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**HIGH QUALITY, WELL-PREPARED ESPRESSO IS THE  
SECRET TO GOOD CAPPUCCINO, MOCHA AND LATTE**

The popularity of specialty coffees such as espresso and variations like cappuccino and latte are soaring. With sales of specialty coffees totaling \$900 million in 1992, this category is capturing an increasingly large share of the coffee market, rising to 20 percent last year. New Yorkers alone purchased 250 tons of espresso in 1991. Espresso experts attribute this growth to a combination of factors: people are turning away from alcohol in social occasions and reaching for high quality coffee as their choice beverage. Also, they are learning that espresso and cappuccino are more satisfying and richer than traditional "drip" coffee.

"More than ever, Americans are demonstrating the more sophisticated taste in coffee, common in Europe. Once you've tasted good espresso it's hard to go back to standard American coffee," says Alain Rastrelly, chairman of Illycaffe Espresso USA, the North American subsidiary of the renowned Italian espresso company.

There has been a growing wave of new coffee concoctions with espresso as the main ingredient. Cappuccino is one part espresso, one part steamed milk, one part milk foam plus a dusting of cocoa. Latte is a shot of espresso and four or five parts steamed milk. Mocha is a coating of chocolate syrup in the cup's bottom followed by a shot of espresso, steamed milk and often a topping of whipped cream. According to Illycaffe, the basis for high quality in all these drinks is a premium and well-prepared espresso, something still not readily available across the country.

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Producing top-quality espresso coffee is an art that requires patience, perfection and talent. For Illycaffe, it's an exacting process which involves: selecting, sorting, blending, tasting, roasting the beans and preserving freshness. Dr. Illy, the company's president and a chemist who is recognized in coffee circles as a leading expert worldwide, devotes his life to perfecting this process.

Illycaffe was founded in 1933 by Francesco Illy. Sixty years and three generations of Illys later, it's still a family-owned, tightly run business based in Trieste, Italy. The espresso can be found at select gourmet shops, as well as Bloomingdales, Macy's and Williams-Sonoma. Shoppers can also call 1 800 USA-ILLY for nearest locations.

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