



COLORFUL NEW ACCESSORY FOR ESPRESSO ENTHUSIASTS EVERYWHERE
Perfect Companion For Home Espresso Machines Marries Style and Utility

Illy Espresso, the critically acclaimed producer of the world's finest gourmet espresso, has unveiled a new accessory designed to enhance the espresso experience for the eye as well as the palette. The new accessory, known as a tamper, gives a sleek new look to an overlooked but vital espresso accoutrement and is attracting attention in food and home furnishing circles.

Tampers are used to hand-pack the espresso into an espresso machine filter prior to brewing. The Illy Espresso version, however, elevates this simple tool to an elegant ornament.

The Illy Espresso tamper merges an elegant profile, reminiscent of an oversized chess pawn, with a precisely machined, beautifully anodized metallic finish. The delicate sheen offsets the rounded, flowing lines of the tamper to give added visual interest. Five colors are available to accent any decor: gold, green, blue, red and silver. The tampers, available by calling 1-800-USA-ILLY, were created by Illy Espresso's Mark Romano. The retail cost is \$22.50.

(more)

Although one tamper is all an espresso enthusiast will ever need, multiple tampers can be arranged in different configurations and colors to create a sophisticated object d'art. It is an ideal holiday gift, along with a can of Illy Espresso, for the ever-increasing number of homes with home espresso machines.

"Because we believe that espresso is a total sensory experience, creating the most visually appealing tamper is a natural extension of this philosophy," says Stefano Ripamonti, President of Illy Espresso of the Americas, the Scottsdale, Arizona-based North American subsidiary of the Italian espresso company.

Ripamonti notes that the tampers serve a vital function in preparing gourmet-quality espresso: Espresso grounds need to be tightly packed into the filter holder. If the ground espresso is poured loosely, or not tamped properly, the taste of the espresso suffers. The perfectly prepared espresso has a strong rich aroma, very thick cream, and is colored hazel brown with a reddish-tinge.

Illycaffè's dedication to the art and science of espresso has lead top food critics and chefs around the nation to recognize it as the world's leading gourmet espresso. Illy Espresso was founded in 1933 by Francesco Illy. Sixty years and three generations of Illy's later, it's still a family-owned and tightly run business based in Trieste, Italy. Illycaffè espresso and their designer accessories are available by calling 1-800-USA-ILLY.

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