FOR IMMEDIATE RELEASE

The 2019 Specialty Coffee Expo Ends with Record Breaking Attendance and New World Barista and Brewers Cup Champions

April 14, 2019 — Coffee professionals from around the globe gathered in Boston, Massachusetts, this week for the 2019 Specialty Coffee Expo, North America’s largest coffee trade show and host of the 2019 World Barista and Brewers Cup Championships. Now in its thirty-first year, the 2019 Specialty Coffee Expo broke records with over 14,000 registrations. Sponsored by Massachusetts’ own Chemex Corporation, this year’s event put a spotlight on the coffee of the African nation of Burundi, featured as the official Portrait Country, a designation given to a different coffee producing country at Expo every year.

Jooyeon Jeon of South Korea won the 2019 World Barista Championship and Jia Ning Du of China is the 2019 World Brewers Cup Champion. Jooyeon and Jia Ning triumphed over 54 and 44 other competitors, respectively. Both competitions are organized by World Coffee Events, the competitions management organization of the Specialty Coffee Association (SCA).

2019 World Barista Championship Finalists
Fifty-five competitors from around the world competed over four days in the 2019 World Barista Championship (WBC), which took place inside the Expo trade show. Competitors in the WBC prepare 4 espressos, 4 milk drinks, and 4 original signature drinks to exacting standards in 15 minutes. The 2019 WBC finalists are:

1. Jooyeon Jeon - South Korea
2. Michalis Dimitrakopoulos - Greece
3. Cole Torode - Canada
4. Mikael Jasin - Indonesia
5. Wojtek Bialczak - Germany
6. Mathieu Theis - Switzerland

2019 World Brewers Cup Finalists
Also taking place at the 2019 Specialty Coffee Expo, 45 professionals competed over 4 days at the 2019 World Brewers Cup (WBrC), preparing and serving 3 individual beverages for a panel of judges using compulsory coffees for the first round and a coffee of their own choosing for the second and final rounds. The 2019 WBrC finalists are:

1. Jia Ning Du - China
2. Patrik Rolf - Sweden
3. Alessandro Galtieri - Italy
4. Chikako Nakai - Japan
5. Hsu Shih Yuan - Taiwan
6. Daniel Hofstetter - Switzerland
2019 Best New Product and Design Lab Award Winners
The 2019 Best New Product Competition recognized 11 new products at Expo in 10 different categories, judged on their quality and value to the specialty coffee and tea industry. Also awarded at Expo, the Design Lab competition recognized four companies for great design in coffee spaces, brand, vessels, and packaging. See the press release here.

Specialty Coffee Expo Returns to Portland in 2020
North America’s biggest coffee event returns to the city of Portland, Oregon, April 23-26, 2020, at the Oregon Convention Center. Information on available exhibitor space for Expo 2020 will be available beginning May 1, and attendee registration will open on December 2 at www.coffeeexpo.org.

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Photos
- 2019 Specialty Coffee Expo Photo Kit
- 2019 World Barista Championship Photo Kit
- 2019 World Brewers Cup Photo Kit
- 2019 Best New Product Photo Kit
- 2019 Design Lab Photo Kit

About Best New Product
The Best New Product Competition and Display recognizes new products judged on their quality and value to the specialty coffee and tea industry. Ten different product categories are evaluated, and a winner is declared in each category. Award trophies are presented to the winners of exhibiting companies during the Specialty Coffee Expo. Learn more at https://coffeeexpo.org/best-new-product-competition.

About Design Lab
Great coffee is often given distinction via great design, and increasingly serves an important function in distinguishing specialty coffee. Design Lab seeks to celebrate this effort through four key platforms: coffee spaces, brand, coffee vessels, and a packaging showcase. Learn more at https://coffeeexpo.org/design-lab.

About World Coffee Events (WCE)
WCE is the event management organization of the SCA and the premier producer of events for the coffee community worldwide. WCE’s mission is to develop events that engage the specialty coffee community and promote coffee excellence. The current portfolio involves competition events such as the World Barista Championship, the World Cup Tasters Championship, the World Latte Art Championship, the World Coffee in Good Spirits Championship, the Cezve/Ibrik Championship, and the World Brewers Cup, as well as show features such as the Espresso Bar and the Brew Bar. Learn more at https://www.worldcoffeeevents.org.
About the Specialty Coffee Association

The SCA is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. From coffee farmers to baristas and roasters, our membership spans the globe, encompassing every element of the coffee value chain. The SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building an industry that is fair, sustainable, and nurturing for all, the SCA draws on years of insights and inspiration from the specialty coffee community. For more information, please visit www.sca.coffee.