



illycaffè is once again partner of The World's 50 Best Restaurants 2021

Trieste, October 4th 2021 – illycaffè, the global leader in high-quality coffee, has renewed its partnership with *The World's 50 Best Restaurants*, a ranking that began in 2002 and is now in its 19th year. After a one-year stop due to the pandemic in 2020, in which 50 Best pivoted to a series of digital events dedicated to raise funds for the hospitality worldwide helping restaurants, bars and non-profit and charitable organizations, one of the world's most eagerly awaited gastronomic events is back, with an awards ceremony scheduled for 5th of October in Antwerp, Flanders. The 50 best Restaurants list is created from the votes of The World's 50 Best Restaurants Academy, comprising over 1,000 international restaurant industry experts, with a 50/50 gender balance. It is split into 26 separate regions around the world; each region has its own voting panel of 40 members including a chairperson to head it up. At least 25% of the panelists from each region change each year. The panel in each region is made up of food writers and critics, chefs, restaurateurs and well-travelled gourmets, each of whom has 10 votes. An authoritative guide to current trends in gastronomy and the best destinations for haute cuisine experiences not to be missed.

The unmistakable 100% Arabica illy blend will star in every official event scheduled between October 3rd and 5th, such as *50 Best Talks* and the *Chefs' Feast*, culminating in the main event: *The World's 50 Best Restaurants 2021* at the Flanders Meeting and Convention Centre (FMCCA) in Antwerp. The new version of the Personal Blender will be presented for the first time on this occasion; this will be a newer, smaller, and faster version of the machine patented by illy showcased at the Coffee Cluster during the 2015 Milan Expo. Thanks to the support of docents from the University of Coffee, guests will be able to make their personal interpretation of illy's unique 100% Arabica blend by mixing and matching the 9 ingredients to reflect their personal tastes in terms of aroma and flavour. An anticipation of the potential of an extraordinary machine that only chefs who are part of the illy Chef Ambassador program will be able to get to know and experience in the illy offices in Trieste or Milan, by creating their own personal blend. So far, only a tiny number of chefs worldwide have created, with illy's help, a personal blend of their own, to offer their clients a unique and exclusive experience at the end of their restaurants' tasting menus. One of them is Antwerp's three-Michelin-star Chef Ambassador, Viki Geunes.

"We are happy to renew our partnership with The World's 50 Best Restaurants, which represents worldwide excellence in the world of gastronomy, because we strongly believe that events of this importance are a crucial showcase to stimulate recovery in the restaurant industry and hospitality sector as a whole" states **Massimiliano Pogliani, CEO of illycaffè**. *"This is an extraordinary opportunity to promote the culture of our coffee in the world of gourmet restaurants and to work side-by-side with the leading international chefs, who share the passion for excellence and sustainable quality that has been one of illycaffè's hallmarks for over 85 years."*

For more information

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illycaffè is an Italian family business, founded in Trieste in 1933 and committed to offering the greatest coffee to the world. illy is the world's most global coffee brand, producing the unique illy 100% Arabica blend made of 9 of the world's best selections of Arabica; each day more than 8 million cups are consumed in over 140 countries in the finest cafés, restaurants, hotels and in offices and homes. Thanks to its innovations, it contributes to technological advancement in the coffee sector. With the bestowing of the first "Ernesto Illy Award for quality espresso coffee" in 1991 in Brazil, illy also pioneered sharing know-how and paying a premium price for the best quality. Since 2016, through its "*Ernesto Illy International Coffee Award*", the company celebrates the growers of the world's best batches of sustainable coffee. Since 2013 illycaffè has regularly features on the list of the *World's Most Ethical Companies*. In 2019 illy renewed its commitment to pursuing a sustainable business model combining environmental and social issues by adopting Società Benefit [benefit corporation] status and including this commitment in its by-laws. In 2021 illy was the first Italian coffee company to obtain B Corp international certification thanks to its commitment to abiding by the highest environmental and social performance standards. The company also founded its University of Coffee with the aim of fostering and spreading its culture, providing comprehensive academic and hands-on training for coffee growers, baristas and coffee lovers in order to cover every aspect of the product. Everything 'made in illy' is enhanced by beauty & art, which represent founding values of the brand, starting from its logo – designed by an artist, James Rosenquist – and including the renowned illy Art Collection, comprised of over 100 cups designed by international artists. In 2020 the company was employing 1,291 people and posted consolidated revenues of €446.5 million. There are 261 stores and mono-brand illy shops in more than 40 countries. In 2021 Rhone Capital became a minority shareholder of illycaffè to assist the company with its international growth.

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