

TRUCILLO
CENTRO FORMAZIONE

the coffee learning experience







The Trucillo Training Centre is the place to learn all about coffee. Since 1998 we have been providing **advanced training** for employees, professionals and managers from the hospitality and catering sectors, as well as for coffee enthusiasts, in our campaign **to spread information about correct Espresso Coffee preparation.**

Whether you want to make a perfect cup of coffee or to convert your premises into a place where coffee lovers gather, there is a Trucillo Training Course to show you how. Theoretical training is given by qualified teachers in our lecture rooms and for the practical side, lessons take place in the training area of our laboratory, which is equipped with the very latest equipment for trainees to practise on. By combining lectures with “hands-on” learning, participants will acquire everything they need to know about all aspects of coffee-making, allowing them to become self-sufficient in running their own businesses.

The Trucillo Training Centre serves not only Italy.

Its courses run throughout many other countries.

It is mobile and can bring its personalized training right into your own bar or coffee house.



THE COFFEE ROUTE

THE ABC OF COFFEE	6
5 KEYS TO A PERFECT ESPRESSO	8
THE ART OF THE CAPPUCCINO	9
COFFEE HOUR	11

PROMOTING YOUR BAR

10-CUP SUBSCRIPTION	14
ENJOY TRUCILLO COFFEE!	15

ICILLO


FORMAZIONE

presenta

DEL CAFFE'

all'espresso





Knowledge, taste and aroma all play a role if you make the fascinating journey to the heart of a good coffee. The stages on the voyage of discovery are the bean itself - even the plant it comes from - the art of roasting the beans, and the correct way to manage your equipment so that you obtain a perfect espresso every time. Your own sensory perception will be developed until you become a connoisseur of body, taste and aroma, ready to serve your customers a decorated cappuccino or other tempting coffee-based drink that will amaze them.

The Coffee Route



THE ABC OF COFFEE

From bean to espresso. Here you learn all the secrets for bringing out the unique qualities of coffee.

 8 HOURS

 CERTIFICATE OF ATTENDANCE

 TRUCILLO TRAINING CENTRE AND/OR A DIFFERENT VENUE

 CENTROFORMAZIONE@TRUCILLO.IT

Espresso coffee: it could be the ancient ambrosia - a drink with a divine taste, whose aroma is deep, unlike any other. This characteristic taste, body and scent, brought out by the unique method of preparation, stems from three vital ingredients: the quality of the coffee bean blend, the efficiency of the machine which extracts their essence and the dexterity of the person who carries out the operation. A combination which is magic! - the reason why Italian espresso is renowned worldwide.






The course provides a thorough explanation of the **raw materials** involved and the **various phases essential to the preparation of top-quality espresso**. The whole of the route from coffee berries on a plant to a steaming cup at the counter is included, covering correct cultivation techniques for different varieties, blending of the beans, their roasting, and finally, the extraction of the perfect liquid. The **time spent on the factory-floor** provides trainees with a “hands-on” approach and allows them to study the various phases of production. The **practical tasting exercises** let them use the tools to learn how to recognize a good espresso from its sensory appeal.

COURSE AUDIENCE



The course is of interest to anyone in the coffee business, not only at the point of sale - though the hospitality sector (coffee bars, hotels and restaurants) is obviously the first to be involved. Other operators working in or around the sector will also be interested, for example wine experts, journalists, food and drink tasters, salesmen for our coffee, etc. The aim is for each and every one to find out what is needed for making a perfect espresso.

CONTENTS

Theoretical:

-  The origin of coffee
-  The main quality ingredients: arabicas and robustas
-  Techniques for transforming coffee: roastery
-  The 5 vital stages: blending, the coffee grinder, the espresso machine, the competent coffee barman, properly equipment maintenance
-  Coffee tasting

Tasting:

-  Sampling of various qualities of espresso coffee
-  Sampling espresso coffee that has been incorrectly prepared

TYPE: Didactic course 2nd level

FINAL TEST: learning test for the issuing of the attestation

DIFFICULTY:     



5 KEYS TO A PERFECT ESPRESSO

Blend, coffee grinder, espresso machine, the magic touch of the barista, and maintenance of your equipment: you learn the theory and techniques of this art so that you can prepare a perfect espresso.

For a perfect espresso to emerge from the tap of the machine, a precise procedure must be followed, covering these **five stages**: blending, coffee grinder, extraction in the espresso machine, the coffee barman's correct use of the controls, and properly equipment maintenance.

The course is designed to give the participants the widest possible knowledge on **techniques for coffee preparation**, from recognizing the characteristics of the blend through to extraction of the perfect drink. Major emphasis is placed on practical aspects, involving the **use of the various types of coffee grinder and espresso machine**, to teach the correct handling methods. Courses are given by specialized teachers, with whom trainees are able to operate directly with the Trucillo Assistance Centre.

COURSE AUDIENCE

The course is suitable for baristas as well as throughout the hospitality sector (coffee shops, hotels and restaurants). Anyone who wants to extend their technical know-how about how to use the equipment needed for making espresso coffee will benefit from it.

CONTENTS

Theoretical:

- ☞ Blends: selection, composition and balance
- ☞ Coffee grinders: types and methods of use
- ☞ The espresso machine: types and methods of use
- ☞ The operator's touch: the various operations involved
- ☞ Maintenance: operations involved

 4 HOURS

 CERTIFICATE OF ATTENDANCE

 TRUCILLO TRAINING CENTRE
AND/OR A DIFFERENT VENUE

 CENTROFORMAZIONE@TRUCILLO.IT

Practical:

- ☞ Practical exercises on various types of coffee grinders
- ☞ Practical exercises on various types of espresso machines
- ☞ Preparation and settings for a perfect espresso.

TYPE: Technical and practical course

FINAL TEST: Learning test for the issuing of the attestation

DIFFICULTY:     

THE ART OF THE CAPPUCCINO

The art of the cappuccino. The mark of a master barista on an Italian Classic.

 6 HOURS

 CERTIFICATE OF ATTENDANCE

 TRUCILLO TRAINING CENTRE

 CENTROFORMAZIONE@TRUCILLO.IT

From the propitious union of espresso coffee and milk, which have always been ideal partners, the art of the cappuccino has been born. This course, an advanced one dealing with coffee machines, combines theory and practice to teach all there is to know about them in **the preparation of the great Italian classic: cappuccino**. Illustrations will be given on the properties of milk in imparting odour and taste and on the technique used to whip it correctly so that it gives a perfect “foam” to your unbelievable cappuccinos.




This part of the course covers the creation of **decorated capuccinos**, the latest enormously popular arrival on the coffee bar scene. Sign up to learn all the most recent techniques for preparing original cappuccinos, personalized in a variety of ways...or how you can give free rein to your imagination when you handle the topping. The course includes practical work in the art of decoration.





COURSE AUDIENCE

The course will interest anyone who wishes to learn more about the latest coffee-house trends, particularly the preparation of simple or decorated cappuccinos, designed to up-grade the quality of what bars can offer.

CONTENTS

Theory and practical work combined:

-  Espresso coffee: preparation of a perfect cup
-  Milk: its action on the sense organs
-  Milk & Coffee

-  Cappuccino: decanting, steaming, whipping
-  Hot & Cold Cappuccino
-  Decorated cappuccinos
-  Methods of serving

TYPE: Technical and practical course

FINAL TEST: No test required for the issuing of the attestation

DIFFICULTY:     



TRUCILLO

COFFEE HOUR

The preparation of hot or iced coffee. A whole range of different espressos to tempt people at different times of the day or night.

 6 HOURS

 CERTIFICATE OF ATTENDANCE

 TRUCILLO TRAINING CENTRE
AND/OR A DIFFERENT VENUE

 CENTROFORMAZIONE@TRUCILLO.IT

Extract the finest espresso, then prepare it the Trucillo coffee bar way! We can suggest a vast **menu of special coffees** for you to offer your clients: hot or iced, with or without alcohol, adapted to the moment.

Our courses, with a decidedly practical bias, cover all the classical specialities as well as the most up-to-the-minute and creative ones. You learn ways of tempting people to try something delicious, in which the espresso base is enhanced by mixing it with one of a multitude of flavours, in new and surprising combinations. On the course, you find out how to prepare mouth-watering coffee full of aroma, invent fantastic presentations with chocolate, nuts and cream, skilfully decorate a topping using a stylus or quill, and make iced specials or coffee cocktails.





You can also learn the importance of presentation: how glasses are decorated, how clients should be served and so on, since first impressions, received through the eyes, will affect how the other senses will react!





COURSE AUDIENCE

Anyone working in the hospitality sector attempting to expand their coffee shop business with new and captivating ideas.

CONTENTS

Theoretical/practical part


-  Espresso coffee: preparing the perfect cup
-  Aromatized coffee
-  Creamy coffee
-  Coffee with chocolate

-  Iced coffee
-  Coffee cocktails
-  Service
-  Menu

TYPE: Technical and practical course

FINAL TEST: No test required for the issuing of the attestation

DIFFICULTY:     



A pinch of creativity, a sprinkling of brio...and your premises are converted into a meeting-place for coffee enthusiasts.

Invite the customers to a "tasting session" to discover Quality Espresso, and stun them with decorated cappuccinos or one of the Coffee Specials.

The Trucillo Training Centre can organize coffee-tasting events and seminars on your own premises: the crowds who come will be delighted to raise their own coffee-drinking experience to new heights. This service, dedicated to its customers, is only offered by Trucillo!

Promoting your BAR



10-CUP SUBSCRIPTIONS

Suggest to your bar customers that they take out a 10-cup subscription to Quality Coffee. With this fidelity offer, they can savour Trucillo Espresso more cheaply than when they buy an individual drink. Or on demand a an exclusive present for the consumer, a nice jute sac with our Moka Line products, for home use.

ENJOY TRUCILLO COFFEE!

A special date dedicated to the coffee lovers to enhance the experience of coffee at the bar. With "Enjoy Trucillo coffee" you can offer to your customers all the pleasure of the Trucillo espresso and moreover, for them, an exclusive gift. Organize in your local a Date with Top - Quality Coffee, you will astonish your customers with new and exciting emotions.



COFFEE HOUR

Happy Hour in the Coffee Shop: it's an exciting suggestion! Trucillo presents "Coffee Hour", the only Happy Hour taking place in a Coffee Shop with new and inviting suggestions. We have dozens of ideas for preparing drinks in which the coffee base is combined with new flavours to tempt the palate in mouth-watering and unusual concoctions.

Why not start the party by meeting in a bar that serves Trucillo Coffee? Get your customers involved with delicious and exciting ideas.





HOW TO SIGN UP FOR A COURSE

Contact us through your local Trucillo salesperson, by telephoning the phone number +39 089 301696 or send an email to centroformazione@trucillo.it.

INSCRIPTION FEES

There is a fee for participating in our courses, with special rates for Trucillo's clients. This fee also includes lunches and coffee breaks provided for trainees on our premises.

Your sign-up can be cancelled at any time up to 10 days before the published date of the course, by informing our secretariat. (If the course fee has been paid in advance of this date, it will be refunded.)

COURSES ARE HELD AT OUR HEAD OFFICE

Our courses are given at the Trucillo Training Centre in Salerno. This is situated inside the Cesare Trucillo SpA headquarters complex, a few metres from the "Zona Industriale" exit from the city's ring road ("Tangenziale").

For participants wishing to book overnight accommodation in Salerno, a hotel booking service exists. Under the booking agreement, prices include transfer to and from the Training Centre.

INFORMATION AND USEFUL NUMBERS

Trucillo Centro Formazione - Trucillo Training Centre

Cesare Trucillo S.p.A.

Via delle Risaie, 18 Zona Industriale

84131 Salerno | ITALY

Ph. +39 089 301696 - Fax +39 089 302044

centroformazione@trucillo.it

www.trucillo.it



Trucillo Centro Formazione
Trucillo Training Centre

Cesare Trucillo S.p.A.
Via delle Risaie, 18 Zona Industriale
84131 Salerno | ITALY
Ph +39 089 301696
Fax + 39 089 302044
centroformazione@trucillo.it

www.trucillo.it