

FIRST

ROADWARRIOR

Andrea Illy, 43, Chairman and CEO, Illycaffè



SANTOS: DAMIR SPINIC—ISTOCKPHOTO.COM; COFFEE: CHRISTIAN PRANDI—ALAMY

THOUGH SOME may consider making espresso an elaborate art, third-generation Italian coffee chief Andrea Illy knows there's rigorous science in every cup. Like his father, Illy studied chemistry before taking over the family's coffee-roasting and retailing business; his company's single espresso blend is backed by more than 100 quality controls and by research from his firm's labs into aromas, flavors, and bean qualities. Launched in 1933 by Illy's grandfather in the port city of Trieste, the \$320 million company still has a local feel, but its business is global: Illycaffè buys directly from coffee growers in 14 countries and sells its signature brew worldwide. This summer the company announced joint ventures that will open more than 100 espresso bars in China, Taiwan, and Hong Kong over the next five years—its latest push into traditionally tea-drinking territories. Meanwhile, the first U.S. café arrives next month at the Venetian casino resort in Las Vegas. We caught up with Illy on his recent trip to New York City to talk travel over—what else?—a couple of espressos. —Eugenia Levenson



DAYS ON THE ROAD 100. I usually go to at least three of our growing countries a year—Brazil, India, and then another in either Central America or Africa.

WHEN IN BRAZIL Try a *churrascaria*, or steak house. And go to Santos (1), a tiny city on the sea near São Paulo. It's beautiful, and it's the No. 1 port for shipping coffee to the world.

COMFORT ZONE I tend to stay at the same hotels because it can be stressful to change. In New York I go to the Mandarin Oriental, in Milan I go to the Four Seasons, and in Paris I like the Park Hyatt. If possible, I also try to get the same room, because when you travel so much, that helps you feel at home.

FLY LIGHT I try to travel with only hand baggage, so I have a very compact Tumi case where I can fit everything I need for one week. I used to take a Prada briefcase, but now I prefer to bring an Arc'teryx backpack for convenience (2).

JAVA JOINT The famous Caffè Pedrocchi in Padua, close to Venice, is a must-see. It's nearly two centuries old.

SKI GEAR In Cortina d'Ampezzo, in the Dolomites, there's a great shop called K2 Sport. The owners, father and son, have climbed K2—so they really are mountain experts.

COFFEE BREAK Espresso is really global. Illy (3) is sold in 144 countries, so not only can I usually find espresso, I can find Illy. ☐

