



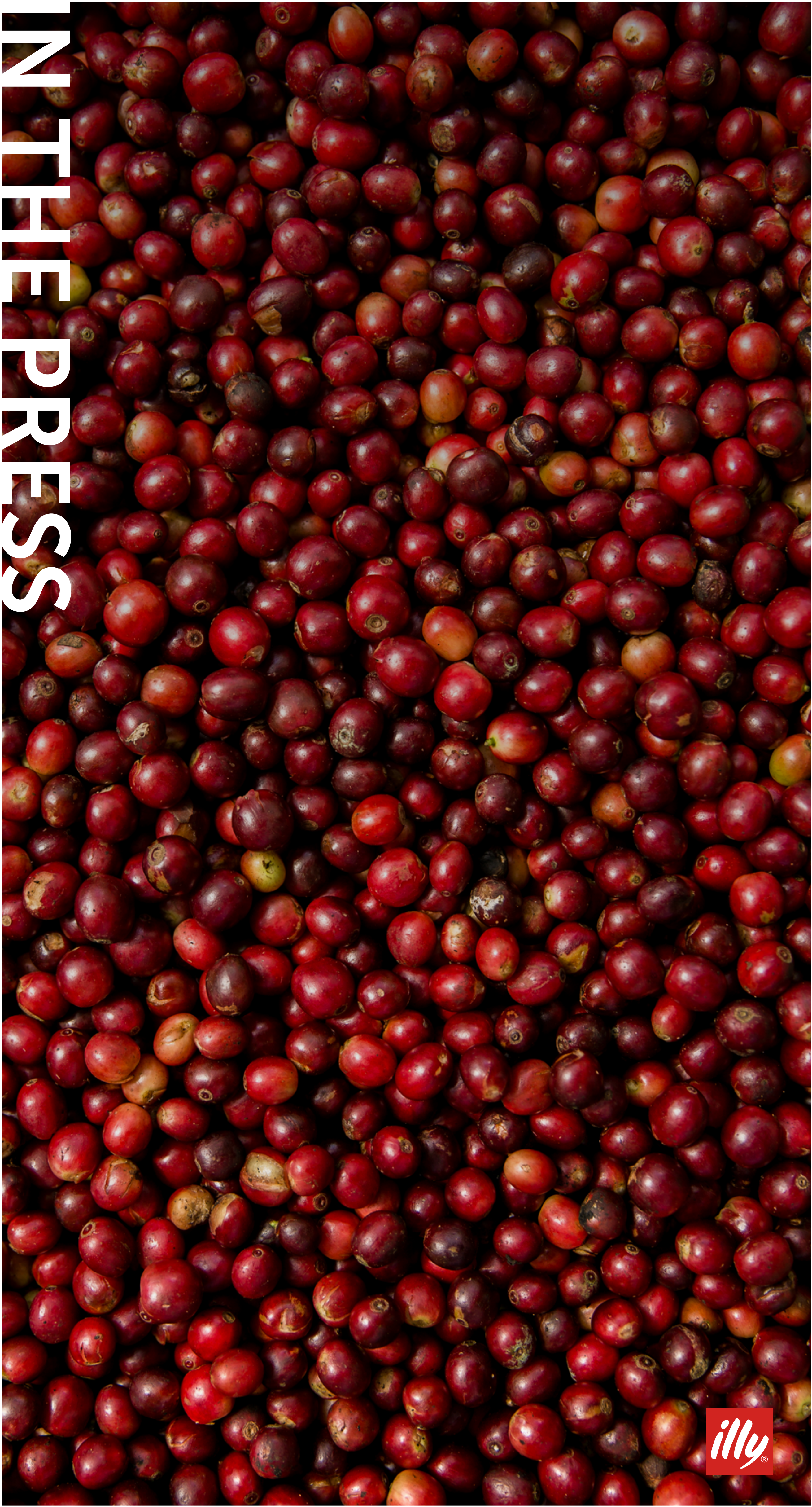
What's Brewing at



2024 YEAR IN REVIEW



# IN THE PRESS





# Coffee Break

IN THE PRESS

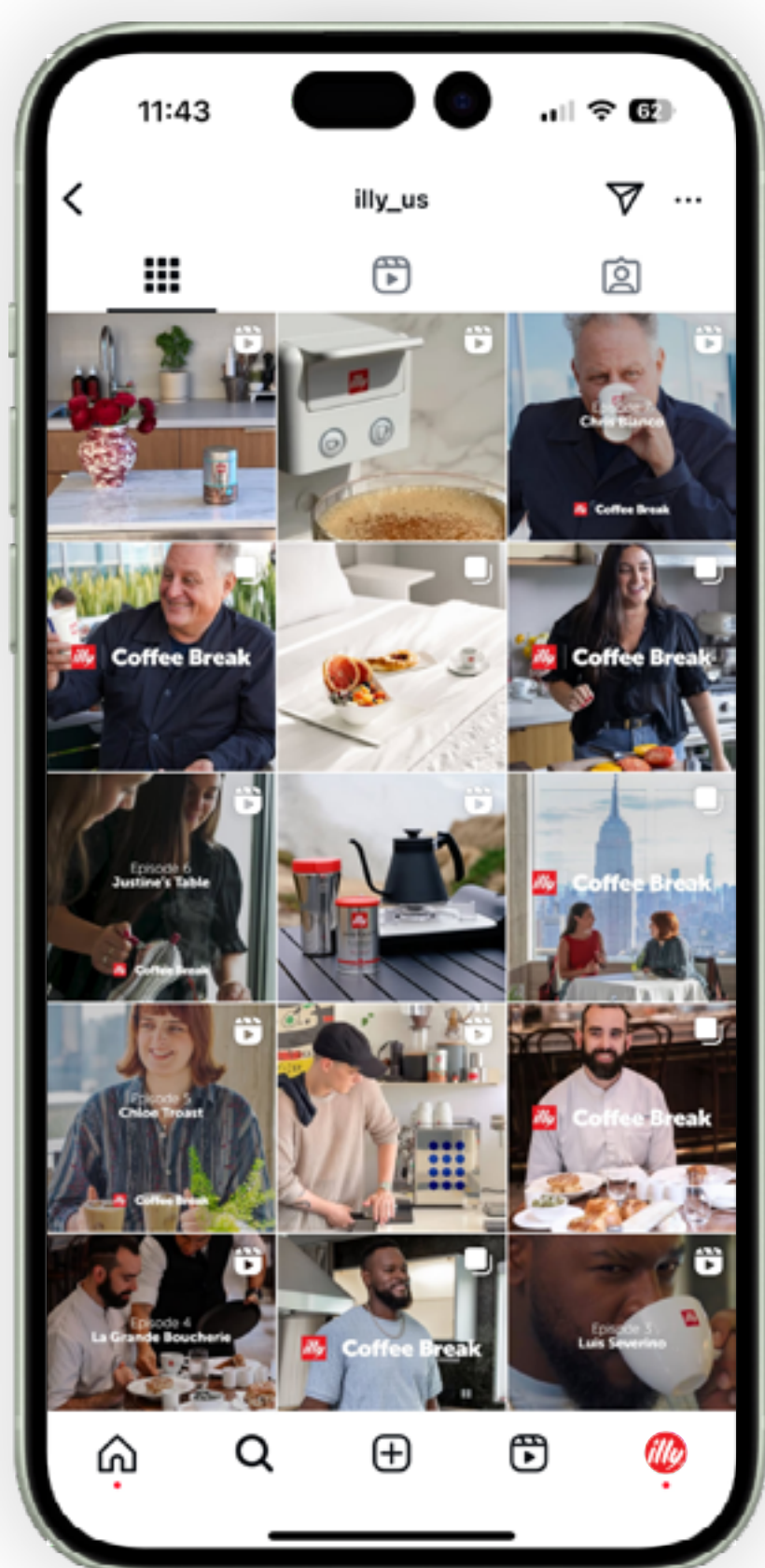
IN THE FIELD

ART MEETS COFFEE

BARISTA CRAFT

## Coffee Break with Maddy DeVita

Featured on Instagram @illy\_us



In September, we partnered with culinary influencer Maddy DeVita on the first-ever illy digital content series. The illy Coffee Break brought followers into the homes of tastemakers for 90-second episodes that showcase how illy can elevate the everyday. Paige Lorenze of lifestyle brand Dairy Boy, New York Mets' pitcher Luis Severino, former SNL performer Chloe Troast, culinary it girl Romilly Newman, and Jean-Baptiste

Scordel, the executive pastry chef of New York's La Grande Boucherie and Justine's Table, all shared the ways illy makes their day special.

Maddy and her guest treated viewers to a glimpse into illy-perfect moments in noteworthy restaurants like Rainbow Room, glamorous hotspots like Warren Street Hotel, and busy hubs like the United Airlines lounge at LAX. From Dominican-style moka with Luis to a how-to demonstration from Jean-Baptiste and a cold brew with homemade nut milk with Chloe, we showcased the incomparable quality of illy coffee.





# Coffee Break

IN THE PRESS

IN THE FIELD

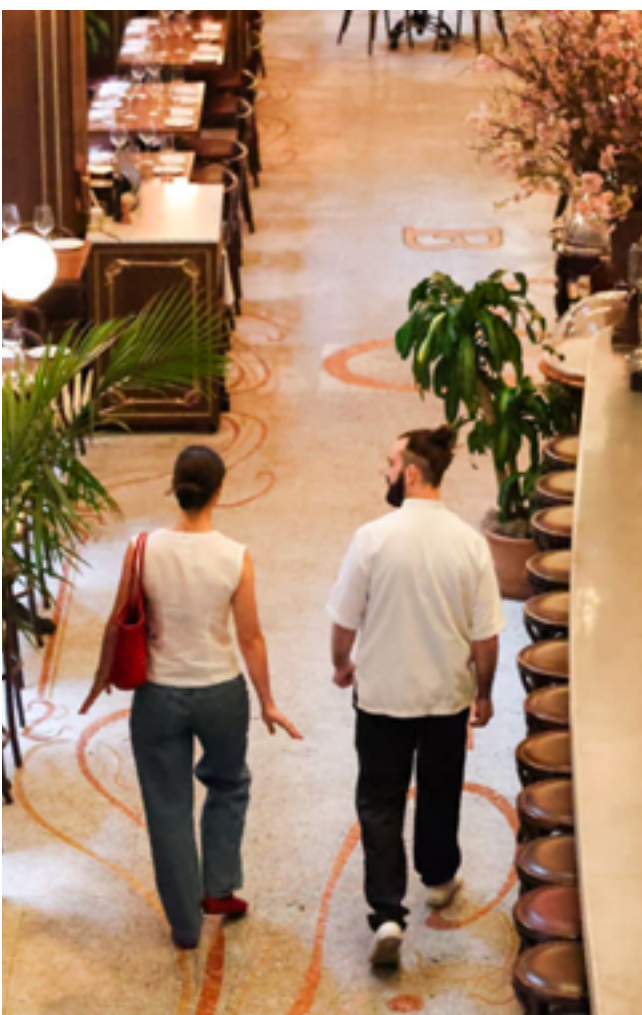
ART MEETS COFFEE

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## Coffee Break with Maddy DeVita

Featured on Instagram @illy\_us

With Coffee Break, illy welcomed guests to be a part of conversations, visit new places, and elevate their at-home coffee game.



**1.5m**

REACH

**34k**

INTERACTIONS

**30k**

LIKES

**500+**

COMMENTS





IN THE PRESS

IN THE FIELD

ART MEETS COFFEE

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# Soaring to New Heights

## illy x United Airlines

illy RTD Cold Brew was cleared for takeoff in July, launching on United flights around the world. To build anticipation for the world's first-ever in-flight cold brew coffee, we mapped out social and PR experiences, leading activations that connected with people looking for an elevated coffee experience when they're traveling. To date, it's been a high-flying success!



**379,301,597**

PRESS IMPRESSIONS

**80k**

CANS SAMPLED

**537.3k**

SOCIAL IMPRESSIONS

**1.4m**

COMBINED FOLLOWER GROWTH





IN THE PRESS

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## Soaring to New Heights

### The United Playbook

From Day One, we envisioned illy Cold Brew RTD on United planes globally, ensuring perfect in-flight coffee for all, no matter where their travels took them.

We thought beyond the jet bridge. We worked with our partners at United to create illy touchpoints throughout every leg of the consumer journey. Lounges, social media, in-flight menus, PR — we got United fliers excited for their coffee experience before, during, and after their trip.



The illy team dreamed big. We want every consumer to know that illy is synonymous with quality and excellence, so we created a robust media program to introduce illy Cold Brew RTD to a global audience.

illy doesn't just tell consumers about the quality of our coffee — we let them taste for themselves. Over two weeks, we went to seven United hubs to give 80,000 fliers a chance to try illy Cold Brew RTD.



IN THE PRESS

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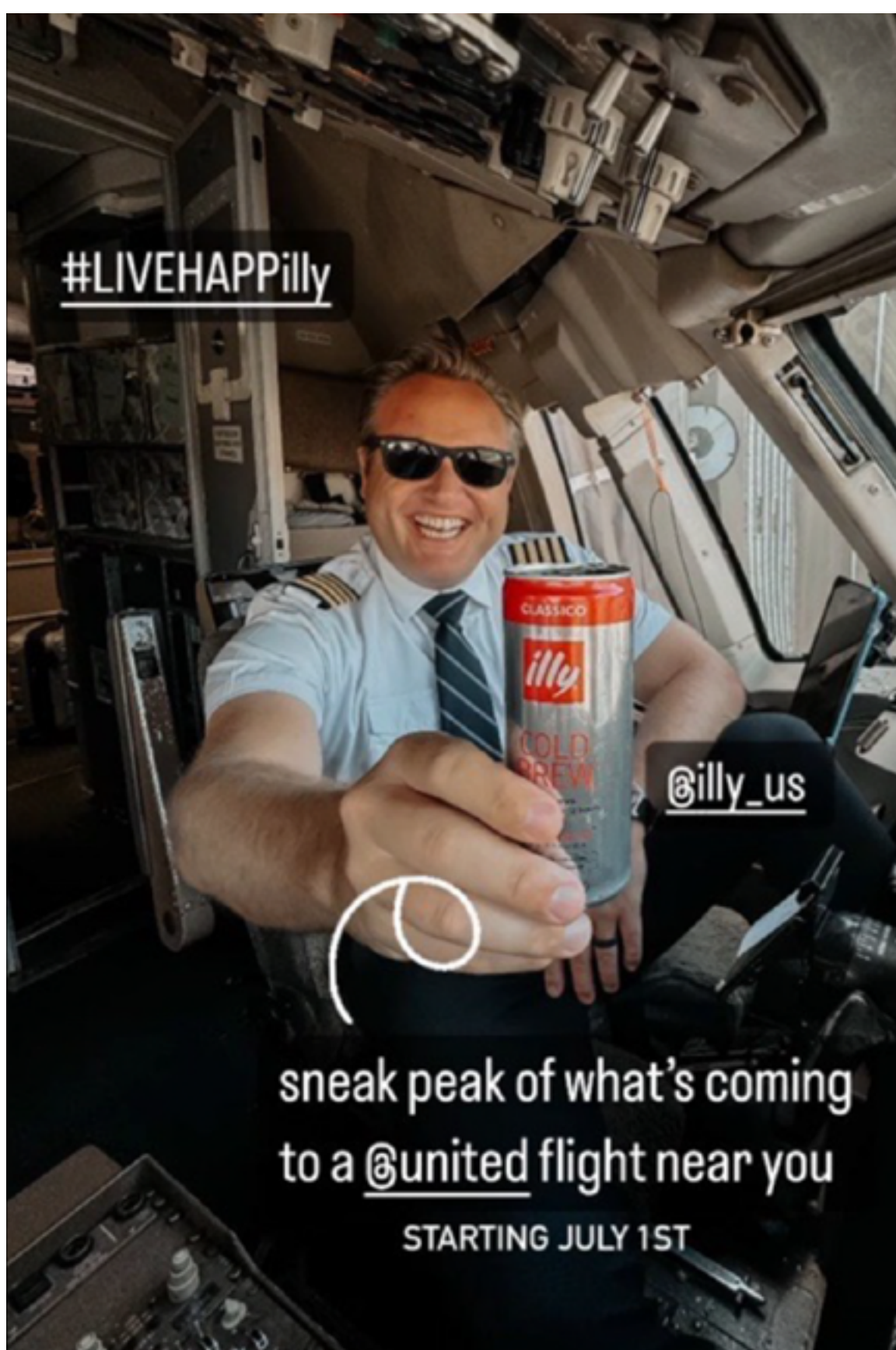
# Soaring to New Heights

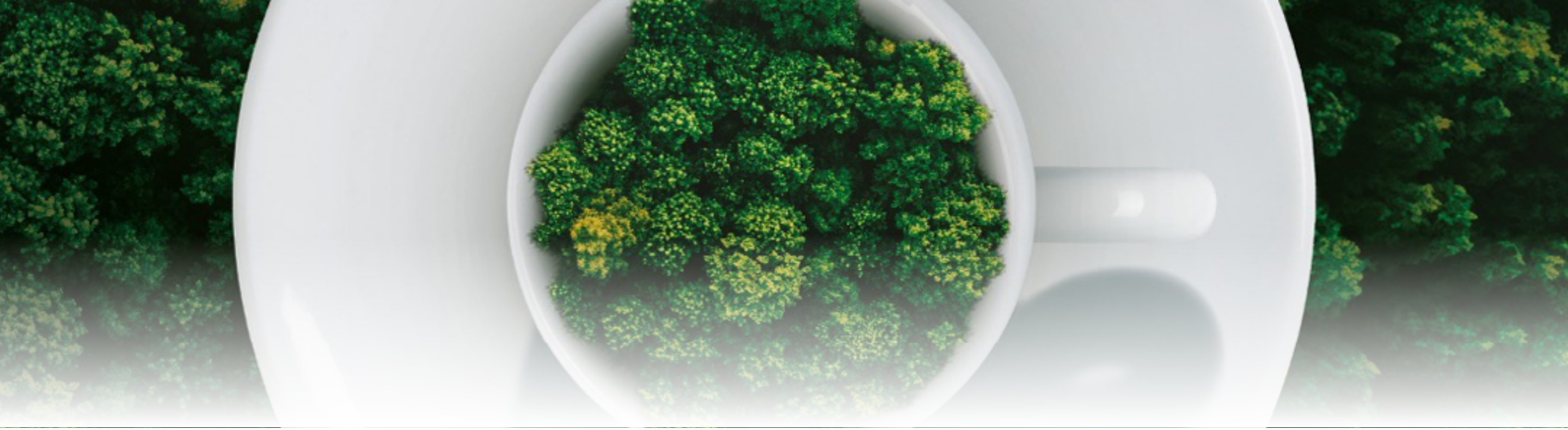
## The United Playbook

On six special flights, illy treated every passenger to a complimentary illy Cold Brew RTD, turning an ordinary flight into an extraordinary journey.

The United partnership has been a success thanks to teamwork, an outstanding strategy, and a high-quality offering beloved by consumers.

The sky's the limit — here's to all the successes on the horizon. Together with United, we've proven that there's nothing we can't achieve when we take illy Cold Brew to the skies.





IN THE PRESS

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## Sine Qua Non: The EIICA Difference

On November 12, illy hosted the 9th Annual Ernesto Illy International Coffee Awards (EIICA) in New York City. Named in memory of the visionary leader and son of the founder of illycaffè, EIICA celebrates illy's efforts to offer the world the best coffee. We celebrated the 27 growers who made the finals with representatives from Brazil, Costa Rica, El Salvador, Ethiopia, Guatemala, Honduras, India, Nicaragua, and Rwanda.



The day began with a roundtable at the United Nations titled "Global Coffee Alliance: Mobilizing a Public-Private Fund to Fight Climate Change." The panel, which included Andrea Illy, Chef Massimo Bottura, and other industry leaders, discussed initiatives for sustainable coffee production and how to address climate challenges. We concluded the event with a gala at The Peak in Hudson Yards with celebrities, influencers, and coffee connoisseurs in attendance.

## Sine Qua Non: The EIICA Difference



This year, Brazil's Matheus Lopes Sanglard of Fazenda Serra do Boné won the prestigious Best of the Best award for its coffee, celebrated for its creamy and balanced flavor. They produce coffee with the *despulpado* technique, which maximizes the amount of sugars and aromas.

The SMS Cluster ECOM of Nicaragua won the Coffee Lovers' Choice award, which is chosen by consumers from around the world. In the weeks prior to EIICA, consumers chose their favorite from blind taste tests in illy cafés.

An independent jury of nine international experts selected the best of the best among the top producers from Brazil, Costa Rica, El Salvador, Ethiopia, Guatemala, Honduras, India, Nicaragua, and Rwanda.



IN THE PRESS

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## Quality Loves Details

Campaign Recap



2024 was illy's year of awareness. With a goal of increasing engagement with the US consumer, we created relevant messaging, engaging content, and exciting partnerships. Our campaign, Quality Loves Details, showcased our singular mission: providing outstanding coffee to consumers nationwide.

With our signature attention to detail, we highlighted the moments that make illy superior: selecting our beans, roasting them to perfection, brewing the ideal cup. With our patented preservation system and purpose-built coffee cups, every element works in concert. With an eye on Italian design and culture, we developed an aesthetic that gave illy an air of approachable elegance.



IN THE PRESS

IN THE FIELD

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# Quality Loves Details

## Campaign Recap

“The goal of this campaign is to **give a face to the most painstaking and important aspects we attend to every day** behind the scenes to offer our coffee to our customers, and **we are happy to do so with Matilda De Angelis.**”

**CRISTINA SCOCCHIA**  
CEO of illycaffè



Quality Loves Details walks with Matilda through the process of creating the world’s finest cup of coffee. Beginning in the regenerative farm and continuing to the lab, it culminates in the perfect moment of indulgence: an illy espresso in our signature cup.

We brought the Quality Loves Details campaign to touchpoints across experiential, PR, partnerships, influencers, paid media, social media, and channel marketing.





IN THE PRESS

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## Awards & Press Mentions

We're proud to produce the world's best coffee, but it's always special to have that hard work recognized. Here are some of illy's wins this year!

### Good Housekeeping

#### 2024 Best Coffee & Tea Award Winner

illy Classico Roast K-Cup Coffee Pods



“ illy’s Classico pods stood out for their **balanced, smooth and fruity notes**. All consumer testers agreed about how **delicious and flavorful** these pods were. ”

GOOD HOUSEKEEPING



Coffee Lovers Gift Guide

illy Classico Ground Drip Coffee



Valentine's Day Gift Guide  
The Most Romantic Kitchen Gifts

X7.1 Deep Pink IperEspresso Machine



Trending Products

illy Classico ESE Espresso Pod



NOT THE FIELD





IN THE PRESS

IN THE FIELD

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## Spotlight on Sundance

illy x United Airlines

For the 2024 Sundance Film Festival, United Airlines hosted illy at the United Lounge on Main Street in Park City. With complimentary illy coffee, space for visitors to rest and recharge, and special events like Variety's Cover Party honoring Kristen Stewart, the Lounge on Main was a must-visit for attendees. illy served espresso drinks, drip coffee, and illy Cold Brew RTDs by day, and our signature espresso martinis by night.



Our influencer content at Sundance were the top posts in January 2024, and together made up 96% of our total reach, 99% of plays, and 92% of total engagement for the month on @illy\_us Instagram channels. We gained 312 followers during the week of the Sundance Film Festival. The combined performance of our social posts outperformed all previous giveaways and produced some of the highest engagement among all posts.



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## CIA



The illy Farm-to-Table Scholarship at the Culinary Institute of America is designed to support students passionate about sustainable agriculture, food systems, and culinary arts. This year's recipients have demonstrated a commitment to fostering connections between local food producers and consumers, emphasizing sustainability, community health, and ethical food sourcing. illy empowers these future leaders in the farm-to-table movement by alleviating financial burdens and encouraging their continued academic and professional growth in this vital area.



\*Pictured is the illy marketing team with the scholarship award winners at the Culinary Institute of America campus in Hyde Park, New York.





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## SOBEWFF



The Food Network South Beach Wine & Food Festival is a star-studded, four-day destination event showcasing the talents of the world's most renowned wine and spirits producers, chefs, and culinary personalities. This year, illy sponsored dinners hosted by internationally renowned chefs, including Tyler Florence, Fabio Trabocchi, Brad Kilgore, Alon Shaya, Katie Lee, and Michael White, and a special tribute dinner honoring Chefs Massimo Bottura and Luca Garavolgia, presented by Rachel Ray.





ART MEETS COFFEE



IN THE PRESS

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ART MEETS COFFEE

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## The Art of illy

### illy Art Collection

Our 2024 Biennale illy Art Collection, titled *Stranieri Ovunque* (Italian for “foreigners everywhere”), debuted at the May edition of the Frieze Art Fair in New York City. Featuring four emerging Latin American artists, the series focuses on dialogue, respect for all cultures, and the relationship between humanity and nature. Artists included Paula Nicho of Guatemala, Rember Yahuarcani López of Peru, Aycoobo of Colombia, and the Brazilian collective Mahaku.



“ [This collection is] **dedicated to those who are foreign or far away and promotes**, through the language of contemporary art, the different forms of dialogue and inclusion, ranging from respect for the roots and culture of all peoples to the importance of living in balance with nature, values that illycaffè supports throughout the supply chain, **always placing people and the environment at the center of all its activities.** ”

**CRISTINA SCOCCHIA**  
CEO of illycaffè



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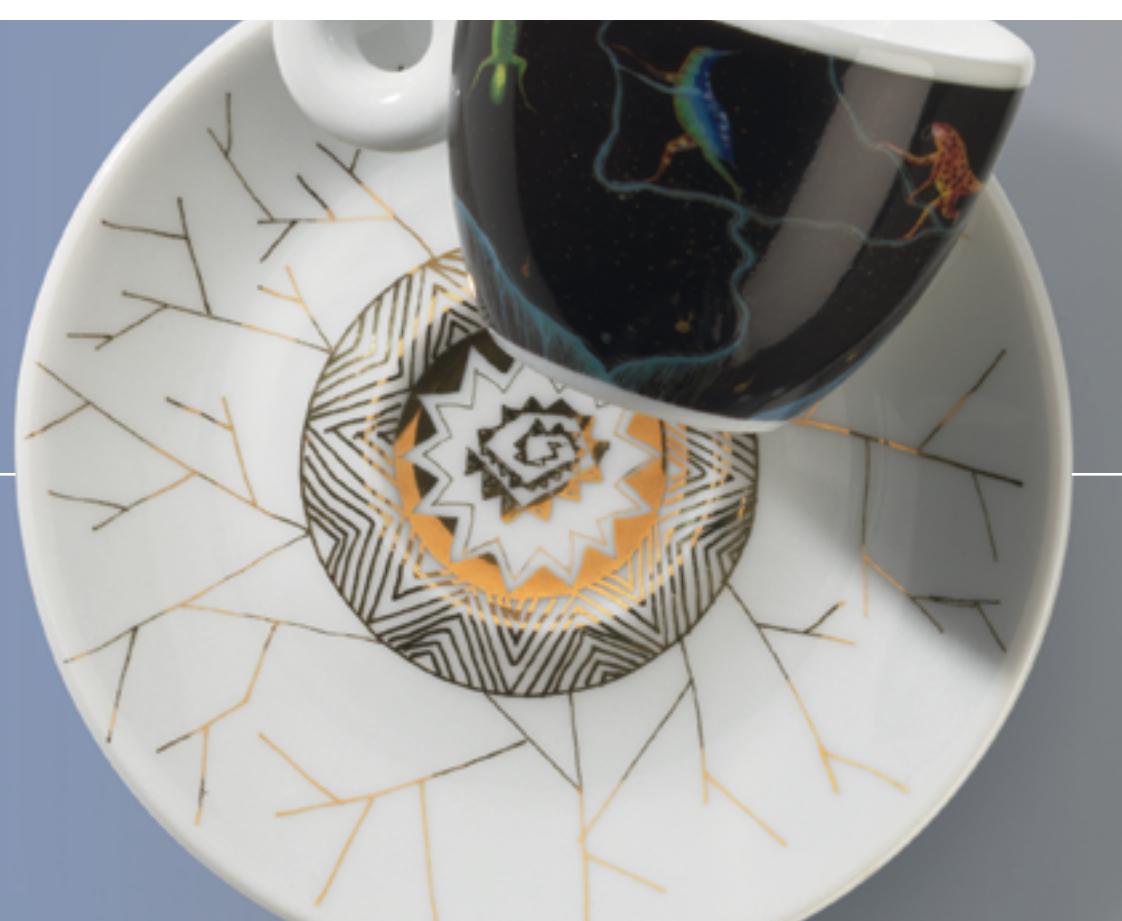
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## REMBER YAHUARCANI LÓPEZ

### TEJEDORES DEL MONTE

Against the destruction of indigenous worlds.



## PAULA NICHÓ

### MI SEGUNDA PIEL

A personal story to narrate the nature of every woman.



## AYCOOBO

### EL SUEÑO DEL CHAMAN

The connection between the essence of things and humanity.



## MAHKU

### KAPEWÈ PUKENI

The translation of a myth into a work of art.





IN THE PRESS

IN THE FIELD

ART MEETS COFFEE

BARISTA CRAFT

## Frieze 2024



Beauty and self-expression are at the core of the illy ethos, from our exquisite beans to our design-forward cups. We are a natural fit at Frieze, an ambitious effort to bring international galleries together under one roof. At both Frieze LA and Frieze NY, we celebrated the artistic community worldwide with exceptional exhibitions and the debut of the Biennale 2024 illy Art Collection. Our elegant espresso bar, a work of art unto itself, offered patrons an opportunity to enjoy coffees as beautiful as the paintings.





# BARISTA CRAFT



IN THE PRESS

IN THE FIELD

ART MEETS COFFEE

BARISTA CRAFT

## Fall and Winter Recipe Spotlight



MELTING SNOW



ICED CINNAMON  
BROWN SUGAR  
CAPPUCCINO



ILLY IRISH COFFEE

# Barista Recipe Contest



Coffee is a fine art, and our illy baristas are visionaries. The winner of this year's Barista Recipe Contest is Charles Trowell from Atlanta, who created a Chai Cold Brew, a cool and spicy take on our favorite flavors. It's a treat all year round, as are all our finalists.

We are proud to announce the 2025 Spring Barista Recipe Contest! All illy Caffè franchise employees are invited to submit their best coffee or espresso-based recipes to be judged by our Università del Caffè. The winning recipe will be launched as a seasonal recipe nationwide, and winners will receive a grand prize. All recipes must be submitted by March 1st, 2025.

## illy Crema

illy is excited to announce the release of one of our best-selling European offerings: illy Crema. illy Crema is a frozen, blended recipe that combines the richness of illy's classic espresso with the rich flavors of a sweet soft serve. Available soon in the US for our store partners, this new-to-North America offering will be available for purchase year-round.



“illy Crema has been **a great success in Europe**, and we've had many requests to launch it in the US. We expect this unique product and offering to be **a significant element of differentiation for illy in the US market**”

**JACK EDWARDS**

President of illy North America



Customized for the North American market, the SP1 Machine Granitori is the key to creating the “taste-it-to-believe-it” experience of illy Crema. Once viewed as a niche item or summertime trend, iced and blended coffee products continue to grow in popularity with teens and young adults throughout the year.



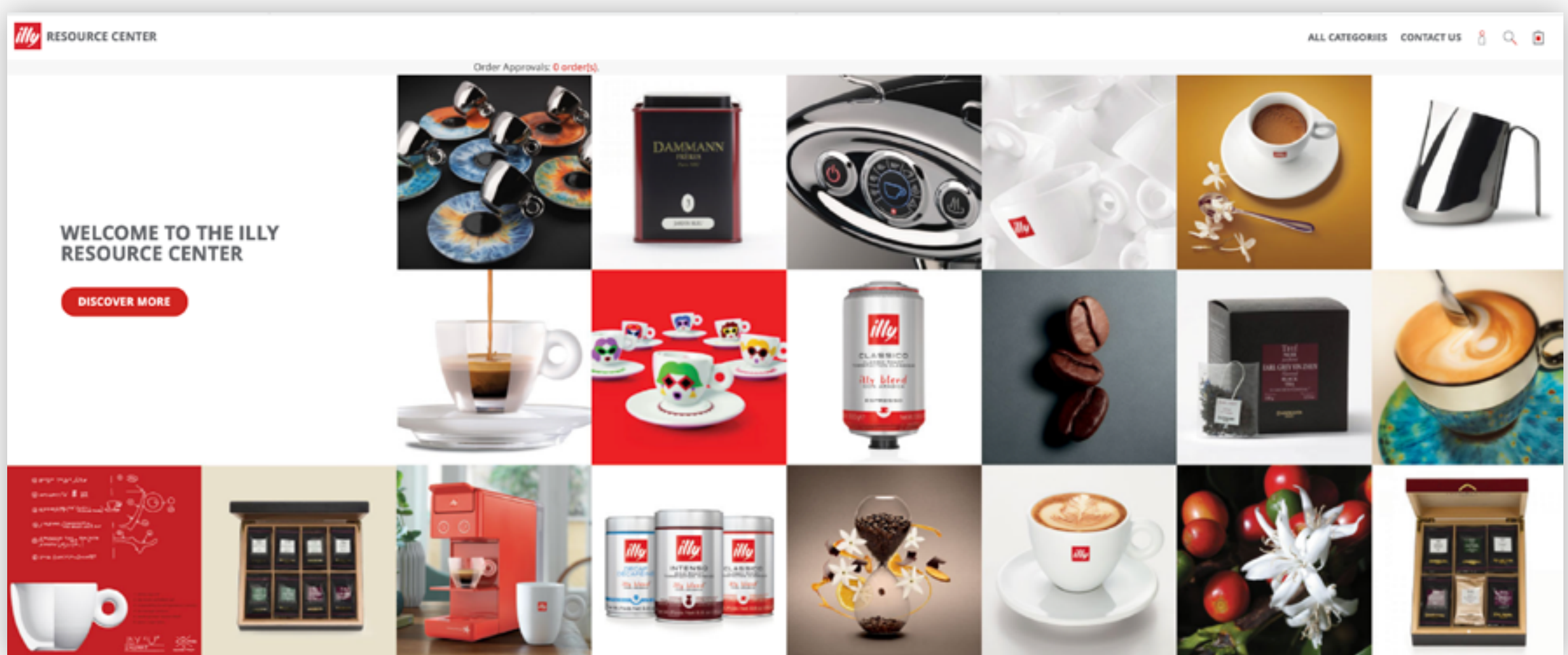
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ART MEETS COFFEE

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# illy Resource Center Updates



We are excited to announce a special webinar for all illy Caffè franchise partners, focused on our new illy Resource Center. Join us on Thursday, February 20th at 3:00 PM EST to learn how to efficiently access and utilize a comprehensive range of print and digital assets, including brand imagery, beverage recipes, and much more. This session will provide valuable insights to help you make the most of the resources available to support your business. If you're unable to attend, the webinar will be recorded and available for later viewing.



IN THE PRESS

IN THE FIELD

ART MEETS COFFEE

BARISTA CRAFT

# Food Suppliers

illy is committed to providing store partners with an enhanced line of F&B products aimed at increasing consistency across the chain, while prioritizing quality and innovation.

BINDI NA GROUP		STANDARDS	
AT A GLANCE			
<b>1</b> <i>manufacturing facility</i> Belleville, NJ	<b>34 years</b> <i>in operation</i>	State-of-the-art R&D laboratory and test kitchen	
<b>2</b> <i>logistics hubs</i> NY Metro Greater LA Area	<b>120</b> <i>employees</i>	In-house advanced quality control lab	
<b>200+</b> <i>distributors</i> North America & the Caribbean	<b>30,000+</b> <i>customers</i>	Product preservation through low temperature	
	<b>30M+</b> <i>portions served annually</i>	Artisanal finishing on production lines	
		Advanced technology and equipment	

We are collaborating with approved vendors to develop a curated selection of new offerings that position illy at the forefront of the industry with exciting and attractive opportunities. From the introduction of the Domori Chocolate Collection, to the rollout of the illy Crema program, and the addition of a refined food selection, illy is shaping its future with a focus on excellence, aiming to impress and establish itself as a standout in the market.

bindi MAESTRI DEL DESSERT	BUONI & PRONTI IL SALATO DI BINDI	FORNODASOLO	GELPAT MAESTRI DEL DESSERT
<b>"Italy's Largest Pastry Shop"</b> <ul style="list-style-type: none"> <li>Founded in 1945 in Milan, Italy</li> <li>Filled the "service" need to local operators</li> <li>Offered a wide variety of dessert</li> <li>Designed to satisfy the needs of the FS industry</li> </ul>	<b>Bindi's savory line</b> <ul style="list-style-type: none"> <li>High-quality savory delights</li> <li>Artisanal preparation and baking methods</li> <li>Premium Italian ingredients</li> <li>Unique cuts &amp; filled Pasta</li> <li>Pizza, Focaccia and Bread</li> </ul>	<b>Authentically crafted goodness</b> <ul style="list-style-type: none"> <li>Founded in 1995 in Assisi, Italy</li> <li>Range of sweet and savory products, from breakfast to the Italian aperitif</li> <li>Carefully selected ingredients and production processing</li> </ul>	<b>Masters of French choux pastry</b> <ul style="list-style-type: none"> <li>Production of high-end frozen pastries</li> <li>Supplying the finest French creations</li> <li>Sought by artisan bakers, pastry chefs, and retailers</li> </ul>

ACCADEMIA	
An educational center for clients to sample the full culinary experience	
Comprehensive training on Bindi's wide product range	
Product preparation and presentation with <b>aesthetic precision</b> to provide <b>impeccable service</b>	
Uncover how to best serve & attend to clientele, ensuring customers are always <b>happy and satisfied</b>	

# APPENDIX





# MELTING SNOW

## Serving Size

Standard size is 10 oz  
(300 cc) glass

## Preparation Adjustments

Preparation for a drink larger  
than 12 oz is not available.

## 10 oz (300 cc) GLASS

**Ingredients:** illy espresso, fresh whole milk, liquid sugar, cold-frothed skimmed fresh milk,  
unsweetened cocoa powder

## PREPARATION

1. Mix the fresh whole milk, liquid sugar and cocoa powder in a small pitcher, then heat it with the steam wand.
2. Prepare the espresso and add it to the chocolate in the pitcher with a swirling motion.
3. Pour the contents of the pitcher into the illy glass 170, filling it halfway.
4. Froth the skimmed milk in the mixer and pour it all in, filling the illy glass 170.
5. Finish with a sprinkle of cocoa powder to decorate.

## Serving Recommendation

Place a logo napkin in front of the guest with illy logo facing customer and place drink and a straw on the napkin.



# ICED CINNAMON BROWN SUGAR CAPPUCCINO

## Serving Size

Standard size is 16 oz  
(480 cc) glass

## Preparation Adjustments

Preparation for a drink larger  
than 16 oz is not available.

## 16 oz (480 cc) GLASS

**Ingredients:** illy espresso, skim milk, cinnamon, cinnamon brown sugar syrup, sugar syrup, ice

## PREPARATION

1. Fill glass 10 oz (300 cc) 1/3 with ice cubes.
2. Add 4 oz (120 cc) of cold skim milk.
3. Add 2 pumps (1 1/2 oz) cinnamon brown sugar syrup to the glass.
4. Stir with a long spoon.

## Set aside

5. In the mixer cup, add 5 oz (150 cc) skim milk, 1/4 tsp ground cinnamon, and 2 pumps (1 1/2 oz) sugar syrup.
6. Mix the milk on high for 35-45 seconds until milk is thick.

## While milk is mixing

7. Prepare a double espresso into a 3 oz pour pitcher.
8. Pour the espresso into the serving glass with the chilled flavored milk and stir with a long spoon.
9. Slowly pour the cinnamon cold froth into the serving glass. It should float on top of the milk and coffee.

## Serving Recommendation

Place a logo napkin in front of the guest with illy logo facing customer and place drink and a straw on the napkin.



# ILLY IRISH COFFEE

## Standard Size

Standard size is 6 oz (180 cc) cocktail glass

## Preparation Adjustments

Preparation of a drink larger than 6 oz is not available.

## 6 oz (180 cc) COCKTAIL GLASS

**Ingredients:** illy espresso or illy Ready-to-Drink Caffè Unsweetened, Irish whiskey, heavy cream, coffee liqueur, granulated sugar, coffee beans, cocoa powder

## PREPARATION

1. Pour 1 ½ oz (45 cc) Irish whiskey in the serving glass.
2. Add 2 tsp granulated sugar.
3. Heat the liquor and sugar using the steam on the espresso machine.
4. Add 2 oz (60 cc) espresso or illy Ready-to-Drink Caffè Unsweetened and gently stir.
5. In the mixer cup add 2 oz (60 cc) heavy cream. *Mix no more than 5 seconds or whisk for 15 seconds.*
6. Slowly pour, floating 1 oz cream on top of the coffee.
7. Garnish with two coffee beans and a dash of cocoa powder.

## Serving Recommendation

Place illy napkin in front of the guest, logo facing the customer. Place the cocktail on the napkin.

# BINDI NA GROUP

## AT A GLANCE

## STANDARDS

**1**  
*manufacturing facility*

*Belleville, NJ*

**34 years**  
*in operation*

**120**  
*employees*

**2**  
*logistics hubs*

*NY Metro  
Greater LA Area*

**30,000+**  
*customers*

**200+**  
*distributors*

*North America &  
the Caribbean*

**30M+**  
*portions served annually*

State-of-the-art R&D laboratory and test kitchen

In-house advanced quality control lab

Product preservation through low temperature

Artisanal finishing on production lines

Advanced technology and equipment



MAESTRI DEL DESSERT



IL SALATO DI BINDI



### *"Italy's Largest Pastry Shop"*

- Founded in 1946 in Milan, Italy
- Filled the "service" need to local operators
- Offered a wide variety of dessert
- Designed to satisfy the needs of the FS industry



### *Bindi's savory line*

- High-quality savory delights
- Artisanal preparation and baking methods
- Premium Italian ingredients
- Unique cuts & filled Pasta
- Pizza, Focaccia and Bread



### *Authentically crafted goodness*

- Founded in 1985 in Asolo, Italy
- Range of sweet and savory products, from breakfast to the Italian aperitif
- Carefully selected ingredients and production processing



### *Masters of French choux pastry*

- Production of high-end frozen pastries
- Supplying the finest French creations
- Sought by artisan bakers, pastry chefs, and retailers



## ACCADEMIA

An educational center for clients to sample the full culinary experience

Comprehensive training on Bindi's wide product range

Product preparation and presentation with **aesthetic precision** to provide **impeccable service**

Uncover how to best serve & attend to clientele, ensuring customers are always **happy and satisfied**





Until Next Year



THANK YOU

