



SIMONELLI
ACADEMY

2018

SIMONELLI ACADEMY

Simonelli Academy organizes specific courses to increase coffee knowledge as well as business opportunities within the coffee industry.

The main types of courses provided can be summarized in:

COFFEE

→ COFFEE EDUCATION

- QGRADE
- RGRADE
- PRE-QGRADE
- COFFEE SCIENCE CERTIFICATE
- COFFEE SKILLS PROGRAM

→ YOUTH ACADEMY

TECHNICAL

- LEVEL #1
- LEVEL #2
- LEVEL #3

SALES & MARKETING

COFFEE

→ COFFEE EDUCATION

Education means constantly improvement. For that reason Simonelli Group provides courses in order to offer the possibility to examine in depth coffee themes at different levels.

QGRADE

ABOUT

CQI's Q Coffee System is an internationally recognized program for evaluating cup quality based on a standardized system for Arabica coffee using protocols developed by the SCAA. A Q Arabica Grader is a highly trained and calibrated coffee taster who evaluates coffee using SCAA cupping standards and protocols.

People working in the coffee chain will participate in the Q Grader training and testing course. This course consists of two complementary concepts: the first is a 3-day theory of all activities, which is followed up by a 3-day series of exams regarding the material presented. There are a total of 20 different exams taken during the course. The purpose of the exams is to evaluate the cuppers in their overall cupping skills. The course includes various activities to test the cuppers' skills in evaluating a coffee in a traditional cupping format, olfactory senses, green coffee grading, acid identification, basic cupping skill evaluations, sensory skills tests, and roasted coffee tests. Upon completion of the course, and with passing grades, the students may receive a Q Grader certificate, valid for 36 months.

The Q Arabica Grader Training and Exams 6-day course is rigorous and consequently some students find it difficult to pass all exam portions the first time through. The final day will allow participants to retake certain tests as needed in hopes of completing the certification.

GOAL

Develop professional cuppers in the coffee chain, green, roasting, sensory.

DATE

See the planning at the end of the brochure.

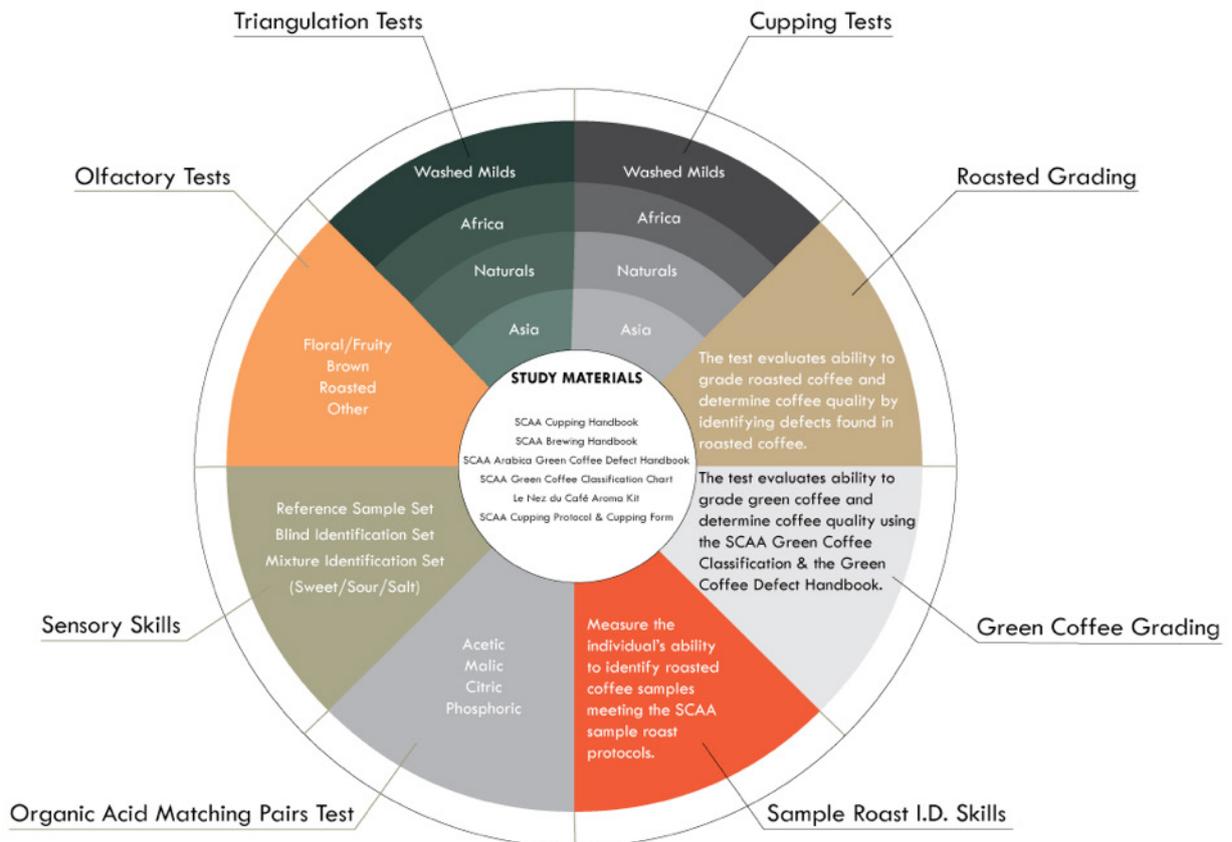
INSTRUCTORS

Roukiat DelRue

Lauro Fioretti (Qassistant)

DAYS	PLACES AVAILABLE	SUBMISSION DEADLINE	SUBMISSION FORM	PRICE
6 days	12 seats	July 30 th 2018	Download now	€ 2.150 + VAT (22%) if due Price retakes: <ul style="list-style-type: none">• From 1 to 5 tests to retake € 300 + VAT 22% (if due)• From 6 to 10 tests to retake € 500 + VAT 22% (if due)• From 11 to 15 tests to retake € 750 + VAT 22% (if due)

The Q Arabica Course : A Breakdown



COFFEE

→ COFFEE EDUCATION

RGRADE

ABOUT

CQI's Q Robusta Course is an intensive review of the cupping and grading protocols required of a certified Q Robusta Grader, combined with a comprehensive evaluation of an individual's ability to consistently cup and grade different grades of Robusta coffee leading to a professional certification credential. This course combines training and testing to reinforce students' understanding of the Q Robusta Grading process while measuring their ability to evaluate Robusta coffee according to the established Fine Robusta standards. This intensive course involves a mixture of lectures and training in all aspects of Robusta grading, cupping, and evaluating specialty coffee. In addition, participants will take twenty specific exams designed to measure their sensory abilities, including sensory skills, olfactory, triangulation and cupping, as well as a written exam covering general coffee knowledge - all focused on Robusta coffees. Students successfully completing this course will be able to objectively evaluate a Robusta coffee based on cup quality and origin and provide feedback on cup nuances, defects and flavors and will gain a thorough understanding of the CQI Robusta cupping and grading standards and protocols, including the CQI Robusta cupping form. Participants who pass this course qualify as Licensed Q Robusta Graders and have the ability to speak a common language of quality throughout the supply chain. The course follows the same format as the Q Arabica Course - three days of intensive training and practice, and three days of testing. Experience cupping Robusta coffees is strongly recommended.

GOAL

Develop professional cuppers in the coffee chain, green, roasting, sensory.

DATE

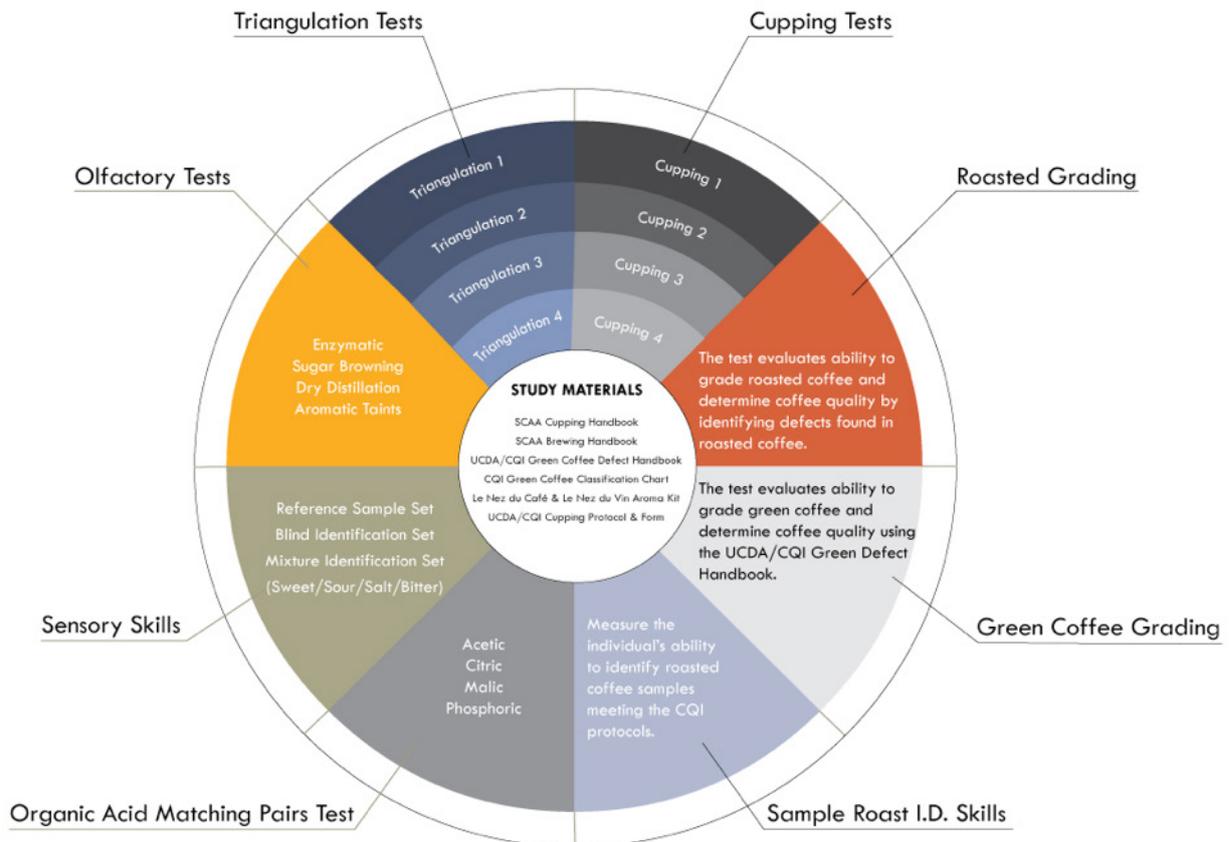
See the planning at the end of the brochure.

INSTRUCTOR

Roukiat DelRue

DAYS	PLACES AVAILABLE	SUBMISSION DEADLINE	SUBMISSION FORM	PRICE
6 days	12 seats	TBD	Download now	€ 2.150 + VAT (22%) if due Price retakes: <ul style="list-style-type: none">• From 1 to 5 tests to retake € 300 + VAT 22% (if due)• From 6 to 10 tests to retake € 500 + VAT 22% (if due)• From 11 to 15 tests to retake € 750 + VAT 22% (if due)

The Q Robusta Course : A Breakdown



COFFEE

→ COFFEE EDUCATION

COFFEE SCIENCE CERTIFICATE

ABOUT

The coffee science certificate (CSC) is the industry's first and training program aimed at fostering a greater technical understanding of coffee science. The program which extends across a wide range of disciplines is focused primarily on the science and chemistry of coffee from "bean to cup". The CSC program currently encompasses three levels of certification and is intended at providing a strong technical foundation for professionals across every sector of the specialty coffee industry.

The Coffee Science Certificate (CSC) is intended to provide a comprehensive technical foundation of general coffee science, applied chemistry, sensory analysis, quality fundamentals and overall coffee knowledge. The CSC certification can be used to complement existing certifications such as the Q, SCAA, or CSP and serve as the "next step" in furthering your technical knowledge within the specialty coffee industry.

Participants completing the CS Certificate program will gain the following, a:

- comprehensive understanding of taste chemistry and its role in coffee quality.
- solid understanding of issues related to cultivation, production and postharvest processing.
- solid understanding of coffee's chemical composition and factors related to quality.
- understanding of coffee's chemical transformation across all stages of production.
- understanding of quality dynamics, preparation and preservation across the entire supply chain.

GOAL

Certification about coffee chemistry knowledge.

DATE

See the planning at the end of the brochure.

INSTRUCTOR

Joseph A. Rivera

DAYS	PLACES AVAILABLE	SUBMISSION DEADLINE	SUBMISSION FORM	PRICE
2 days	15 seats	visit www.coffeechemistry.org		

COFFEE SCIENCE CERTIFICATE - PROGRAM/CONTENTS

CSc - Level 1

is aimed at building a technical foundation of coffee as a raw commodity, exploring coffee science, sensory analysis and issues related to quality.

The program:

- The Chemistry of Taste
- Green Coffee Fundamentals
- Fundamentals of Sensory Analysis
- Introduction to the Chemistry of Coffee
- Green Coffee Storage

CSc - Level 2

is aimed at exploring the chemical transformation of coffee during processing from raw bean to finished product.

The program:

- The Chemistry of Aroma
- Introduction to Roasting Chemistry
- Decaffeination Technology
- The Chemistry of Coffee: Organic Acids
- Coffee Myths

COFFEE

→ COFFEE EDUCATION

COFFEE SKILLS PROGRAM

ABOUT

Specialty coffee is a diverse industry and SCA wants to help you develop your passion and sharpen your skills. The Coffee Skills Program (CSP) allows you to choose the education path that suits your interests and needs.

The program consists of six different modules: Introduction to Coffee, which is available at one level, and five specialist modules; Barista Skills, Brewing, Green Coffee, Roasting and Sensory Skills. Each of the specialist modules is available at three different levels, with points attached at every stage. You may choose the modules that fit your interests and needs.

Once you have achieved 100 points, you will be awarded the SCA Coffee Skills Diploma.

CSP courses are taught by hundreds of Authorized SCA Trainers (ASTs) in locations around the globe. ASTs are coffee professionals who use their knowledge and training skills to deliver CSP courses. ASTs deliver course content and assess the written and practical examinations required to pass each module, audited by the SCA.

GOAL

Develop passion and sharpen coffee skill.

DATE

See the planning at the end of the brochure.

INSTRUCTORS

Dario Ciarlantini

Lauro Fioretti

DAYS	PLACES AVAILABLE	SUBMISSION DEADLINE	SUBMISSION FORM	PRICE
1 day for each level	12 seats	30 days before the beginning of each course	Download now	Foundation € 300 + certificate Intermediate € 800 + certificate Professional € 1200 + certificate Price certificate: <ul style="list-style-type: none">• Level #1 € 60• Level #2 € 100 (SCA member) €180 (no SCA member)• Level #3 180 € (SCA member) €270 (no SCA member)

COFFEE SKILL PROGRAM - PROGRAM/CONTENTS

THREE LEVELS:

- **FOUNDATION**

The Foundation level provides a first taste of a specific coffee discipline and is a great way to get insight into a module to help you decide if you want to go on to learn more. The Foundation level requires no previous experience. Courses at this level usually take 1 day.

- **INTERMEDIATE**

The Intermediate level is suitable if you are already part of the industry, working in the field covered by the module, and have a firm knowledge of the basic skills. Experience working in the field is recommended for this level. Courses at the Intermediate level usually take a minimum of 2 days.

- **PROFESSIONAL**

The Professional level is suitable if you want to pursue specialist knowledge at a high level in your subject. Success at this level should indicate to employers competence to work in the field. Extensive relevant experience is recommended before attempting this level. Candidates must hold the Intermediate qualification in the module. Courses at this level would be expected to take a minimum of 3 days.

SIX MODULES

INTRODUCTION TO COFFEE

Learn about coffee's journey from its origins in Ethiopia to the major commodity it is today. From growing the cherries through grading, roasting, and brewing, this module provides an overview of the coffee value chain.

BARISTA SKILLS

Learn the practical skills you need behind the espresso bar: learn how to set your grinder, milk techniques and latte art, health and safety, customer service, and basic business practices.

BREWING

Learn about the variety of methods for brewing coffee and the brewing variables that affect quality. The Brewing module provides hands-on learning on grind profiles, brewing methods, measuring coffee strength and charting a coffee's extraction.

SENSORY SKILLS

Learn about the essentials of sensory evaluation in a practical and interactive manner. Sensory Skills investigates the way we perceive what we taste, how to evaluate coffee's natural characteristics, and implementing this knowledge in business.

GREEN COFFEE

Learn about the key concepts surrounding green coffee: production, processing, grading, shipping, storage, arrival at destination, as well as coffee contracts and portfolio management.

ROASTING

Learn about the roasting process, including roast cycle, roast levels, identifying defects, the physical changes that beans undergo during the roasting process, as well as workspace management and lean production.

INTRODUCTION TO COFFEE

If you are new to the coffee industry and want to get an overview to start your career, then the Introduction to Coffee module is perfect.

The module charts coffee's journey from its origins in Ethiopia through to the major commodity it is today, enjoyed by millions. It looks into the processes that coffee goes through, from the cherries being picked on farms all over the world, to the various processing methods used to extract the beans, and eventually how the roaster develops the flavours we love. Finally it gives an overview of the various brewing methods we choose to make our coffee, with a few key standards to uphold. As well as the theory you will get to try a "coffee cupping" to taste some of the various and wonderful flavours coffee has to offer.

The course provides you with the key information to enable you to sit your Introduction to Coffee certification that consists of a short practical exam and a written exam (25 questions with a pass rate of 60% required). Successful students will be awarded 10 points towards the SCAE Coffee Diploma.

Courses normally last half a day.

GREEN COFFEE

GREEN COFFEE - FOUNDATION

This is an introductory course that covers key concepts surrounding green coffee from growing the plant, through processing, shipping and storage to arrival at a roastery. The session is ideally suited for people new to the coffee industry or those looking to gain an insight into the broad subject matter of green coffee. It includes an introduction to cupping and coffee grading. The course provides you with the key information to enable you to sit your Green Coffee Foundation certification that consists of a short practical exam and a written exam (15 questions with a pass rate of 60 % required). Successful students will be awarded 5 points towards the SCAE Coffee Diploma.

Courses normally last a day.

GREEN COFFEE - INTERMEDIATE

The intermediate course looks at green coffee in a deeper level and builds on the core vocational skills needed for those people who work with green coffee on a daily basis. The module is broken down into three areas:

- Principles of Coffee Growing and Processing
- Introduction to Green Coffee Grading
- Coffee Contracts and Green Coffee Portfolio Management

The course provides you with the key information to enable you to sit your Green Coffee Intermediate certification that consists of 4 short practical exams and a written exam (25 questions with a pass rate of 70% required). Successful students will be awarded 10 points towards the SCA Skill Program.

Courses normally last at least two days.

GREEN COFFEE - PROFESSIONAL

This course is designed to build on the knowledge gained in the Green Coffee Intermediate course and prepares the student for managerial job functions found in the green coffee profession. Integration of green coffee knowledge with that in other CSP modules including sensory and roasting are also expected.

The course provides you with the key information to enable you to sit your Green Coffee Professional certification. This consists of 3 short practical tests and a written exam (35 questions with a pass rate of 80% required). Successful students will be awarded 25 points towards the SCA Skill Program.

Courses normally last at least three days.

SENSORY SKILLS

SENSORY SKILLS - FOUNDATION

This course covers the essentials of sensory evaluation. You will learn in a very practical and interactive manner the way we perceive what we taste and how to apply it to the evaluation of the intrinsic characteristics of coffee. It also offers an introduction to identify speciality coffee qualities and gain an overview on how to implement it in your business. The course provides you with the key information to enable you to sit your Sensory Skills Foundation certification that consists of 4 short practical exams and a written exam (15 questions -pass rate of 60% required). Successful students will be awarded 5 points towards the SCA Skill program.

Courses normally last a day.

SENSORY SKILLS INTERMEDIATE

This course is suitable for those wanting to pursue specialist knowledge at a high level in this subject. It is recommended that you have some experience of working in this field before attempting this level or have successfully passed Sensory Skills Foundation. It is broken down into three areas:

- How we Taste, Perceive and Interpret
- Running a Cupping Session & Tasting the Diversity of Coffee.
- How to Set Up Sensory In Your Business & Sensory Application

The course provides you with the key information to enable you to sit your Sensory Skills Intermediate certification that consists of 4 short practical exams and a written exam (25 questions with a pass rate of 70% required). Successful students will be awarded 10 points towards the SCA Skill Program.

Courses normally last at least two days.

SENSORY SKILLS - PROFESSIONAL

The course aims to teach you to be a sensory skills leader in a coffee business and brings your tasting skills to the professional level. Be a sensory skills leader:

- Know the science background
- Master the preparation protocol
- Understand the methodology
- Be able to set up panel
- Be able to set up sensory facilities
- Learn where to apply sensory: shelf life, NPD

Personal tasting skills on:

- Taints
- SCA Cupping
- Profiling
- Quality identification

The course provides you with the key information to enable you to sit your Sensory Skills Professional certification that consists of 4 practical exams and a written exam (35 questions - pass rate of 80% required). Successful students will be awarded 25 points towards the SCA Skill Program.

Courses normally last at least three days.

ROASTING

ROASTING - FOUNDATION

This course will give you a fundamental understanding of the roasting process and the key determining factors in heating control, the roast cycle, process logging and how to control basic sensory aspects of the coffee by roasting light or dark. This session is ideally suited for people new to the coffee industry or those looking to gain an insight into the broad subject matter of roasting coffee.

The course provides you with the key information to enable you to sit your Roasting Foundation certification that consists of a 3 short practical exam and a written exam (15 questions with a pass rate of 60% required). Successful students will be awarded 5 points towards the SCA Skill Program.

Course and certification normally last at least a day.

ROASTING - INTERMEDIATE

This course will give you a more elaborate understanding of the roasting process and how different kinds of heat transfer is at play. You will also see how different roast profiles lead to different sensory expression for the same coffee even at the same roast degree. You will also hear about roast defects and how to avoid them and also be introduced to the basic physical changes that the beans undergo during the roasting process. Finally there is a small appendix about workspace management and lean production. It is recommended that you have some experience of working in this field before attempting this level or have successfully passed Roasting Foundation.

The course provides you with the key information to enable you to sit your Roasting Intermediate certification that consists of 4 short practical exams and a written exam (25 questions with a pass rate of 70% required). Successful students will be awarded 10 points towards the SCA Skill Program.

Courses and certification normally last at least three days. (Course: 2 days, Certification: 1 day)

ROASTING - PROFESSIONAL

This course will give you a deeper understanding of heat and heat transfer and more specific understanding of the physical, chemical and sensorial aspects of green and roasted coffee. It will also teach you about more subtle aspects of profile roasting and how the different parts of the roasting cycle affect physical and chemical aspects of the coffee. It will give you the knowledge and skills needed as a manager to plan and execute quality control, create a product range to meet different customer segment preferences, calculate production costs, plan and execute lean production.

It is recommended that students have been working for a minimum of two years in a job with exposure to roasting coffee before taking this module, and ideally around three to five years.

Prerequisites for this module of the CSP are:

- Roasting Intermediate (mandatory)
- Green Coffee Foundation, Intermediate and Professional (recommended only)
- Sensory Skills Foundation and Intermediate (strongly recommended)
- Sensory Skills Professional (recommended only)
- Roasting Foundation (recommended only)
- Brewing Foundation (recommended only)
- Barista Skills Foundation (recommended only)

The course provides you with the key information to enable you to sit your Roasting Professional certification that consists of 5 short practical exams and a written exam (35 questions with a pass rate of 80% required). Successful students will be awarded 25 points towards the SCA Skill Program.

Courses normally last at least four days (Course: 2 days, Certification: 2 days)

BREWING

BREWING – FOUNDATION:

This module introduces the beginner to a host of different ways to brew and enjoy your coffee. After a little theory on the seven key essentials to brewing, you get your hands on a variety of different brewing equipment to test your skills and taste some great coffees. You will be shown the correct procedures to get the best out of different brewing equipment from filter, pour over, Aeropress, Cafetiere and syphon.

The course provides you with the key information to enable you to sit your Brewing Foundation certification that consists of a short practical exams and a written exam (15 questions with a pass rate of 60% required). Successful students will be awarded 5 points towards the SCA Skill Program.

Courses normally last half - one day.

BREWING – INTERMEDIATE

This course is designed to teach you how to brew the best cup of coffee possible through a variety of extraction methods. You will gain knowledge on how to understand the impact your grinder has on your cup quality and to taste the differences between various grind profiles. This hands-on workshop, will teach you how to analyse your grind profile and how to match your grind to your brewing method to deliver the best cup possible. Also by understanding the essential elements of coffee brewing you will learn how they individually influence the final cup. By the end of the course you will have learned how to scientifically measure coffee strength and chart a coffee's extraction; learn how to analyse both brewed coffee and espresso, and; troubleshoot the brew to deliver a correctly extracted, well-balanced cup. Using a digital refractometer to measure each cup, participants will learn how to use the equipment correctly to scientifically compute a coffee's extraction and reference against its taste. It is recommended that you have some experience of working in this field before attempting this level or have successfully passed Brewing Foundation.

The course provides you with the key information to enable you to sit your Brewing Intermediate certification that consists of a short practical exam and a written exam (25 questions with a pass rate of 70% required). Successful students will be awarded 10 points towards the SCA Skill Program.

Courses normally last at least a day.

BREWING – PROFESSIONAL

Having learnt how to chart your coffee in the Intermediate module, the Professional module puts that to good use to investigate and scientifically understand a range of brewing factors. The course will look at aspects such as:

- Charting by-pass and investigating its effect on flavour
- Investigating the effect of grind particle size
- Understanding how to chart espresso and brew within a given extraction percentage
- Learning how to influence the brewing parameters to hit precise strength and extraction targets
- Understanding the effect of different temperatures on coffee brewing
- Understanding the acidity in your coffee at different points within the brewing process
- Investigating how different water qualities has an effect on coffee brewing and flavour
- Understanding how different holding methods for brewed coffee affect quality and flavour
- Understanding how different degrees of roast effect the brewing process

The course provides you with the key information to enable you to sit your Brewing Professional certification that consists of 10 short practical brewing tests and a written exam (35 questions with a pass rate of 80% required). Successful students will be awarded 25 points towards the SCA Skill Program.

Courses normally last at least two - three days.

BARISTA SKILLS

BARISTA SKILLS - FOUNDATION

Learn the essential barista skills to get you started on your barista career. The course focuses on the key skills required to set your grinder, make espresso, and foam and texture milk for cappuccinos. This session is ideally suited to people new to the coffee industry or those looking to gain an insight into the broad subject matter of Barista Skills. No previous barista experience is required.

The course provides you with the key information to enable you to sit your Barista Skills Foundation certification that consists of 3 short practical tests and a written exam (15 questions with a pass rate of 60% required). Successful students will be awarded 5 points towards the SCA Skill Program.

Courses normally last a day.

BARISTA SKILLS - INTERMEDIATE

It is recommended that you have some experience of working in this field before attempting this level or have successfully passed Barista Skills Foundation. Established baristas may want to start at Intermediate Level. The course starts with deeper understanding of the coffee itself; its varieties, origins and processing methods and how they impact on flavour. It then builds on the Foundation level making sure baristas can calibrate the quantity of coffee used, the grind texture, the water quantity and the shot time, to produce a desired espresso brew recipe. Milk techniques are also developed with the baristas needing to produce a couple of drinks with a latte art pattern.

The course touches on other aspects such as customer service, health safety and hygiene, and the profit earned by their drinks. The course provides you with the key information to enable you to sit your Barista Skills Intermediate certification that consists of 4 short practical tests and a written exam (25 questions with a pass rate of 70% required). Successful students will be awarded 10 points towards the SCA Skill Program.

Courses normally lasts two days.

BARISTA SKILLS - PROFESSIONAL

The Barista Skills Professional course should be taken by baristas with considerable experience, having also completed the Intermediate qualification. It takes both a scientific and managerial perspective to coffee and making espresso based drinks.

Coffee contains many possible flavours, aromas and textures due to the complex range of acids, sugars and bitter compounds it contains. Every bean offers different possibilities to the barista based on its variety, origin, processing and roast. However, it is up to the barista to unlock this potential using the tools at their disposal, such as, dose, grind texture, water temperature and quantity and pressure. This course looks at modern ways of evaluating extraction through measuring TDS, extraction percentages, and expressing this through espresso brew formulas. In addition, the course covers baristas' awareness of the constituent compounds of coffee, recognising different organic acids, and understanding how roasting affects the potential flavours and dissolvable solids available for our final espresso.

Managerial aspects of running a good café are also considered, such as planning your café layout, managing your customer service, dealing with customer complaints, and calculating your profitability.

The course provides you with the key information to enable you to sit your Barista Skills Professional certification that consists of 4 practical tests and a written exam (35 questions with a pass rate of 80% required). Successful students will be awarded 25 points towards the SCA Skill Program.

Courses normally last at least three days.

COFFEE

→ YOUTH ACADEMY

ABOUT

The Youth Academy is a barista youth academy based in Italy. Our goal is to find brilliant coffee minds in order to offer a complete coffee education program for a successful career in coffee industry.

This program has been especially designed for promising young baristas who enjoy coffee and want to delve deeper into this exciting industry. The treated topics reach beyond the regular Coffee Skills Program by Specialty Coffee Association. Simonelli Group will offer six scholarships to the best six coffee curriculum.

GOAL

The education program is open to a maximum of 6 people aged 18 to 30.

How to send your application: fill out the application form (pdf), present a video of about 1'30" highlighting your passion for coffee, motivation, aspirations and send all material to academy@simonelligroup.it.

DATE

See the planning at the end of the brochure.

INSTRUCTORS

Dario Ciarlantini / Marco Cremonese / Lauro Fioretti / Francesca Bieker

DAYS	PLACES AVAILABLE	SUBMISSION DEADLINE	SUBMISSION FORM	PRICE
10 days	6 seats	April 9 th 2018	Download now	Sponsored by Simonelli Group

YOUTH ACADEMY - PROGRAM/CONTENTS

- **INTRODUCTION**

Learn about coffee's journey from its origins in Ethiopia to the major commodity it is today. From growing the cherries through grading, roasting, and brewing, this module provides an overview of the coffee value chain.

- **BARISTA**

Learn the practical skills you need behind the espresso bar: learn how to set your grinder, milk techniques and latte art, health and safety, customer service, and basic business practices.

- **BREWING**

Learn about the variety of methods for brewing coffee and the brewing variables that affect quality. The Brewing module provides hands-on learning on grind profiles, brewing methods, measuring coffee strength and charting a coffee's extraction.

- **GREEN COFFEE**

Learn about the key concepts surrounding green coffee: production, processing, grading, shipping, storage, arrival at destination, as well as coffee contracts and portfolio management.

- **ROASTING**

Learn about the roasting process, including roast cycle, roast levels, identifying defects, the physical changes that beans undergo during the roasting process, as well as workspace management and lean production.

- **SENSORY**

Learn about the essentials of sensory evaluation in a practical and interactive manner. Sensory Skills investigates the way we perceive what we taste, how to evaluate coffee's natural characteristics, and implementing this knowledge in business.

TECHNICAL

ABOUT

Through the technical courses students acquire all the skills needed to install, maintain, support and operate a coffee machine or a grinder at different levels.

GOAL

Sharpen technical skill.

DATE

These courses are organised at various intervals, according to the requests we receive.

All Simonelli Group partners who are interested, can send an email to academy@simonelligroup.it

INSTRUCTORS

Stefano Mogliani / Lauro Fioretti / Maurizio Galassi / Marco Piccinini / Marco Serri

DAYS	PLACES AVAILABLE	SUBMISSION DEADLINE	SUBMISSION FORM	PRICE
1 day for each level	10 seats		Download now	Free

PROGRAM/CONTENTS

LEVEL #1: SINGLE BOILER COFFEE MACHINES & GRINDER

THEORETICAL SECTION

- The principles for a perfect espresso
- The coffee machine adjustable parameters
- Hydraulic plan
- Electric plan
- How to communicate with the company
- Where to find spare-parts plan and the web service
- How to read the spare-parts plan and to order spare-parts

PRACTICAL SECTION:

COFFEE MACHINE

- First installation and preliminary operation check
- Machine programming
- Service approach and how to work safely
- Recognition of electrical and hydraulic components and their functions
- Problem solving and critical issues
- Scheduled maintenance and use of maintenance kits
- Cleaning the machine

COFFEE GRINDER

- Settings
- Critical issues
- Maintenance

LEVEL #2:
MULTIBOILER MACHINES PROGRAMMING AND PROBLEM SOLVING**THEORETICAL SECTION**

- Added value of T3 technology
- The coffee machine adjustable parameters
- Hydraulic plan analysis
- Electrical plan analysis
- Theoretical problem solving
- Use of the service manual as a constant support
- How to read the spare-parts plan, its exceptions and order spare parts

PRACTICAL PART

- First installation and preliminary operation check
- Machine programming
- Control unit spare-parts management and software details
- Service approach and how to work safely
- Recognition of electrical and hydraulic components and their functions
- Problem solving and critical issues
- Scheduled maintenance and use of maintenance kits
- Machine cleaning

LEVEL #3:
BEAN TO CUP MACHINES**THEORETICAL SECTION**

- Bean2Cup products range
- The machine adjustable parameters
- Hydraulic plan analysis
- Electrical plan analysis
- Theoretical problem solving
- Use of the service manual as a constant support
- How to read the spare-parts plan, its exceptions and to order spare-parts

PRACTICAL SECTION

- First installation and preliminary operation check
- Parameters adjustment and machine programming
- Service approach and how to work safely
- Recognition of electrical and hydraulic components and their functions
- Analysis of machine sensors and their connection with the control unit
- Problem solving and critical issues
- Scheduled maintenance and use of maintenance kits
- Machine cleaning

SALES & MARKETING

ABOUT

How to read correctly into customer needs to ensure their satisfaction and improve your business profit margin.

GOAL

Simonelli Group partner (sales & marketing team) team building and sharpen partnership.

MARKETING & SALES TECHNIQUES

- Types of customers
- Offer knowledge
- Customer needs
- Offer enhancing
- Sale's technical steps

DATE

These courses are organised at various intervals, according to the requests we receive.

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INSTRUCTORS

Maurizio Giuli

Sales team

DAYS	PLACES AVAILABLE	SUBMISSION DEADLINE	SUBMISSION FORM	PRICE
1 day	5 seats		Download now	Free

DATE

MARCH

- 07 → CSP – SENSORY FOUNDATION
 - 08 → CSP – BREWING FOUNDATION
 - 09 → CSP – BARISTA FOUNDATION
-

MAY

- 02-04 → YOUTH ACADEMY (sensory, green, barista – foundation level)
- 15 → CSP – SENSORY FOUNDATION
- 16 → CSP – BREWING FOUNDATION
- 17 → CSP – BARISTA FOUNDATION

JULY

- 03-05 → COFFEE SCIENCE CERTIFICATE
- 03-06 → YOUTH ACADEMY (brewing and roasting – foundation level; barista intermediate)
- 09-11 → PRE-QGRADE

SEPTEMBER

- 04-05 → CSP – SENSORY INTERMEDIATE
- 06 → CSP – BREWING FOUNDATION
- 07 → CSP – BARISTA FOUNDATION
- 10-15 → QGRADE

OCTOBER

- 02-03 → CSP – BREWING INTERMEDIATE
- 04-05 → CSP – BARISTA INTERMEDIATE
- 09-11 → YOUTH ACADEMY (barista professional)

NOVEMBER

- TBD → RGRADE
- 27-28 → CSP – SENSORY INTERMEDIATE
- 29-30 → CSP – BREWING INTERMEDIATE

SIMONELLI | GROUP

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