

35 new espressamente illy cafés in India in partnership with Narang Group from bean to cup India is becoming more and more important in illy's strategies

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illycaffè has chosen NARANG GROUP as Master Franchisee for developing the forthcoming opening of new cafés throughout the country. The company already distributes illy products for the Indian market. The Narang Family has been the pioneer in the airline catering industry in India and have been in the hospitality industry for over three decades with star category hotels, restaurants and fast food. Narang Group focuses now on distributing premium, high end brands of beverages pan India.

'Narang Group has always believed in partnering with like-minded companies who share the same values and vision. Illy is a natural choice for us'. - said a spokesperson of Narang Group. 'We at Narang Group see a phenomenal potential for espressamente illy concept in India and are equally excited with this partnership with illycaffè in promoting this high end premium Café Concept in India'.

Andrea Illy, chairman of illycaffè said: 'India is a key country for illycaffè for the high potential of this market for gourmet coffee and because the illy blend is partly made of coffee harvested in India. We are very excited with this partnership with Narang Group who have a proven track record of distributing high end consumer goods. This partnership will enable us to open 5 espressamente illy cafés within the year, and continue to a total of 35 over the course of the next five years.

espressamente illy focuses on providing the consumer with a unique experience centered on the cup of coffee served. A café should be a place for involvement of the senses and for inspiring reflection and creativity, a place where to taste the coffee that we have been producing for three generations from the very best Arabica beans'.

With this announcement illycaffè moves a step forward in consolidating its presence in India.

The Company has successfully conducted the Coffee Quality Award in India for the last five years with the aim of raising the quality, introducing the growers to better agronomic practices and also as a means of selection plantation owners, with whom the Company sets up direct partnerships, providing training and technical know-how.

With the same goal illycaffè opened the Università del caffè dell'India at Bangalore, the training institute based in Trieste with a view to increasing and spreading coffee culture around the world.

Since its launch in February, 2007, the Università del Caffè dell' India (University of Coffee of India) has already conducted 6 field courses in Chikamagalur, Hassan (Karnataka), Pattiveeranpatti, Yercaud (Tamil Nadu), Madikeri & Gonikoppal (Coorg, Karnataka) as well as 6 indoor courses at its

centre in Bangalore. More than 130 participants have been trained under the various programmes on subjects that ranged from cupping/tasting/roasting exercises at the indoor programmes to Pest Control, Quality and Pulping in the field programmes.

Moreover, in April the company will open the first espressamente illy at Bangalore airport, as part of a concession bid won 18 month ago by global illycaffè partner for conceded markets HMS Host.

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About espressamente illy

espressamente illy is the illycaffè project developed for cafés based on our striving for quality. The cafés were designed by two internationally-acclaimed Italian architects: Luca Trazzi and Claudio Silvestrin. The project was launched in 2003 and so far 175 cafés have opened in over 30 countries, on all five continents; these will rise to a total of 280 by the end of the year. **espressamente illy** was the recipient of 2 top awards in 2007 in France - the 'les Enseignes d' Or' Award in Paris and the Award for Best Catering Concept in the Cannes MAPIC Retail Convention. **espressamente illy** is present in prestigious locations in Rome, London, Paris, Shanghai, Seoul and Tokyo and has recently very successfully opened in The Venetian Resort of Las Vegas.

In the Far East, the espressamente illy chain is also present in Australia, China, Hong Kong, Taiwan, Vietnam, Malaysia, Japan, New Zealand and Korea.

*Based in Trieste, Italy, **illycaffè** produces and markets a unique blend of espresso coffee, under a single brand leader in quality. It is available in more than 50,000 of the best restaurants and cafés and is sold in 140 countries around the world, serving over 6 million cups of illy espresso coffee a day. On a global level it employs more than 700 people and has a consolidated turnover of euro 246 million (2006 results). For further information: www.illy.com*

***Narang Family** has been the pioneers in the Airline catering business in India and have star hotel's, restaurants and fast food business in major metros in India. Narang Group is the pan India national distribution partners for several premium brands such as Redbull Energy Drink, Evian Natural Mineral water, Perrier, Russian Standard Vodka , illycaffè etc .*

illycaffè - The company

Established in 1933 by Francesco Illy, the company produces and markets world-wide a single, leading-quality blend of espresso coffee, made using nine types of pure Arabica. From the balance of these ingredients from South and Central America, India and Africa arises the unmistakable flavour and aroma of illy coffee, always constant in every cup and in any part of the world.

The illy blend is destined for HoReCa channels (hotels, restaurants, cafés), for consumption at home and at the office; it is available in tins, pods or capsules, according to the channel.

Currently, the blend is sold in 140 countries in all five continents and is served in over 50,000 public restaurants and bars. In 2006, exports accounted for 54% of total sales.

With the aim of assuring a total and excellent experience with the cup of coffee, illy has perfected a

series of elements and instruments that contribute to a perfect taste: from systems for preparing coffee and coffee machines to coffee bars - via the Espresso illy chain of Italian style coffee bars in licensing - to training of baristas and specialized personnel at the University of coffee.

illycaffè is based in Trieste and managed by the third generation of the Illy family with Andrea as chairman.

In 2006, illycaffè, which includes eight subsidiaries and an associate company and employs over 700 people, attained a consolidated turnover of euro 246 million and net profits of euro 5 millions.

Science and innovation in the world of coffee

Over the past 100 years, of the seven radical innovations to have revolutionized the manner of making, considering and tasting coffee, three have been introduced by illy. Two were invented by the founder of the company, Francesco Illy: the 'Illetta', the progenitor of today's espresso machines, produced in 1934, and pressurization, a system for packaging and preserving coffee in which the air inside a can is replaced with inert gases at above-atmospheric pressure, making it possible to 'export' the coffee outside the zone of production. This was introduced in 1935. The third innovation, instead, dates from the 1970s: the first capsule of single-portion coffee, introduced with the aim of exporting espresso to countries in which the skills of the barmen in making espresso - a critical variable in the achievement of excellence - were lacking. The other innovations were: flexible packaging (multipack), decaffeinated coffee, freeze-dried coffee and liquid coffee.

Espresso coffee is a complex beverage made up of 1,500 chemical substances (of which 800 volatile), which must blend harmoniously to form a complete aroma, and over 13 chemical and physical variables, which affect the correct preparation. For this reason, the study and research applied to coffee and all the production processes - from selection to preparation - have been a strategic feature of the company's stance ever since its foundation. With a multidisciplinary approach that involves numerous areas of study, illy has become involved in scientific research geared to attaining excellence in quality. illycaffè's Technological Research & Development division - recognized internationally as a centre of excellence in the study of coffee - consists of two research centres, one in Trieste and one at São Paulo in Brazil, and four laboratories: Aromalab, SensoryLab, Biolab and TechLab.

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You can also visit www.illy.com for more information.