



IIAC

INTERNATIONAL INSTITUTE
OF COFFEE TASTERS



IIAC

WHO WE ARE



SPECIALISTS IN SENSORY ANALYSIS OF COFFEE

IIAC - International Institute of Coffee Tasters is a non-profit association that since 1993 has been committed to spreading the sensory analysis of coffee through **a scientific and independent method** for its evaluation.

IIAC has trained **over 13,000 professionals from more than 40 countries**, held hundreds of courses, organized several editions of the International Coffee Tasting competition and published a series of specialized manuals.



THE COFFEE TASTER

The coffee taster is a professional with **advanced sensory and product-related skills**, capable of fully understanding the product and the impact of the production chain.

The skills acquired are fundamental in **various fields**:

- in quality assurance to evaluate the product in a structured way
- in research and development to evaluate different product alternatives
- in human resources to give the company a shared product knowledge
- in marketing to plan actions consistent with the sensory profile
- in sales to adopt strategies consistent with the product characteristics

THE IIAC METHOD

The IIAC method is based on the **strict rules of sensory analysis**. In fact, it uses tasters who operate blindly, therefore without knowing the product.

Furthermore, the tasting data are processed through a large number of statistical tools to evaluate their quality and arrive at **statistically validated sensory profiles**.





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OUR COURSES



COURSES

IIAC training is based on a scientific method for the sensory evaluation of coffee. IIAC courses are structured to provide a **solid preparation immediately usable at a professional level**, in the different parts of the complex coffee supply chain. The IIAC training aims especially to provide certain skills on espresso and to develop the sensory competence of the students, both from the theoretical and practical side.



Italian Espresso Tasting (M1) introduces you to the world and tradition of Italian espresso, teaching you how to taste it and recognize its true quality.

Sensory analysis is applied to the coffee production chain to understand in detail the final variations of the espresso.

Theory alternates with tasting, concluding with an exam for those who wish to obtain the IIAC certificate.





Italian Espresso Specialist (M2) is a historical, anthropological and technological journey into Italian espresso.

It starts from the history of Italian espresso, to continue with a sensorial narration of the main Italian styles that emerged from the study of hundreds of blends.

A journey that continues with the discussion of technical topics such as water, grinding and extraction in the espresso machine and that ends with the Italian cappuccino.





Sensory Psychophysiology (M3) delves into sensory analysis and its fields of use.

Numerous exercises alternate with theory to provide participants with the necessary knowledge about the capabilities and limits of their senses.

These exercises are also designed to explain the mechanisms of interpretation of a stimulus and the measurement of a perception.





Sensory Profiling (M4) teaches how to fully understand the mix and contribution of individual origins.

This course covers sensory variations along the production chain through sensory analysis: the different types of tests, the creation of a tasting sheet and descriptive tests with high informative utility and high definition.

A course therefore specific for those who wish to approach the cup of espresso from different points of view and at the same time refine their skills in sensory analysis.





Italian Espresso Roasting (M5) allows students to understand the roasting and blending traditions of Italian coffee.

How do you choose green coffee? How do you blend it? How do you roast coffee to get the best yield from each single origin? This is the course to discover the secrets to obtaining the highest quality roasting and creating high-value blends.

An analysis of the chemical characteristics of green and roasted coffee and those in the final cup to understand the correlation between chemistry and sensory analysis.





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OUR NETWORK



LUIGI ODELLO

Oenologist and contract professor at Italian and foreign universities, founder of Odello Associati, president of the Centro Studi Assaggiatori and honorary president of IIAC - International Institute of Coffee Tasters.

In addition to the coffee sector, he is active in numerous other food industry sectors and in various associations in the sector, contributing to innovation through sensory analysis.

Author of 55 books and contributor to the most important magazines in the sector, he is a speaker at numerous conferences and scientific events.



CARLO ODELLO

President of IIAC. Since 2005, traveling mainly between Italy, Europe and Asia to spread the IIAC sensory evaluation method. An experience between the most traditional and the most progressive markets, with emphasis on Italian espresso.

He cultivates a global and integrated vision of the coffee business. President of Good Senses, an Italian company specialized in sensory analysis.

Founder of AbsisCo Shanghai, a bridge of specialized knowledge between Italy and China. Member of the board of the Italian Espresso Institute (IEI).



GIAN PAOLO BRACESCHI

Graduated in Food Technology at the Catholic University of the Sacred Heart of Piacenza, where he subsequently obtained a Master's degree in Sensory Analysis.

Expert in agri-food certifications, he leads quality and innovation projects in various supply chains, contributing to the valorization of Italian products.

He is the CEO of Good Senses, director of the Italian Espresso Institute (IEI), contract university professor of sensory analysis and member of international organizations.



MANUELA VIOLONI

She has been training tasters since 2003 with the Centro Studi Assaggiatori, Good Senses and universities.

She has held courses on coffee in five languages and three continents, acquiring a global vision of the product. She carries out research and consultancy especially on professional and domestic espresso automation.

She is a panel leader, journalist, counselor and author of manuals on sensory analysis, which she has applied to emotional communication, points of sale, packaging and television programs.

SENIOR LECTURERS



LECTURERS

IIAC has a **network of lecturers** qualified to teach the courses
IIAC M1 Italian Espresso Tasting and IIAC M2 Italian Espresso Specialist.





ACADEMIES AND PARTNERS

IIAC was born out of companies to serve companies with specialized expertise in sensory analysis.
The network of IIAC Academies and IIAC Partners is constantly evolving.



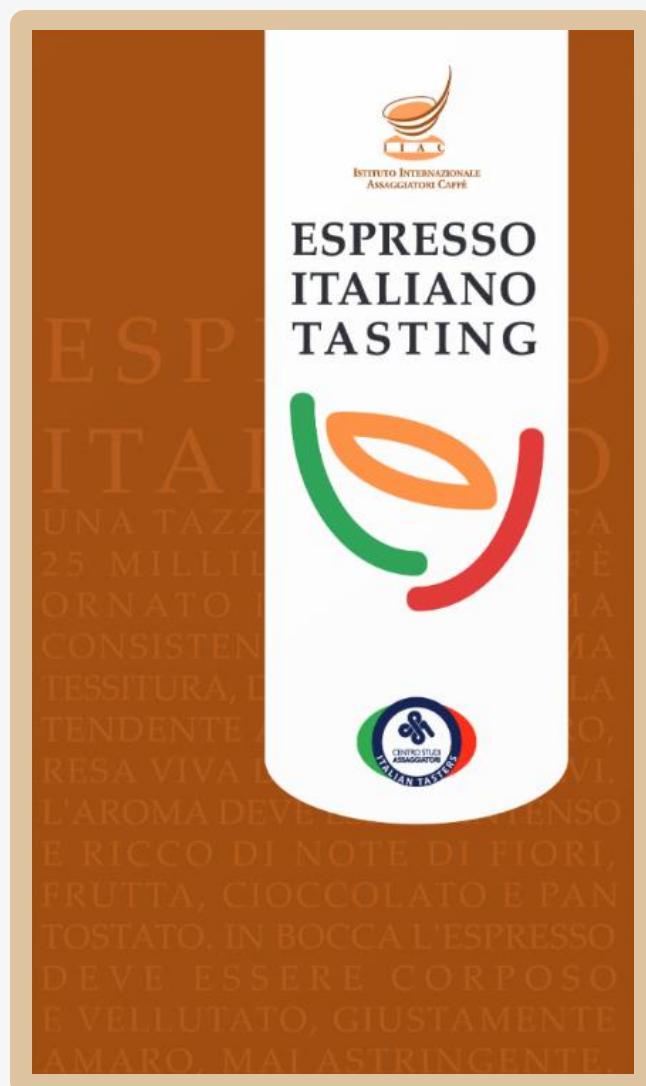
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TEACHING MATERIALS

BOOKS



We believe that training should be based on reliable sources whose quality has been verified by specialists in the field.

For this reason, **each course has a dedicated technical presentation. and a specific book .**

This way our students always receive the same quality information.



ESPRESSO ITALIANO TASTING

Espresso Italiano Tasting is the essential manual for every professional who wants to learn how to sensorially evaluate the quality of an espresso with a scientific method.

Espresso Italiano Tasting presents a comprehensive and timely explanation of the tasting method developed for the evaluation of Italian espresso. It does so by starting from the point of view of sensory psychophysiology and investigating perception through the action of the senses and the attribution of meaning operated at the cerebral level.

The tasting phases of Italian espresso are therefore reported with specific scientific references. Furthermore, the entire coffee supply chain is analyzed: from cultivation to processing, from roasting and blending to service at the bar with professional machines and grinders.



ESPRESSO ITALIANO SPECIALIST

Espresso Italiano Specialist is a historical, anthropological and technological journey into the Italian coffee par excellence: espresso. A drink so complex that it requires a solid sensory and technical preparation, both illuminated by its century-old history.

A journey that starts from the history of Italian espresso, with often unknown details that explain a lot about how Italians drink coffee at the coffee shop today, to continue with a sensory narration of the main styles that emerged from the study of hundreds of blends.

A journey that continues with the discussion of technical topics such as water, grinding and extraction in the espresso machine. A narrative that ends with the Italian cappuccino, symbol of a marriage between coffee and milk that today enjoys enormous success especially outside Italy.



ESPRESSO ITALIANO ROASTING

Espresso Italiano Roasting collects and organizes scientific research on coffee to disseminate it with the language of roasters, focusing the discussion on the means available to them.

Each chapter is in fact about sensory analysis, the main tool used today to choose green coffee, set up the roasting process, and create blends.

The continuous correlations between chemistry, technology and sensory results easily lead the reader to become aware of phenomena he has observed in his professional experience.

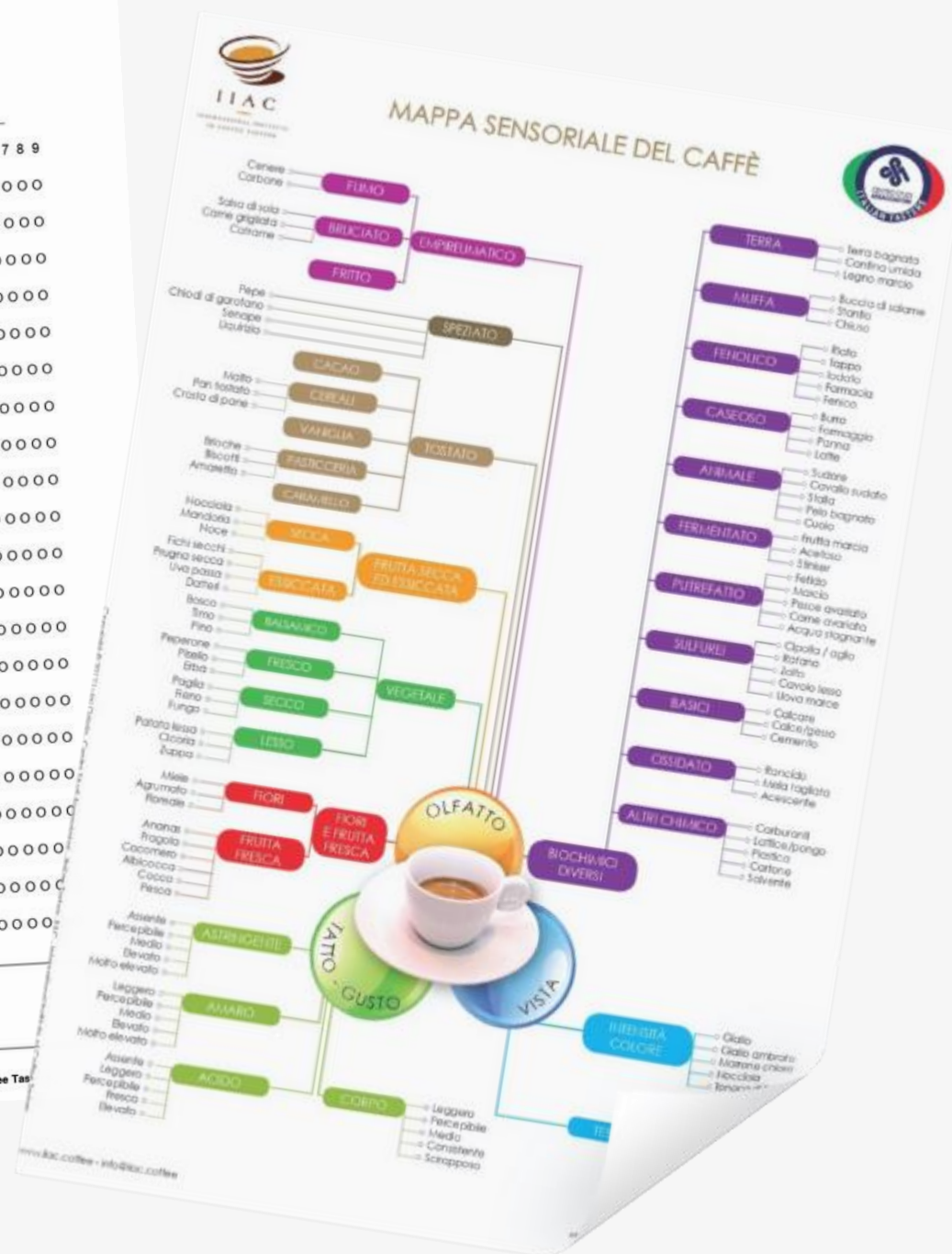
TASTING SHEET AND SENSORY MAP

IIAC
SCHEDA DI ASSAGGIO CAFFÈ (M59)

Data _____ Nome giudice _____ Codice giudice _____ Codice campione _____

Sezione descrittori codificati	0 1 2 3 4 5 6 7 8 9	Sezione descrittori liberi	0 1 2 3 4 5 6 7 8 9
Percezione visiva			
Intensità colore	0000000000		0000000000
Tessitura	0000000000		0000000000
■ ATTRAZIONE			
Intensità olfattiva	0000000000		0000000000
■ PIACEVOLEZZA OLF.			
Corpo	0000000000		0000000000
Percezione tattile/gustativa			
Acido	0000000000		0000000000
Amaro	0000000000		0000000000
Astringenza	0000000000		0000000000
■ EQUILIBRIO			
Fiori e frutta fresca	0000000000		0000000000
Vegetale	0000000000		0000000000
Frutta secca ed ess.	0000000000		0000000000
Tostato	0000000000		0000000000
Speziato	0000000000		0000000000
Empireumatico	0000000000		0000000000
Biochimici diversi	0000000000		0000000000
Gl od positivi	0000000000		0000000000
Gl od negativi	0000000000		0000000000
■ PIACEVOLEZZA R.O.			
Valutazione complessiva			
■ LIVELLO EDONICO			
Note			

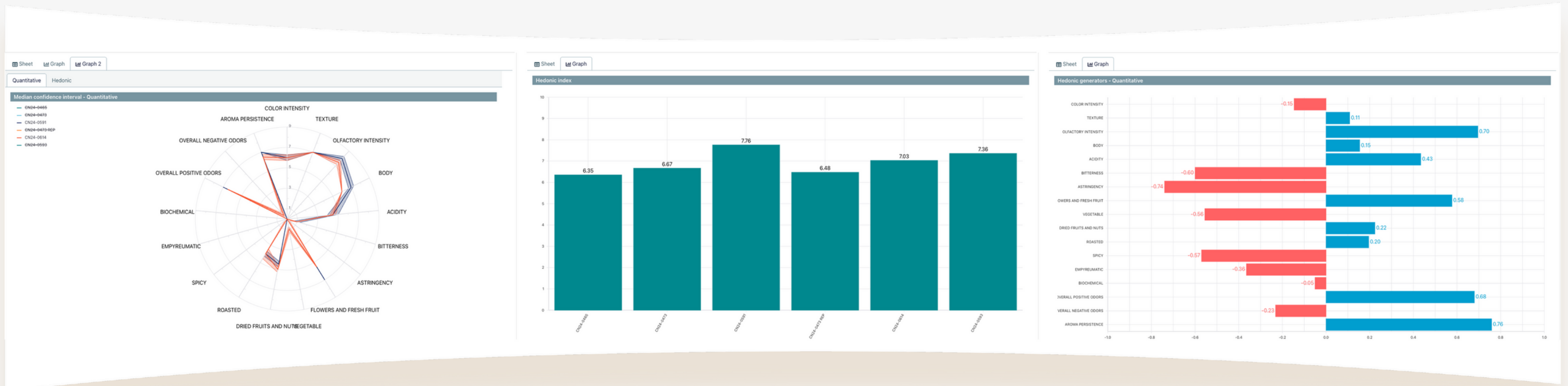
M59 Trialcard Plus ICT v0.4 14.12.11 © 2011 Italian Tasters CSA, IIAC - International Institute of Coffee Tasters



The tasting sheet and sensory map constitute the official IIAC method for the sensory evaluation of coffee, with specific attention to espresso.

Updated several times in recent years, they are optimized to allow the collection of **complete sensory information with minimal effort by the taster.**

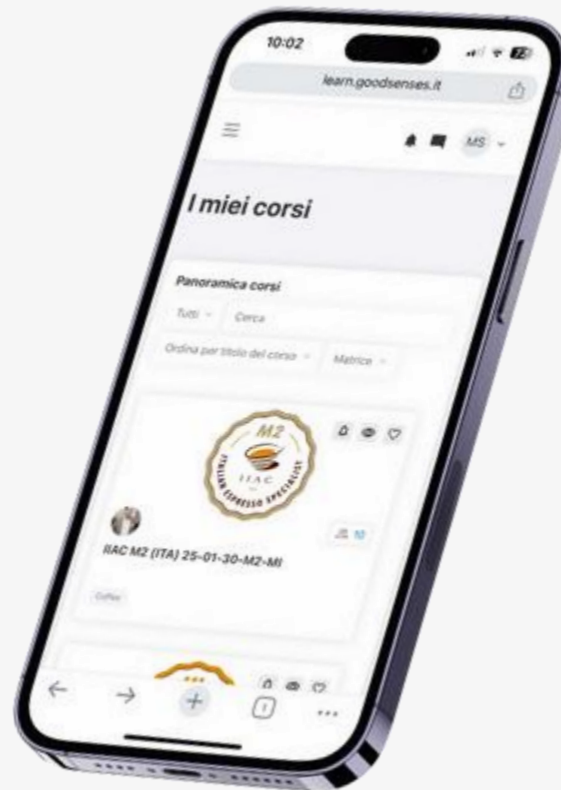
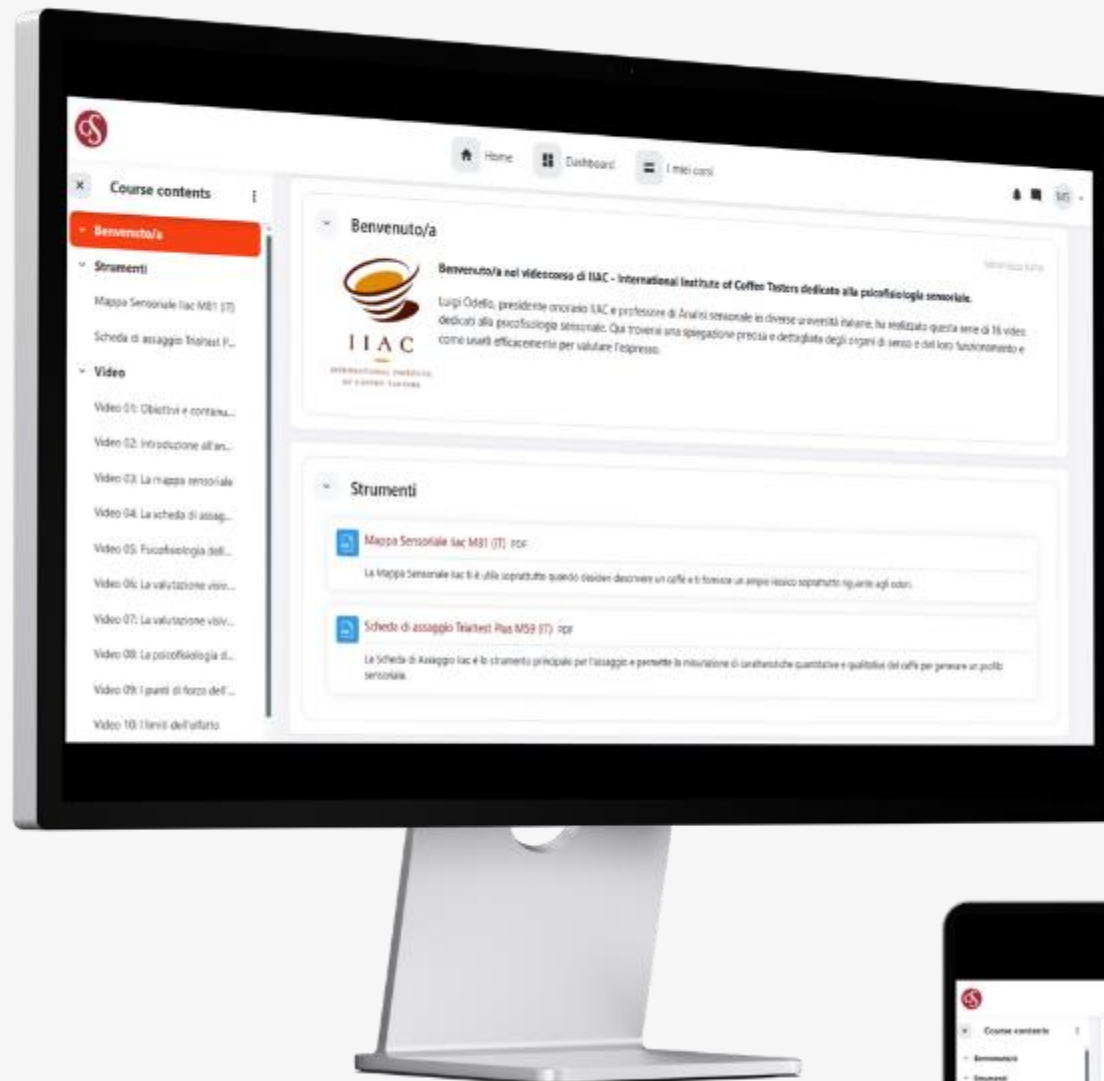
BIG SENSORY SOFT



The verification of the quality of the collected data, the measurement of the effectiveness of the sensory judges involved, the verification of the sensory profiles of the tested products are at the heart of our method.

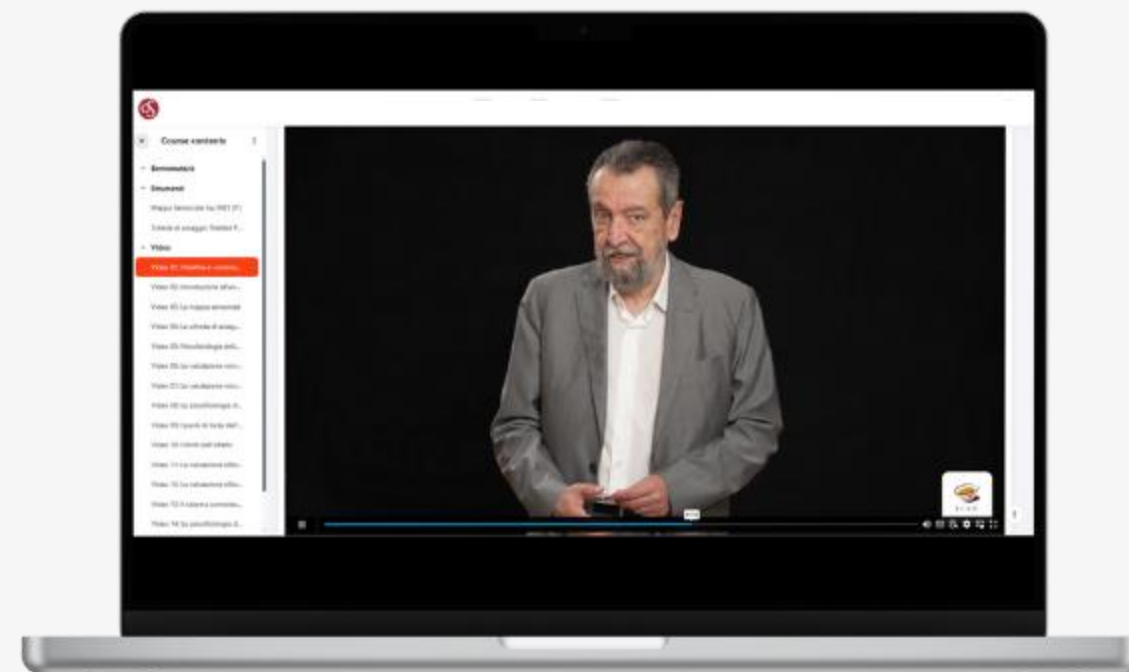
In all our courses and in our International Coffee Tasting competition we use Big Sensory Soft, a proprietary software developed specifically for sensory analysis by Centro Studi Assaggiatori.

LEARNING MANAGEMENT SYSTEM



IIAC has a dedicated Learning Management System, a digital platform that is a fundamental support for students during their training path.

Through the platform the students have access to various resources: video courses, course preparation materials, useful materials after the course, their certificates and badges once they have passed the exams.



CERTIFICATES



Obtaining the IIAC certificate is the ambition of the many professionals who attend the courses and take the practical and theoretical exams every year.

Each course has a specific certificate that attests to the level of sensory skills acquired and that opens the door to further training courses.



IIAC

OUR COMPETITION



AN INTERNATIONAL COMPETITION

International Coffee Tasting is the international coffee competition organized by IIAC with the support of CSA Italian Tasters and the consultancy firm Good Senses.

The strength of International Coffee Tasting is based on the sensory evaluation method. The judges work completely blind according to the most stringent standards of sensory analysis. All the data they provide are statistically validated. Only products that pass the requirements set by the regulation receive a medal.

The evaluation method of the competing products is public and transparent and available at www.internationalcoffeetasting.com



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PARTNERSHIPS



Italian Espresso Institute (IEI) promotes and protects the culture of quality espresso and cappuccino, offering sensory certifications and organizing Espresso Italiano Champion.



Italian Barista School (IBS) trains baristas following authentic Italian practices, teaching the preparation of espresso, cappuccino and drinks and the evaluation of quality.



Next Bean brings together Italian coffee professionals with experience in various sectors, offering services and consultancy along the entire coffee supply chain, from production to sales.


AN ITALIAN NETWORK

CONTACTS




IIAC

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 + (39) 030 381558

 www.iiac.coffee

 info@iiac.coffee

 Galleria Vittorio Veneto 9
25128 Brescia
ITALY