

LA CIBALI

MAESTRI
DELL'ESPRESSO
JUNIOR



Maestri Espresso Junior

The 18th edition of the initiative is being launched around now, and is a concrete example of collaboration between state schools and industry.

"Maestri dell'Espresso Junior" is the competition conceived by Cimbali and illycaffè in 1992. It focuses on the third-year students of Hotel and Catering Institutes, with the aim of integrating the specific coffee preparation training provided in the academic programmes.

The competition is an example of successful collaboration between state schools and industry, with two leading companies of the sector - Cimbali and illycaffè - making their experience and resources available to form the students of the Hotel and Catering Institutes, and to encourage them to become qualified professionals, thanks to scholarships for the most deserving candidates.

The 2008-2009 edition is being launched over the next few days, and invitations to participate have been sent out to more than 150 Hotel and Catering Institutes throughout Italy. The requests already received by the organisers demonstrate that the competition is showing no signs of fatigue; on the contrary, despite arriving at the 18th edition, it's still very much appreciated by both teachers and students.

In recent years, the initiative has been further enriched by the involvement of the illy Coffee University, so an even higher level of preparation is required from the students for the competition. In addition, the teaching methods have been reviewed, bringing them more up to date, and the national final has been made more spectacular.

The coming weeks will be dedicated to dealing with acceptances, sending out teaching materials, and preparing the competitors.

From January to April 2009, a team of illycaffè and Cimbali experts will visit all the schools involved, and will conduct preliminary exams on site. This is how the 24 selected schools will gain the right to participate in the national finals taking place in Riccione on Friday 8 May 2009.

In the final, each school will be represented by one student and his or her reference teacher. Each student will be provided with a coffee machine and coffee grinder, and all the material necessary to perform the coffee-making service. Then a simulated situation will take place at the coffee bar, and each student will have 15 minutes to check that their equipment is functioning correctly, get ready to perform the service, then prepare and serve two espresso coffees and two cappuccinos.

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A panel of judges will evaluate the student's practical and manual abilities, and analyse the prepared coffees for taste and aroma. A second panel will evaluate the physical parameters. Finally, a panel of journalists will evaluate the students' overall behaviour, looking particularly at aspects of their service, and their communication skills.

On the basis of the points received from the three juries, a ranking will be drawn up, with those coming first, second and third winning the scholarships. The three institutes represented by the first three students in the ranking will receive a Cimbali professional coffee machine, along with an annual supply of illy coffee.