THURSDAY, JUNE 21, 2018

Meet This Year’s Portrait
Country: Colombia

The Origins of
Where the Wild Coffee Grows

Watching the World
Barista Championship

Find your way Around
the Roaster Village

Spotlight on
Sustainability

Coffee Art Meets
Coffee Artists

A PUBLICATION OF THE SPECIALTY COFFEE ASSOCIATION
SCHEDULE OF EVENTS

09:00 – 18:30
World Barista Championship
Hall 8, RAI Exhibition Centre

10:00 – 17:00
World of Coffee Exhibition
Hall 8, RAI Exhibition Centre

11:00 – 17:00
World of Coffee Lecture Series
Meeting Rooms, Ground Floor, RAI

11:00
Best New Products Award Ceremony
Hall 8, RAI Exhibition Centre

19:00 – 22:00
World of Coffee Launch Party (ticketed)
Amstel Boathouse

LECTURE SERIES

11:00 – 12:00
Towards a Low Carbon Coffee: The Case of Costa Rica NAMA
F002

Making Coffee Not War: Brewing Up Peace in Yemen
F003

Service: The Last Frontier in Specialty Coffee
F004

12:15 – 13:15
Peru: The Land of Fair Trade
F002

The Future is Full Disclosure
F003

Understanding “Body”: The Effect of Roast Profile Modulations on Sensory Perception of Brewed Coffee
F004

13:30 – 14:30
African Women Leadership in the Coffee Sector
F002

Farm Competitions & Auctions: Impact and Traceability
F003

Is Coffee Safe? A Discussion on Roasting-Generated Contaminants
F004

Meeting Global/Local Requirements for Safety & Clean Exhaust in Coffee Roasting
F002

Recent Advances in Harmless Storage of Green & Roasted Coffee
F003

14:45 – 15:45
Peru Open Cupping
Cupping Room 2

Coffee Art Meets Coffee Artists
BWT water+more, Host Sponsor

16:00 – 17:00
Falcon Coffees Open Cupping
Cupping Room 2

CUPPING ROOMS (FIRST FLOOR)

10:00 – 11:00
Qima Coffee Open Cupping
Cupping Room 2

11:30 – 12:30
Swiss Water Open Cupping
Cupping Room 1

13:00 – 14:00
IWCA Open Cupping
Cupping Room 1

14:30 – 15:30
Colombia Open Cupping
Cupping Room 2

16:00 – 17:00
Falcon Coffees Open Cupping
Cupping Room 2

SUSTAINABILITY FORUM

11:00
Welcome, Opening Remarks

11:15
Panel & Discussion - What We Mean by “Sustainable”

12:45
Presentation - Addressing Issues: Farm Labor

14:00
Breakout Session - Meet Your Match: Case Studies from Non-Profits

15:30
Presentation & Discussion: State of the Industry: Coffee Barometer 2018

All schedules were correct at time of print; please check the World of Coffee app for updates.
Best New Product Award Announcement

Get a head start on your World of Coffee Experience with the Best New Product Award Announcement; the competition recognizes new products judged on their quality and value to the specialty coffee and tea industry. Judging finishes at noon with winners announced early afternoon.

World Barista Championship: Round 1, Team Bar & Wild Card Announcement

Nearly 60 baristas will take the stage over the course of this year’s WBC to present the results of their competition journeys to both judges and spectators, but that’s not the only reason to visit the WBC Areal Enjoy coffee from competitors at the Team Bar (today only) or from a rotating selection of notable roasters at the WBC Espresso & Brew Bars.

World of Coffee Launch Party

Join us for this year’s launch party – a summer bbq with entertainment Arena! Enjoy coffee from competitors at the Team Bar (today only) or from a rotating selection of notable roasters at the WBC Espresso & Brew Bars.

Lecture: Optimising Your Roast

Can a thermoanalytical method normally used in the mechanical engineering of polymers – differential scanning calorimetry (DSC) – help us understand when the Maillard reaction is likely to occur in a coffee bean from any given origin? Elle Sander, Conor Naughton, and Justin Browne present the results of ongoing research that compares DSC to roast profiles in the hope of creating a cost-effective and less-wasteful predictive method to optimise roast profiles from 16:00 – 17:00 in Lecture Room 3 (FD04).

Cupping: Colombia

Taste coffee from this year’s portrait country today in an open cupping from 14:30 – 15:30 in Cupping Room 1. Find more information on Colombia’s program at this year’s WoC on Page 6.

The Origins of Where the Wild Coffee Grows

Jeff Koehler

In 2015, I published a book about the world’s finest tea. Darjeeling tells the story of a plant that was smuggled out of one place and planted in another, where it found its perfect home—in this case, from China to the eastern Indian Himalayas. It is the story of why it was taken there, how it got there, why it did so well, the culture that grew up around it, and the problems that it is facing today.

While writing Darjeeling, I thought a lot about origins, about certain crops in their original home versus on adopted one. The plant that particularly captured my attention was Arabia coffee, whose center of origin and diversity is the montane forests of Ethiopia.

At the same time I was writing Darjeeling, I was also in Ethiopia, meeting with coffee farmers and experts. I met primitive, wild coffee bushes, which are the ancestors of the cultivated coffee plant. These wild coffee bushes are found only in Ethiopia, and Ethiopia is the center of diversity for coffee. In fact, 75% of all coffee species are found in Ethiopia.

Initially, I thought it would be fascinating to do a book about the forests and culture of this coffee Eden, namely focused on the area of Kafa.

But the more I learned about the problems that cultivated Arabia is currently facing, especially in Latin America—in part due to its incredible lack of genetic diversity—the more I realized how connected the past of coffee was to its future.

One of the unique keys to help Arabia cope with climate change and diseases, and even finding valuable new traits like naturally decaffeinated coffee, is found in those coffee forests where genetic diversity is greatest. These forests are important natural gene banks—but they are endangered by climate change and deforestation.

That story made for a very different book, one that was more complex—and more interesting. It also gave me the three-part structure for the book: In the Forest, Out of the Forest, and Back to the Forest.

But if I found the structure quite early, the ending took much longer.

I had met one of the region’s most important spiritual leaders on a previous trip to Kafa, and returned to spend more time with him on my final visit. The gepetato—literally “king of the hill”—taught me about Kafa’s important traditional religious practices, where the elemental spirits live in the undisturbed parts of the forest. Such beliefs require the presence of dense woods for the spirits to dwell. It is a form of eco-theology: forests were not cut, and the deepest parts could not even be entered. Listening to the gepetato, I began to see that this spiritual element might ultimately help save the invaluable collection of genetic diversity within the cloud forests.

Among the graves of wild Arabia, coffee has never been simply a drink, and, after all of these years, its mystique hasn’t vanished. The gepetato, like many other people, leads sacrifices during the ripen phases and before the harvest, leaving offerings in the forest for the spirits.

Even making coffee itself is sacred. “Preparing coffee is like a form of praying,” he told me. He tips a bit by the door frame as a small offering to Shose Kolla, the spirit of the land. It is a libation in the purist sense.

As I worked on the book, I saw that coffee hasn’t lost its mystique everywhere around the globe either. For many—even most—of those who cannot pass the day with a cup or two or three, coffee retains its romance, allure, and magic.

MEET THE 2018 WORLD OF COFFEE PORTRAIT COUNTRY: CAFÉ DE COLOMBIA

Colombian coffee greatness is taking the stage at this year’s edition of World of Coffee in Amsterdam. As the portrait country, Café de Colombia will capture the attention of roasters, importers, baristas, sustainability investors, and consumers, by showcasing the quality, diversity and social impact of the coffees cultivated in this magic and diverse country.

Colombia: Coffee-Growing Geographic Uniqueness

In Colombia, coffee is grown throughout its three mountain ranges: the Eastern, Central and Western Andes, as well as in the Sierra Nevada de Santa Marta. The altitude of these ranges along with the rich and variant climate, topography, soil, and culture allow for the availability of an exceptional array of diverse, unique and fresh coffees all year round.

The Coffee Cultural Landscape (or Paisaje Cultural Cafetero in Spanish) was declared by UNESCO World Heritage Landscape for its “centennial tradition of coffee growing,” in the country that produces the best coffee in the world.

Trade with Social Impact

Colombia produces the most Washed Arabica of any coffee producing country with an average of 14 million bags per year; ninety-two percent of the total production is sold to the international market.

Colombia’s coffee industry impacts not only its coffee growing families – most of which (96%) have less than 5 hectares of planted coffee – but also the 2.2 million people (33% of rural Colombian population), who obtain their income from coffee growing. All of the above make Café de Colombia an engine for rural transformation towards the achievement of Sustainable Development Goals (SDGs).

Showcasing Quality, Diversity and Social Impact

At World of Coffee 2018, Café de Colombia offers attendees a number of experiences across multiple platforms to showcase quality, diversity and social impact. Experience Colombian coffee greatness at booth D24 - C29, cupping sessions featuring coffees specifically selected for World of Coffee attendees, and discussions within sustainability panels including the successful PPP Intelligent Water Management – Manos al Agua, recipient of the 2018 SCA Sustainability Award in the Project Category.

Visitors will also have the opportunity to meet some special guests at the booth: three Colombian coffee producers, plus the country’s most iconic and internationally recognized coffee grower: Juan Valdez.

As Portrait Country, Colombia has put together a robust program to capture the attention of a diverse public:

ROASTERS
This is a year to launch a line of Colombian single origin offerings! To get more information about Colombian coffee opportunities visit Café de Colombia at booth D24 - C29.

IMPORTERS
Visit Café de Colombia at booth D24 - C29 to get more information about sourcing diverse coffees from this beautifully diverse coffee producing country.

BARSTAS
Ronald Valero, Colombia’s national barista champion, will be competing during the World Barista Championship. Café de Colombia will also be joined at booth D24-C29 by two special baristas who will be making the best cups of Colombian coffee for visitors to taste.

SUSTAINABILITY INVESTORS
Attend our two sustainability panels: Friday 22nd from 10:45 am to 11:30 am - PPP Intelligent Water Management - Manos al Agua & Saturday 23rd of June from 11:00 am to 11:45 am - Farm to Future: Lessons from the World Coffee Producer Forum.

You can also visit Café de Colombia’s booth to get further information on opportunities to contribute to a more sustainable coffee sector in Colombia.

COFFEE LOVERS
Get the chance to experience and enjoy Colombian coffee, chat with three of the country’s coffee growers to learn more about the culture behind the cup, and meet the most iconic coffee symbol in the world in person: Juan Valdez. Visit Café de Colombia at booth D24 - C29.

We look forward to seeing you at the Café de Colombia booth and on the show floor - discover where coffee greatness starts!

Café de Colombia’s placement as the 2018 WoC Portrait Country is only a small part of the wave Colombian coffee is generating among the industry and consumers, by showcasing the quality, diversity and social impact of the coffees specifically selected for World of Coffee attendees, and discussions within sustainability panels including the successful PPP Intelligent Water Management – Manos al Agua, recipient of the 2018 SCA Sustainability Award in the Project Category.

2018 is the year of Café de Colombia

Café de Colombia’s placement as the 2018 WoC Portrait Country is only a small part of the wave Colombian coffee is generating around the world. In recognition of the quality and diversity of Café de Colombia among the industry and consumers, numerous brands have and will continue to launch Colombian single origin coffee editions in 2018.

The quality and diversity of Colombian coffees is the result of a combination of a privileged geographical location and the work, care and passion of more than 550,000 Colombian coffee growing families.
Watching the World Barista Championship

Now in its 19th year, the World Barista Championship (WBC) recognizes the highest levels of barista professionals, with particular focus on their mastery and innovation in coffee service. Over the course of the competition, nearly 60 competitors will take to the stage to perform their fifteen minute routines for both judges and spectators. With so much happening on stage at once, the spectator experience can sometimes be overwhelming – but there’s lots to learn if you know where to look!

THE BASICS

Each competitor will prepare three drink courses for judges using coffee(s) of their choosing: the espresso course, showcasing flavour and accuracy in shots of espresso; the milk drink course, where the competitor balances espresso with milk, in the style and volume of their choosing; and the signature drink course, where competitors can do nearly anything they want, provided that it includes espresso that they prepare it on stage for the judges. These courses must be presented within 15 minutes, but they may be presented in any order and with whatever approach they feel best represents the greatest possibilities of specialty coffee.

Presentations in Round One are scored on both sensory and technical aspects. Sensory skills alone are tested in the following rounds, with 16 competitors advancing into the semi-final round, and 6 into the final, with the winner being crowned the World Barista Champion for the year.

A CLOSER LOOK

In 2015, World Coffee Events (WCE) announced a number of changes to the competition format, developed with the assistance of the WBC Evolutionary Working Group and released over a number of years, in order to bring the competition back to its innovative roots. This year’s competition is the first since 2015 to release a rules update only tweaking the new format, rather than releasing further major updates – it’s expected this will have a profound impact on the variety of presentations we see from competitors.

Table Layouts

Even though competitors had a choice of nine table layouts last year, most chose the layout closest to the original WBC table format. Only a few competitors – including a number of finalists and 2017’s Champion, Dale Harris – utilized one of the new possible layouts. Now that competitors have seen the creative use of these table setups rewarded by judges on the scoreheets, we anticipate there will be far more use of these options this year. Competitors are also (as of this year) allowed to move tables into a variation of one of the nine station options during their table-set time, but will anyone be brave enough to push the boundaries even further?

Science!

Whether they were roasting their coffee on stage or unveiling new milk texturing kit, 2017 saw a definite trend towards presentations developed with science in mind. Given that last year’s champion gave a presentation based entirely on sensory science and gas-chromatograph mass-spectrometry results, we’re certain this trend will continue in Amsterdam.

Technique & workflow

In round one, competitors are still evaluated by a technical judge for overall technique and workflow. Here, the judge looks for a series of movements, often repeated perfectly every time a shot is pulled or milk is steamed, that are indicative of hygiene behind the bar. Watch how a competitor fills their portafilter with coffee very carefully: do they use the exact same series of movements every time? When serving drinks, do any cups have drips down the edge? The smallest details like these can lose a competitor valuable points in round one, but with the removal of technical judging at the higher levels, competitors have the ability to completely change their extraction technique in semi-finals or finals to showcase something new and innovative. No one has – as of yet – taken advantage of this little loophole, but will someone finally break the barrier this year?

Watching the World Barista Championship Competition-spotting isn’t the only reason to visit the WBC area of the show: it’s also a great place to grab a cup of coffee! Enjoy coffee from the national competitors at the Team Bar (open Wednesday and Thursday only) or enjoy a rotating selection from the WBC Espresso and Brew Bars. Full schedules – and live ranking of the competitors during round one! – can be found at worldbaristachampionship.org.

YOUR COFFEE JOURNEY BEGINS IN BRAZIL!

International Coffee Week

NOV. 7-9, 2018
BELO HORIZONTE

ORIGIN TRIPS | 2018/19 CROP
COFFEE OF THE YEAR 2018 | CUPPING ROOMS | DIRECT TRADE
GLOBAL COFFEE SUSTAINABILITY CONFERENCE

PROUD HOST OF

WORLD BREWERS CUP™
WORLD COFFEE IN GOOD SPIRITS CHAMPIONSHIP™
WORLD LATTE ART CHAMPIONSHIP™

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PROMOTION
Spotlight on Sustainability

In the face of substantial risks to the future of coffee, coffee professionals are engaging with issues of sustainability across the chain more than ever. Whether you’re a seasoned sustainability investor or just dipping your toes into the sustainability conversation, this year’s World of Coffee has a number of ways to get involved and further your knowledge.

SUSTAINABILITY FORUM
Thursday, Friday, and Saturday

Since its inauguration three years ago, Sustainability Forum has become a place for sharing knowledge and ideas, connecting with industry professionals, and exploring opportunities to get involved in transforming our industry for a more sustainable future. This year’s program—a collaboration between staff and a volunteer working group comprised of Sara Monrochi, Lennart Clerks, Job Boodt, Sarah Browne, Angel Mario Martinez Garcia, and Ceranne Bury—takes a step back from specific issues, focusing instead on hosting discussion across coffee’s value chain of actors.

This year’s program includes opportunities to get involved in transforming our industry for a more sustainable future. Sustainability Forum’s series of panels, presentations, and “bring your questions” sessions runs across all three days of World of Coffee Amsterdam.

A SUSTAINABLE VENUE
Sustainability isn’t just a focus of this year’s WoC programming; SCA and RAI Amsterdam have a number of initiatives in place this year to help reduce our environmental impact and improve the future of coffee. To learn more, please visit worldofcoffee.org/sustainability.

Tickets will be available until the start of the workshop (13:00 Friday).

LECTURES
Thursday, Friday, and Saturday

Of the six lecture fields offered at this year’s World of Coffee, SCA received the highest number of proposals in the field of sustainability—meaning there are plenty of opportunities to dive deep into particular issues of sustainability with lecturers! This year’s selection covers everything from blockchain to biocar and everything in between.

FULL SCHEDULES:
- [View the full schedule](worldofcoffee.org/sustainability)

Coffee professionals are engaging with issues of sustainability across the chain more than ever. Whether you’re a seasoned sustainability investor or just dipping your toes into the Sustainability Forum, there’s something for everyone.

WORKSHOP: SUSTAINABILITY ESSENTIALS FOR THE COFFEE PROFESSIONAL
Ticketed Workshop: Friday, 22 June, 13:00 – 17:00

Once you’ve had your interest piqued by discussion at Sustainability Forum, this year’s workshop on sustainability essentials for the coffee professional is the next step on your journey to developing a deeper understanding of what constitutes “impactful action” across the chain.

FULL SCHEDULES:
- [View the full schedule](worldofcoffee.org/sustainability)

COFFEE ART MEETS COFFEE ARTISTS

BWT Water+More is giving away 10 original coffee monsters at World of Coffee 2018!

Stefan Kuhnigk loves really good coffee. And he loves cartoons. Chance (in the form of spilled coffee), spontaneous inspiration, and his artistic skills have induced him to combine the two together and use this to create whole wonderful creatures: his little monsters. The coffee monsters.

After he once inadvertently spilled coffee onto paper, Stefan Kuhnigk left the spill to dry and then used his pencil to draw his first-ever coffee monster. Very soon after, he was spilling his coffee deliberately and creating his second monster, and then his third, his fourth, and so on.

A TRiumph the World Over
Today, the planet is populated with over 500 coffee monsters, and Kuhnigk’s creations have been on a truly triumphant journey around the world: with thousands of followers in social media channels, exhibitions, and a successful kick-starter campaign to publish the coffee table book “The Coffeemonsters Book”.

Some coffee monsters remind the viewer of animals—an elephant, a hedgehog, or mice. Others take on the appearance of extraterrestrials, like mythical creatures—or even fairly human ones.

Every monster is as unique as the mark it is created from. And Stefan Kuhnigk even gives each one of his humorous creations a small story to carry them on their way.

THE LOVE OF COFFEE
“Stefan Kuhnigk’s art from coffee resonates with lots of people,” says Dr. Frank Neuhausen, managing director of BWT Water+More Deutschland GmbH.

“The coffee monsters are humorous and poetic. They make us smile, and they convey their creator’s love of coffee in such an imaginative and richly-varied way. The coffee artists out there for us to meet at World of Coffee 2018 in Amsterdam work in just the same way: creative, passionate, about coffee as product and, above all, with a boundless love of coffee. And thousands more give of their best, every day, in the cafes and coffee shops of this world, for fantastic coffee experiences.”

No wonder Frank Neuhausen and his team hit on the idea of “bringing the art from coffee to the coffee artists at RAI Amsterdam.”

DRAWINGS: STEFAN KUHNIGK

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ONE-OFF PIECES, OF COLLECTABLE VALUE

No sooner said than done. At BWT Water+More’s stand C27/D22, visitors to World of Coffee can see the coffee monsters for themselves, and with a bit of luck they may even win one!

The water optimization professionals are running a prize draw for ten original coffee monsters, created by the “monster-maker” Stefan Kuhnigk for BWT Water+More and visitors to World of Coffee 2018. The drawings are framed, signed, and true one-off pieces of collectable value.

Entry forms and full information about the competition can be obtained from the BWT Water+More stand at World of Coffee 2018.

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For that perfect coffee
Always and everywhere

Our BWT bestmax PREMIUM water filter is unique. Its patented BWT magnesium technology enriches the water with magnesium, a valuable mineral. Exactly the right filter system for protecting coffee machines from limescale and gypsum deposits and for the best sensory results when it comes to preparing coffee.

Filter solutions for perfect water at all times: coffee, vending, dishwashing, baking, cooking and water dispensers

See us at booth C27/D22!