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BREWED BEHAVIOR AND NUOVA SIMONELLI PARTNER ON CUPPING AND ROASTING COURSES IN ITALY

ANCONA, Italy (November 7, 2011) — Tracy Allen, Founder and CEO of Brewed Behavior, will lead a comprehensive *training on coffee quality at Nuova Simonelli headquarters, January 30 – February 3*. The five-day course will delve deeply into grading, roasting, cupping and brewing, and how to use these touch points to attain the ultimate goal in specialty coffee: quality.

The event is to be held at a Q-grading lab at Nuova Simonelli that is certified by the Specialty Coffee Association of America. “This is a great opportunity for roasters and retailers in Italy and across Europe to get concentrated training on coffee quality,” says Allen. “Space will be limited, but we hope to do these courses a few times a year.”

In addition to the cupping lab, a coffee roaster is onsite to assist with the training. The facility at Nuova Simonelli could ultimately serve as a coffee-quality resource center for Italy.

About Brewed Behavior

Brewed Behavior was founded to offer comprehensive product quality and business support to all segments of the coffee industry. Brewed Behavior’s approach to consulting involves changing behaviors through education in addition to providing strategy and solutions at every touch point. Brewed Behavior works primarily with coffee roasters and producing countries to improve their internal operations.

About Nuova Simonelli

Nuova Simonelli is a world-renowned manufacturer of professional espresso equipment. As the official sponsor of the World Barista Championship, and through dozens of other educational sponsorships, the company aims to increase coffee quality and expand awareness of specialty coffee worldwide.