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SCHEDULE OF EVENTS
SUNDAY, APRIL 22

8am–3pm  Registration Open
8am–1pm  Coffee Skills Workshops
8:30am–5pm  United States Coffee Championships Open to Registrants
9:45am–2pm  United States Coffee Championships – Final Round Individual competition start times vary
10:30–11:45am  Lectures
10:30am–4 pm  Exhibit Hall Open
3:15–4:15pm  United States Coffee Championship Winners Announcement
8pm–12am  After Party hosted by the Barista Guild of America – 21 & over Badge required for entry

FEATURED

ON THE COVER: Coffee growing in Yunnan, China. Photo by Devin Lee.

STAFF
Alex Bernson
Executive Editor
Tiffany Howard
Design
Susan Gates
Advertising Sales
Danny Pinnell
Digital Edition

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Visit Booth #2113 to try these innovative flavorings!
WORLD OF COFFEE & WORLD BARISTA CHAMPIONSHIP HEAD TO AMSTERDAM

The largest coffee trade show in Europe is traveling to Amsterdam this 20-23 June. Thousands of baristas, coffee roasters, buyers and F&B professionals will travel to RAI Amsterdam for the newest products, inspiring lectures, tastings, and innovations. The event is organized by the Specialty Coffee Association (SCA) and is also the venue for the prestigious World Barista Championship.

The annual event has grown in five years from 3,000 visitors and 45 exhibitors to 6,800 visitors and 240 exhibitors. Professionals from over 90 countries visit the trade show, which is known as one of the leading international coffee events.

A Festival of Innovation, Entertainment, and Knowledge

The backbone of World of Coffee (Visit WorldOfCoffee.org for tickets and more information) is the dynamic 5000 sq.m. show floor featuring over 250 of the world’s leading coffee and Horeca industry suppliers and much more:

World Barista Championships
SCA Lecture Series
Two busy cupping rooms
Roasters Village
Brew and Espresso Bars
Sustainability Forum
World of Coffee New Product of the Show Awards

Automating Excellence, a space where visitors can taste the finest Cup of Excellence coffees made by a selection of the most innovative, fully-automated machines

World of Coffee offers many opportunities to network with specialty coffee professionals from Europe and around the world, on the show floor and at various receptions and parties.

Tickets are available online, starting at €20 for SCA members and €25 for non-members (Early Bird). Entry at the door from €40. Tickets grant entry to the trade fair and the World Barista Championship.

The 2018 World Barista Championship will feature 60 national barista champions competing live onstage over four days, starting a day before the main show on 19 June. Viewers from over 120 countries will watch the event online via livestream, which is available at WorldBaristaChampionship.org, along with schedules, competitor information and more.
Developed by coffee science experts and professional coffee tasters, the SCA Certified Home Brewer program reviews machines designed for in-home use to determine if they meet the rigorous requirements of brewed coffee quality as determined by the SCA. These requirements are based on decades of industry knowledge and research by the Coffee Brewing Center. All SCA Certified Brewers have met these requirements, which are based on proper water temperature, brewing time, and ability to brew within the SCA Golden Cup recommendations. The SCA CHB program is rapidly becoming recognized as “the” seal of excellence by both mainstream media and consumers including being featured on America’s Test Kitchen, Cook’s Illustrated Magazine as well as prominently featured in merchandising at high end distributors such as Sur La Table, William’s Sonoma and more.

SCA’s Minimum Certification Requirements Include:

**Coffee Volume:** The volume of the brew basket must be sized in proportion to the beverage receiver’s maximum capacity.

**Brewing Time:** Water contact time with the coffee grounds shall be more than 4 minutes but less than 8 minutes for all brewers operating under standard temperature and pressure, depending on grind.

**Brewing Temperature:** Water temperature at the point the water contacts the coffee grounds to reach 92°C within the first minute, maintain at least that temperature (92°C) for the remainder of the brew cycle, and never exceed 96°C.

**Beverage Preparation:** Beverage strength (solubles concentration) of between 1.15% and 1.45% resulting from an extraction (solubles yield) of between 18.0% and 22.0% from the weight of coffee in the brew basket, as determined by a coffee refractometer and brewing control chart.

**Uniformity of Performance:** To assure the brewer model is both consistent and reliable, it will be tested for uniformity of performance. For this test, a minimum of 5 coffee brewers will be evaluated.

**Uniformity of Extraction:** All of the coffee in the brew basket must be wetted during the first minute of brewing to give opportunity for proper extraction.

**Beverage Clarity:** The brewer must produce less than 75 milligrams of sediment per 100 milliliters of brewed coffee to be certified by the SCA.

**Holding Receptacle and Temperature:** Beverage receiver to maintain the temperature of the coffee no lower than 80 degrees C and no higher than 85 degrees C during the first thirty (30) minutes of the holding time.

For the first time, many of the currently 13 certified brewers will be on display at an exclusive activation at the Specialty Coffee Expo. Stop by the Skybridge Lobby on Level 4 to learn more about the program and get close up with these exceptional brewing machines.
Insect infestation is not a term any coffee drinker wants to associate with their morning cup, but it’s a term that is all too familiar to coffee importers and exporters. While in storage, green coffee can be susceptible to beetles and flies, and this is easily remedied through fumigation. However, what happens when your certified organic coffee or other specialty coffee becomes infested?

Aside from having its organic status removed, you’re now left with coffee that has lost a substantial amount of its value. Yes, you could find an alternative market for the non-organic coffee, but you will now have to repurchase another shipment of certified organic coffee to replace the one you lost, ultimately resulting in a significant loss to your books. What if it is specialty coffee that you cannot repurchase due to a limited available quantity? What are your other options? How do you make yourself whole and fulfill your order?

In cases of external physical damage to the coffee bean, such as condensation or pilferage, a typical insurance cargo policy will settle the claim with you at invoice price plus 10%, which is referred to as the uplift. However, in an infestation claim scenario the coffee is considered sound. It has merely lost its organic status or there may not be additional replacement coffee available. So where does this leave you? Do you have a claim?

Some marine cargo insurance policies have verbiage to specifically address this type of loss to protect you in the event of lost organic status from fumigation. Get in touch with your insurance broker and make sure you aren’t left with any bugs in your cup!
The US Coffee Championships are in full swing, with the Barista Championship, Brewers Cup, Roasting Championship and Cup Tasters Championship competitors facing off in the USCC Arena, alongside the Roaster’s Village, and Barista Guild coffee bar.

Head to the arena yourself to catch the final round, and make sure to catch the winner’s announcements Sunday afternoon. Here’s the schedule:

- **9:45am–2pm** United States Coffee Championships – Final Round
  - Individual competition start times vary
- **3:15–4:15pm** Winners Announcement

For the first time, competitors roasted their compulsory coffees onsite.
ANNOUNCING THE 2018 BEST NEW PRODUCT AND DESIGN LAB WINNERS

Best New Product: A long-running Expo feature, where new products from exhibitors are submitted for display and judging during the show. 10 different product categories are evaluated and a winner is declared in each category.

THE 2018 BEST NEW PRODUCT WINNERS ARE:

**BEST OF SHOW**
Winner: Coffunity

**COMMERCIAL COFFEE OR TEA PREPARATION AND SERVING EQUIPMENT**
Winner: Ground Control

**CONSUMER COFFEE OR TEA PREPARATION AND SERVING EQUIPMENT (ELECTRICAL)**
Winner: Breville

**CONSUMER COFFEE OR TEA PREPARATION AND SERVING EQUIPMENT (NON-ELECTRICAL)**
Winner: Soma

**COFFEE ACCESSORIES**
Winner: Detpak

**SPECIALTY BEVERAGE STAND ALONE**
Winner: Dona Chai

**SPECIALTY BEVERAGE FLAVOR ADDITIVE**
Winner: Pacific Foods

**PACKAGING**
Winner: Savor Brands

**OPEN CLASS**
Winner: LalCafe

**TECHNOLOGY**
Winner: Coffunity

Design Lab: Introduced in 2016, Design Lab celebrates and recognizes the vital role that design plays in the differentiation of specialty coffee. Submissions in three categories are displayed and judged at Expo: coffee spaces, coffee vessels, and coffee packaging.

THE 2018 DESIGN LAB WINNERS ARE:

**ELIXR COFFEE | Packaging**

**KICKAPOO COFFEE ROASTERS | Spaces**

**SOMA | Vessels**
PHOTOS FROM AROUND EXPO

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