



The Journal



Caffè Umbria: quality tradition in Authentic Italian coffee brewing



Seattle, June 30, 2017 - Poised for growth in 2017, Seattle based coffee roastery Caffè Umbria opened its first Training Lab. Three generations of coffee knowledge will be taught to new employees and wholesale customers. The Training Lab, located at 1700 NW Marshall, Portland, is dedicated home for the company's training team to provide a focused, hands on coffee education. Guests will have a peek behind the scenes and an opportunity to chat with Caffè Umbria owners Emanuele Bizzarri, Jesse Sweeney and Pasquale Madeddu about expansion plans and their quest to bring a consistently exceptional Italian coffee experience to a new generation of coffee lovers. Opening festivities include traditional Italian libations: Prosecco and Espresso Corretto, served alongside light hors d'oeuvres. In addition to special gifts for the first 50 guests, Caffè Umbria will donate \$1 for every

attendee to Seeds of Progress, a nonprofit organization focused on improving living standards, through health and education services, of the coffee communities we partner with in Nicaragua. Students visiting the Training Lab will be given the knowledge and tools necessary to prepare espresso drinks and coffee using a variety of brew methods and meet our high standards for excellence in every cup. Training also includes background information about Caffè Umbria, its coffees and roasting philosophy, troubleshooting and tips on cleaning and maintaining equipment. Training is curated to match each wholesale partner's individual needs and

provided on an ongoing basis.

The Portland Training Lab is the first step in building the infrastructure to support 2017 expansion plans in the Pacific Northwest and Chicago. The addition of the Portland lab has also added job opportunities locally, as well as new training positions in cafès regionally.

Quote:

“I’m the third generation of a family of Italian roasters. I remain faithful to my family’s tradition of blending and roasting coffee and am devoted to sharing that authentic experience through our cafès and wholesale customers. By educating and training our wholesale partners about those traditions, we ensure everyone a consistent experience, whether I prepare their coffee drink, or one of our baristas does.”

--- Owner Emanuele Bizzarri

Caffè Umbria partners Emanuele Bizzarri, Pasquale Madeddu and Jesse Sweeney founded their first roastery in Seattle in 2002. The company currently operates cafès in Seattle’s Pioneer Square and Ballard neighborhoods, Portland’s Pearl District and Chicago. Our roasting facility is based in Seattle’s South Park neighborhood.

Equipped with a state-of-the art roaster and a great passion for blending and roasting, Caffè Umbria captures the true essence of Italian espresso and coffee with the convenience and service of a local roaster. Umbria coffee is offered at a variety of fine restaurants, coffee houses, and specialty stores. Learn more by following Caffè Umbria on twitter

<https://twitter.com/caffeeumbria>



Commercial Refrigeration award from ‘Shark Tank’ funds

June 13, 2017;

Minnesota State Community and Technical College Commercial Refrigeration instructor Travis DeJong went swimming with the sharks this spring and came away with \$22,700 to help train his students in the latest refrigeration industry technology.

With the support of Carrie Ward, dean of technical programs on M State’s Moorhead campus, DeJong applied for a Shark Tank Innovation Fund grant to pay for installation of state-of-the-art commercial refrigeration equipment in his program’s lab.

The Innovation Fund, a project of the Minnesota State system, is designed toward innovative teaching at Minnesota’s 54 two-year and four-year colleges and universities.

In his pitch to an Innovation Fund panel, DeJong explained that most supermarkets and warehouses today use a “rack system” that utilizes a single computer to control nearly all their operations – from refrigeration cooling units to lights in the parking lot.

With nearly \$100,000 worth of computerized rack system equipment already donated by his program's business partners, DeJong requested the Innovation Fund grant to pay for the professional installation of the system in his M State refrigeration lab, along with training and curriculum-writing costs.

He said the new equipment means M State students "will have the opportunity to physically work on the equipment used in the marketplace today. Currently students are able to go out to industry sites and see the technology in use, but they're not able to touch, install or operate it. "

The program's business partners will also benefit, DeJong added, since M State will be providing them with a workforce that's already trained in cutting-edge technology.

"Currently, few certified refrigeration technicians know and understand this technology," DeJong said in his grant application. "Students in our technical programs should be working on the equipment that business and industry use every day. "

Installation of the new refrigeration equipment will begin in the Commercial Refrigeration lab on M State's Moorhead campus during the summer.

The one-year Commercial Refrigeration program is designed as a second year of specialized training for graduates of M State's Heating, Ventilation and Air Conditioning/Refrigeration program and for refrigeration technicians who have previous industry experience.

DeJong said business partner support for the program has been strong in part because of an anticipated labor shortage in the industry both in the Fargo Moorhead area and nationally; industry projections warn there will not be enough trained technicians to replace the 300,000 who are expected to retire in the next five years.

According to labor outlook projections, regional employment among heating and air conditioning mechanics and installers is expected to increase by 5.1 percent over the next four years.

DeJong's grant application was one of 10 winning proposals for Shark Tank Innovation Funding announced in May. Competitors for the funding had to present their ideas to a panelist of educators, legislators and business community members. In making the award, the review committee said M State provided a "compelling" market analysis of potential job opportunities for students in the Commercial Refrigeration program.



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