

If you want to become proficient in the art of the bar profession, you need skills, knowledge and creativity. This is the only course offering you a general view of the coffee world: the bean on its journey from the countries of origin, the preparation of a perfect espresso and cappuccino, the equipment and coffee making machines as well as coffee tasting.

Duration: 2 days

When and where: Monthly (enquire for schedule) - Jakarta, Bali & Surabaya

List price: Rp 1,250,000



Milk foam holds
no more secrets
from me

02

Creative Coffee

From Coffee Art to Creative recipes, this will help you wow your customers

If you already have the basics of Cappuccino & Espresso & want to learn about more advanced recipes & techniques then this is the course for you! Coffee Art, Creative Modern Recipes & how to create your own are covered fully in this 2 day course. Espresso Expert is required as a basis for this course.

Duration: 2 day

When and where: Monthly (enquire for schedule) - Jakarta, Bali & Surabaya

List price: Rp 1,250,000

INFORMATION AND USEFUL NUMBERS

for professionals

How to enrol

- by calling PT Bahana Genta Viktory's office at + 62 21 6386 4152/4153
- by emailing us at sales@bahanagv.co.id or michael@bahanagv.co.id

For courses held at the Università del caffè dell'Indonesia, the fee includes:

- all lunches and coffee breaks.

The fee does not include travelling expenses and hotel accomodation.

Fees are prepayed & non-refundable.
 In case of non-attendance 24 hours notice is required to transfer to another course.

A typical day

Lectures start at 9 am sharp and finish at around 5:00 pm.

In the classroom, teachers and students get to know each other quickly in the informal atmosphere.

The courses involve many practical activities and participants have the chance of having a go themselves at the different preparations.

for coffee lovers

How to organise a course

Have you got a café and you'd like to surprise your customers with an unusual evening? Do you have a display area and want to propose an event to attract attention? Are you a teacher and would like to introduce your students to the world of coffee?

We propose a personalized vision of the coffee culture with ad hoc programmes for everyone: adults, professionals, and youngsters. We ask for just two things, you need to have a passion for quality and be ready to rise to the challenge. For each event, upon request, we can provide you with personalized communication material and issue certificates for the course attendees.

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EDITORIAL PRODUCTS

The Università del caffè began its publishing activity with a collection of manuals in the series Perfect Coffee (Caffè perfetto), created for consumers: the six issues are dedicated to the moka pot, Metodo iperespresso and espresso followed by tasting, ESE capsules and iced coffee. Perfect Coffee (Caffè da maestro) is a manual providing a complete view of the coffee world, following its journey from its countries of origin right to the cup of coffee served in coffee bars. Espresso Coffee (Il caffè espresso), written by an international group of coffee experts, provides a technological and scientific description of all the loops in the qualitative chain that leads to a perfect espresso. It covers everything from coffee's botany and cultivation through to tasting and preparation techniques.

Aroma of the world (L'aroma del mondo) is a genuine journey through time, in pursuit of the origins of the

bean, but also a journey through space, following coffee on its path from the tropical lands to its consumption. The three Udc box sets are genuine multimedia courses, designed to offer bar professionals excellent training: Coffee Expert (Maestro barista) addresses all coffee-linked themes, with in-depth studies dedicated to customers' new needs and to the evolution of bar managing. Service experts (Maestri del servizio), on the other hand, focuses on the important role service plays in the success of a bar and in winning over customers.

Lastly, Café stylist (Stilista del bar) focuses on marketing the bar and managing its coordinated image. Each case contains a DVD of video lessons and an interactive CD with exercises, as well as a course summary manual.







UNIVERSITÀ
DEL CAFFÈ
DELL'INDONESIA