



## Viaggio Didattico Caffè Coffee Study Trip

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**Data / Dates:**

24/02/2025 - 27/02/2025

**A.A / A.Y:**

2024/2025

**Tutor:**

Cusmano Raimondo, Hallett  
Rowan, Vera Martin

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> PHASE 1

### WEDNESDAY, FEBRUARY 19TH 2025

08.00 - 11.15

Aula Magna

**Introduction** to the study trip

Prof. F. D'Abramo

> PHASE 2

### MONDAY, FEBRUARY 24TH 2025

7.15

Departure by bus from Bra, Movicentro to Lavazza Training Center, Settimo T.se (TO)

*be on time, the bus won't wait for latecomers*

9.00

Arrival al Lavazza Training Center and **welcome coffee**

9.30

Meeting Room

**Presentation of the program:** main contents and didactic method of the thematic study trip on Coffee

Speaker: M. Arcangeli

10.00

Meeting Room

**Presentation of Lavazza Group:** the history of Lavazza and the Lavazza Company

Speaker: TBD

11.00

Break

11.15

Meeting Room

**History of coffee and coffee botany:** history and diffusion of coffee in the world; botanical classification of coffee; species: Arabica and Robusta; coffee harvesting and processing; history of coffee in Italy

Speaker: M. Pulcher

13.30

**Lunch** at the Lavazza canteen

*class will be divided in groups; groups will go to lunch one after the other; all dietary options available*

15.00

Q-Grader Room

GROUP A

**Cupping:** understanding the single origins

Speakers: M. Audino / Fornero V.

Sala Sistemi Room

GROUP B

**Brewing Methods:** theory and practice

Speakers: M. Pulcher / A.Petraglia

Work Station Room

GROUP C

**Espresso & Cappuccino:** practical workshop

Speakers: E. Pranno / A. Verdini

17.00

**End of didactic activities** and departure by bus to Bra, Movicentro

## **TUESDAY, FEBRUARY 25TH 2025**

7.45

Departure by bus from Bra, Movicentro to Lavazza Training Center, Settimo T.se (TO)

*be on time, the bus won't wait for latecomers*

9.30

Arrival al Lavazza Training Center and **welcome coffee**

10.00

Meeting Room

**Production Cycle and coffee chemistry:** production cycle and focus on the main phases and chemistry

Speaker: R. Ceccarelli

11.00

Meeting Room

**Coffee Trading:** coffee Future Exchange; how and where Lavazza purchases coffee

Speaker: E. Bonomi

12.00

Meeting Room

**Santaromero Coffee:** case history of a coffee roaster startup

Speaker: F. Anastasi (Unisg alumnus)

13.30

**Lunch** at the Lavazza canteen

*class will be divided in groups; groups will go to lunch one after the other; all dietary options available*

15.00

Work Station Room

GROUP A

**Espresso & Cappuccino:** practical workshop

Speakers: E. Pranno / A. Verdini

Q-Grader Room

GROUP B

**Cupping:** understanding the single origins

Speakers: M. Audino / Fornero V.

Sala Sistemi Room

GROUP C

**Brewing Methods:** theory and practice

Speakers: M. Pulcher / A.Petraglia

17.00

**End of didactic activities** and departure by bus to Bra, Movicentro

## **WEDNESDAY, FEBRUARY 26TH 2025**

7.45

Departure by bus from Bra, Movicentro to Lavazza Training Center, Settimo T.se (TO)

*be on time, the bus won't wait for latecomers*

9.30

Arrival al Lavazza Training Center and **welcome coffee**

10.00  
Meeting Room  
**Lavazza sustainability\_CSR**: introduction to sustainability; SDGs: sustainable coffee practices  
Speaker: V. Rossi

11.00  
Meeting Room  
**1895**: 1895 case history and project development  
Speaker: F. Pane

12.00  
Break

12.15  
Meeting Room  
**Lavazza Circular Economy**: Lavazza approach to sustainable packaging  
Speaker: D. Toso

13.30  
**Lunch** at the Lavazza canteen  
*class will be divided in groups; groups will go to lunch one after the other; all dietary options available*

15.00  
Sala Sistemi Room  
GROUP A  
**Brewing Methods**: theory and practice  
Speakers: M. Pulcher / A.Petraglia  
Work Station Room  
GROUP B  
**Espresso & Cappuccino**: practical workshop  
Speakers: E. Pranno / A. Verdini  
Q-Grader Room  
GROUP C  
**Cupping**: understanding the single origins  
Speakers: M. Audino / Fornero V.

17.00  
**End of didactic activities** and departure by bus to Bra, Movicentro

### **THURSDAY, FEBRUARY 27TH 2025**

7.15  
Departure by bus from Bra, Movicentro to Lavazza Training Center, Settimo T.se (TO)  
*be on time, the bus won't wait for latecomers*

9.00  
Arrival al Lavazza Training Center and **welcome coffee**

9.30  
**Lavazza and 1895 production plant visit**:  
*class will be divided in 6 groups; please wear appropriate clothes and slip-proof shoes*  
Speakers: M. Pulcher, E. Pranno, F. Viarizzo, A. Verdini, A. Petraglia, Team 1895

13.00  
Meeting Room  
**Awarding of attendance certificates**  
Speaker: M. Arcangeli

13.30  
**Lunch** at the Lavazza canteen  
*class will be divided in groups; groups will go to lunch one after the other; all dietary options available*

15.00  
Bus transfer to **Nuvola Lavazza**  
*all students have to use this transfer*

15.30

Nuvola Lavazza

**Lavazza Museum:** visit of the museum

*class will be divided in groups*

17.00

**End of didactic activities** and departure by bus to Bra, Movicentro

> PHASE 3

**WEDNESDAY, MARCH 5TH 2025**

09.45 - 11.15

Aula Magna

**Output** of the study trip

Prof. G. Proglione and F. D'Abramo