



How Food Technology May Help Feed the World



# The Journal



## Italy's Illy caffe sets a five year target for U.S. expansion.



Custom OscarTek models

MILAN (Reuters) By Francesca Landini – September 1<sup>st</sup>, 2022. Italy’s Illycaffè could reach its goal of opening 200 cafes in the United States within five years as part of a broader drive to expand its business outside its home market, Andrea Illy, the chairman of the premium coffee maker said.

The project - which would mark a significant expansion overseas for the Italian roaster - is conditional on finding an ally with deep knowledge of the U.S. market, sound experience in the high-end retail sector and no previous engagement in the coffee business, the entrepreneur said. The group announced last week that it had picked Goldman Sachs as an adviser to find a partner for its retail expansion in a strategic market where it faces giants including Starbucks SBUX.O. The group, which made its name as a coffee roaster, currently operates 23 cafes in North America, part of a network of nearly 220 illy-branded outlets outside Italy.

“Our target is reaching 200 illy-branded cafes in the United States,” Andrea Illy, the grandson of founder Francesco Illy, told Reuters. “With an operating partner we can get there in five years at the latest,” he said. The Illy family is considering the sale of a minority stake in the group for the first time in its 86-year history as a way to cement the planned partnership, he said.

“To align our goals with the ones of the prospective partner, we are ready to offer it a minority stake in illycaffè or, if it prefers, in our U.S. subsidiary,” Illy said. The roaster, which is well-known around the world for its top-quality coffee blend made by nine varieties of Arabica beans, has always considered its independence a top priority. Illy said that although the group was considering taking on board an investor from outside the founding family, it did not want to team up with a direct competitor. “We don’t want to sign a partnership with one of our rivals in the coffee sector,” Illy said. That would exclude as potential partners JAB holding, with which Illycaffè signed a licensing deal to produce and sell Nestle-compatible NESN.N coffee pods.



For Illycaffè, the U.S. market accounts for sales of nearly 100 million euros out of a total 483 million euros last year. Massimo Della Ragione, co-head of Investment Banking for Goldman Sachs in Italy, told Reuters he was confident the bank would present a shortlist of potential partners for illycaffè by year-end. Reporting by Francesca Landini; Editing by Sandra Maler



## **In the news;** **Francois Behuet has been appointed Executive Pastry Chef at The Ritz-Carlton, Los Angeles**



Francois Behuet

Iconic downtown Los Angeles hotel, The Ritz-Carlton, Los Angeles, is pleased to announce the addition of its new award-winning Executive Pastry Chef, Francois Behuet. In his new role, Behuet oversees pastry for food and beverage outlets at both The Ritz-Carlton, Los Angeles and JW Marriott Los Angeles L.A. LIVE, which include the signature Californian Trattoria, Savoca; Glance Lobby Bar; Illy Caffé; The Ritz-Carlton Club Lounge; in-room dining; and an all-new concept coming to the 24th floor of The Ritz-Carlton, Los Angeles in late 2022.

Bringing extensive luxury hospitality experience and a deep understanding of the industry landscape, Behuet comes to the hotels with nearly two decades of pastry background, most recently playing a pivotal role at Pendry West Hollywood with Chef Wolfgang Puck. There he worked alongside the team on the creation of the entire pastry program for the property's three restaurants, developed a pastry boutique, and oversaw the kitchen design. Behuet is also a current member of the USA Pastry Team, competing around the world, most recently placing Silver at the Americas Pastry Cup in Chile. He is set to compete in the next World Cup of Pastry in France in January 2023.

Born in Caen, France, Behuet discovered his passion for the art of pastry and chocolate at the age of 14. In 2004, Behuet was employed as a pastry chef apprentice at Roussel Pastry, a renowned pastry shop in his hometown. Two years later, he moved to Deauville to become a chocolate apprentice at Chocolaterie Les Marianik's, which featured a selection of the shop's original handcrafted recipes. He then used his new skills to become a chocolate demonstrator for the international company, Flynn Chef, and in 2012, moved to Paris, where he was employed as the production manager of the Chocolate Bonbons production at the widely popular Chocolaterie Jadis et Gourmande.

Behuet then set his sights on New York as the next destination for his career. He worked for Francois Payard as an executive chocolate chef for almost three years. Behuet then returned to his original passion for pastry as the Executive Pastry Chef for Petrossian. He then made his way to Los Angeles where, for more than two years, he was an essential part of the Bottega Louie team, leading the research and development for the opening of Bottega Louie's West Hollywood location.

<https://www.linkedin.com/in/francois-behuet-1aa75obb/> View Francois Behuet's LinkedIn Profile, The Ritz-Carlton, Los Angeles, Marriott International, Inc., The Ritz-Carlton, Los Angeles

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## How Food Technology May Help Feed the World

Lilly D'Angelo, GLG Network Member and former SVP, Global R&D at Tate & Lyle  
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Everyone has to eat. But feeding the world is getting much more challenging as the population continues to grow with cultivatable land shrinking.

Luckily for humanity, innovation and technology can help to mitigate the negative impact on the world's food supply. In fact, in Silicon Valley and elsewhere, software and biotech companies have effectively partnered with the food industry at all levels to help feed the ever-growing world population. Technology like artificial intelligence, blockchain, and cellular agriculture is already making a big difference.

### What's Driving Food Tech?

Three main factors are driving the technology and innovation boom in the food industry: consumer demand for affordable and healthier foods, business demands for efficiency and productivity, and sustainability. Lower prices for consumers come from efficiency in the food supply chain, which can be quite complex. Companies from farms to ingredient makers, to CPG and logistics experts all need to extract the most value from their processes.

Finally, sustainability is a massive driver of technology and innovation. Feeding the world population is important, but at the same time, food production accounts for one-third of global greenhouse gas emissions. Farmers and food producers have new and exciting tools that help them produce the same materials — vegetables and grains — but in new ways.

**New Food Technology Tools:** Hydroponic and vertical farming are two examples. In hydroponics, farmers grow vegetables in water instead of soil and feed the crops enough nutrients to mature. This technology is spreading quickly in very high-density cities, such as Singapore, Hong Kong, and other large cities in Asia. These cities also place a big emphasis on vertical farming, which is what it sounds like: instead of spreading crops over acres of land, farmers are building systems that allow crops to grow upward, which in turn helps the farmers produce the same amount of food in much smaller areas.



Another example of how farmers are using new technologies to improve their operations is algae. The stuff that makes your pool green is a great feedstock to produce oils, proteins, and other food materials. Algae grows very fast and requires less area than traditional feedstock products.

Hydroponics and vertical farming are incremental improvements, but a technology called precision fermentation or cellular agriculture is revolutionary in the food industry. It uses yeast that is modified at the genetic level to create food ingredients and nutrients. Some companies are already producing dairy products this way without cows.

Biologists clip genes that express milk protein and insert that into the yeast. Fermentation of these specially edited yeasts produces milk proteins. Instead of farming cows to produce milk, companies are “growing” milk in a stainless tank, which uses much less land. That’s cellular agriculture.

### Food Technology Challenges

One of the many challenges that come with cellular agriculture is its cost. The technology may work well in a lab environment but can be expensive to scale up. To overcome scaling challenges of the technology, ingredient and CPG companies are partnering with biotech companies to leverage the strengths of each other.

Another challenge of these new technologies is selling the products to a public that has already proved skeptical of genetically modified foods. The food industry must get the right messaging to implement these agriculture technologies fully.

### Software-Based Food Tech

Software-based technology is also in the mix. Farmers, CPG companies, and ingredient companies are using AI, nanotechnology, and blockchain to help improve their processes. AI-powered drones, for example, can monitor crops and fields to quickly spot things like disease and drought. The AI helps food producers to respond and react to problems more efficiently and turn out bigger, better crops.

Blockchain technology, often associated with cryptocurrency and finance, is helping to revolutionize food traceability and safety. It’s now possible to track your food from farm to table. The decentralized blockchain system can be used to track all players in the food value chain securely and transparently. This traceability can be value added for maintaining food safety, reducing food waste, and helping consumers understand food sources.

Suffice it to say, this is an exciting time to be in the food industry. Technology and innovation are helping the food industry feed more people with nutritious food while reducing carbon footprints.

### About Lilly D’Angelo

Lilly is currently the President of Global Food and Beverage Technology Associates LLC, a firm she founded in 2018. Before this, she was SVP, Global R&D at Tate & Lyle. Before Tate, Lilly served as VP, Chief R&D and Quality Assurance Officer in CHIC Group. She

has previously held leadership positions at Danone, Strategic Initiatives, managing several important global strategic initiatives for key brands such as Activia and Light + Fit. Earlier in her career, Lilly was the Technical Management Director, SE Asia for Unilever Thai Services Limited.

This food technology industry article is adapted from the GLG Webcast “The Future of Food Technology, Innovation, and Sustainability.” If you would like access to the transcript for this event or would like to speak with food technology experts like Lilly D’Angelo or any of our approximately 1 million industry experts, contact us.



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