



FOR IMMEDIATE RELEASE

Simonelli Group Announces New Partnership with the Coffee Science Foundation (CSF) to Develop Largest Open Research Project on Espresso Quality

October 15, 2019— The Coffee Science Foundation (CSF) has announced that Italian coffee machine manufacturer Simonelli Group will become the first major partner of the organization, beginning a new four-year research project. The CSF is a research organization launched by the Specialty Coffee Association (SCA) in April 2019 and is dedicated to advancing the understanding of coffee and securing its future through research, knowledge-building, and outreach.

Mr. Fabio Ceccarani, CEO of Simonelli Group says, "Innovation and research are core values of our identity. Such values have driven the evolution of our espresso coffee machine and grinders for generations, contributing to building our coffee science knowledge. It's now time for the next step. This partnership with CSF represents our deep commitment to the scientific process, our love for espresso, and our desire to understand it better. We seek to share our knowledge and give a concrete contribution to the evolution of scientific know-how in the coffee community."

The Simonelli Group's donation to the CSF is the single largest contribution to date since the foundation was formally established in April 2019. As a result, a new, sweeping research project aimed at understanding the impacts of variations in espresso extraction will kick off in early 2020. The research project will use modern sensory analysis, measurement, data analysis, and consumer research tools to create a scientific understanding of espresso extraction standards, techniques, and the resulting impacts on brewed coffee flavor.

"Simonelli Group's donation to the Coffee Science Foundation is a pioneering and visionary contribution which comes at a critical time: science and research are more important than ever in keeping our industry sustainable," said Peter Giuliano, Executive Director of the CSF.

In addition, Simonelli Group will provide US\$100,000 in unrestricted funding to the CSF, which will be used for broader research to support the mission of promoting and communicating coffee science and securing coffee's future.

"Simonelli Group has long been committed to supporting the global specialty coffee community through SCA and World Barista Championships to make coffee better. This contribution is a testament to that commitment, particularly in the field of science and research," said Yannis Apostolopoulos, the SCA's Chief Executive Officer.

Research outputs on the Espresso Research stream and other Coffee Science Foundation research projects will be presented at upcoming SCA events, webinars, and publications. To learn more about the Coffee Science Foundation, visit coffeesciencefoundation.org.

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Note to Editors

- More information [about the extraction research here](#)
- [Research and equipment photos here](#)

About Coffee Science Foundation

The Coffee Science Foundation (CSF) is a non-profit organization dedicated to advancing the understanding of coffee and secure its future through research, knowledge-building, and outreach. The CSF is a unifying force that drives collaborative, pre-competitive, and scientifically rigorous research that benefits the entire coffee community, including the coffee consuming public. The results of CSF-managed projects are then disseminated to the global coffee community at events, through publications, and coffee education programs.

About Simonelli Group

Simonelli Group is one of the leading players in the coffee machine industry and is present on the market with Nuova Simonelli and Victoria Arduino brands. During its long line of history and tradition, the company has always been open to continuous research and innovative technologies. This began with the introduction in the 1950s of the hydraulic pump that substituted the lever, and the use of electronic systems in the second half of the 1970s. More recent technologies include SIS, T3, Clima-pro, Pulse-jet, Smart Water Technology, and now, NEO. Since 2009, its coffee machines are the official equipment of the World Barista Championship.

It currently exports to 121 countries worldwide, and holds three commercial branches in the USA, Singapore, and France, and has experience labs based in Barcelona, London, Jakarta, Piacenza, New York, and Shanghai. Innovation, sustainability, and education are the three values on which Simonelli Group based its focus to spread the coffee culture worldwide.

About the Specialty Coffee Association

The SCA is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. From coffee farmers to baristas and roasters, our membership spans the globe, encompassing every element of the coffee value chain. The SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building an industry that is fair, sustainable, and nurturing for all, the SCA draws on years of insights and inspiration from the specialty coffee community. Learn more at sca.coffee.