

By Steve Agi



# Dr Roberto Zanetti

## True to tradition

Dr Roberto Zanetti is one of the living legends of the global coffee industry. He offers his views on the industry's rapid expansion.

**T**here really isn't anything that new under the sun. We might invent different names for things, create marketing trends and try some new twists, but take a coffee industry icon like Dr Roberto Zanetti out for a few taste tests and you are in for a reality check.

"After so many years in the same industry, I have seen many changes, both good and bad. The most incredible thing is to experience right around the world just how amazingly popular coffee has become, especially espresso coffee," he says. Fifty years ago, he offers, you would have been hard pressed to even get a bad

coffee outside of Italy. "In fact, people didn't even really know too much about it at all. Now, you can't turn a corner, go down a street, or even walk 50 metres without a cafe being there." It is, he says, "the opportunity to partake in one of the world's most affordable luxuries."

Roberto is former owner and Managing Director of the world famous Petrocini Roaster manufacturing company of Italy. Visiting Australia in his new role as International Sales Manager for IMF roaster manufacturers from Ferrara, Italy, the temptation is to press him on what he thinks of modern day roasting techniques as opposed to the

traditional Italian ways.

Even though we had coffee at some of Australia's pre-eminent cafes and roasteries, this master roaster and traditionalist showed some puzzlement as to what all the fuss was about. Third wave, artisan, single-origin, estate, specialty - terms and turns of phrase that are used interchangeably these days. It is the language of a generation of coffeesnobs and coffeageeks, but when analysed, it all seems to be a great marketing tool to present nothing more than what has been around for decades.

"Every roaster no matter how big started off as a specialty roaster, that is



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