



FOR IMMEDIATE RELEASE

New Collaboration on Coffee Education Between the Zurich University of Applied Sciences and the Specialty Coffee Association

February 25, 2021— The Zurich University of Applied Sciences (ZHAW), in collaboration with the Specialty Coffee Association (SCA), has launched a new postgraduate Certificate of Advanced Studies (CAS) in Coffee Excellence.

Developed by researchers at ZHAW's Coffee Excellence Center, the CAS in Coffee Excellence is a hybrid e-learning course designed to provide coffee professionals with a multidisciplinary overview of applied sciences within the academic world of specialty coffee. Sanremo Coffee Machines support this program and its content as research partners through the SCA's Coffee Science Foundation.

The postgraduate Certificate of Advanced Studies in Coffee Excellence is a program comprised of four modules:

- The program's first three modules are academic in focus and cover coffee production, processing, sensory, and consumption. These modules are delivered exclusively via distance learning and are student-paced.
- The last module takes place in person at one of the SCA's annual trade shows and is a five-day educational program during which students will attend daily lectures and workshops.
- Completing all four modules takes approximately 12 months. Successful applicants earn 12 credits in the European Credit Transfer and Accumulation System (ECTS) and are awarded a "Certificate of Advanced Studies in Coffee Excellence" from ZHAW.

"The SCA's Coffee Skills Program (CSP), taught by hundreds of trainers around the globe, is the gold standard in specialty coffee skills-based education, a program known for training the coffee practitioner. This new postgraduate certificate at ZHAW gives companies the ability to offer their employees a unique opportunity to grow their coffee knowledge through an academically oriented program. This is the start of a broader goal for the SCA to work with multiple universities around the world to create a master's program in specialty coffee," says Yannis Apostolopoulos, Chief Executive Officer of the SCA.

Applications are now open for the April 2021 intake of the CAS in Coffee Excellence. The class of April 2021 is limited to 50 students. The course is available to people with a university degree and at least two years of professional coffee or related field experience. Persons without a university degree but who have an SCA Coffee Skills Diploma and at least three years of professional experience may also apply. Good written and oral skills in English are required.

Learn more about the CAS in Coffee Excellence here: http://bit.ly/SCA_ZHAW.

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Additional Quotes

Dr. Chahan Yeretizian, Head of the Coffee Excellence Center at ZHAW, says, "It is my honor to launch this new program in collaboration with the SCA, taught by leading researchers such as Dr. Sebastian Opitz, Dr. Samo Smrke, Dr. Marco Wellinger, and Dr. Sara Marquart. Students will also take part in guest lectures provided by experts from the coffee industry."

Carlo De Sordi, CEO of Sanremo Coffee Machines, says, "We are very proud to be a part of this important project which will allow us to make our contribution to the improvement and evolution of the entire coffee industry. This partnership perfectly aligns with our corporate mission: to inspire in our unique style, all those who are passionate about coffee by providing innovative and quality equipment, and to give complete support to their profession by nurturing and promoting the art of coffee extraction."

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 coffee value chain element. 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 <https://sca.coffee/>.

About the Zurich University of Applied Sciences (ZHAW) Coffee Excellence Center

Founded in 2008 by Prof. Dr. Chahan Yeretizian, the Coffee Excellence Center is working towards securing the future of coffee and improving the quality of the cup through research, education, and communication. It is today the leading public science, technology, and innovation center on coffee. We believe that high-quality coffee can only be obtained with a profound and holistic understanding of the coffee value chain. Therefore, we are dedicated to state-of-the-art research on coffee along the whole value chain. We aim to disseminate our coffee expertise via publications and postgraduate education programs. Learn more at <https://www.zhaw.ch/icbt/coffee>.

About Sanremo Coffee Machines

A family story that we love to share. Our #wearesanremo comes from this: from wanting to involve our entire community, our suppliers and customers, along a path leading our machines from a sketch to coffee shops all over the world. Our identity permeates every single product and caters to the unique taste of all coffee enthusiasts. We are a team working together to make machines created by professionals for coffee lovers. That's who we are. Learn more about Sanremo at <https://www.sanremomachines.com/>.

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