Community Efforts to Aid Guatemala

Thinking of Opening a Coffee Shop?

Automating Excellence with the Cup of Excellence

Amsterdam Coffee Map

Fresh Resources & Research in the SCA Store
Italian coffee company Lavazza is focusing on sustainability as it participates for its first time to the World of Coffee 2018 in Amsterdam, with its iTierra! CSR initiatives and products. iTierra! is the name of the sustainability project started by the Company in 2002, to the benefit of three communities of small coffee growers in Peru, Colombia and Honduras and which has now become a wider concept of sustainability projects managed by Lavazza (directly or in partnership with suppliers and NGOs) across three continents, 14 countries and 21 projects. iTierra! is a project focused on the improvement and development of coffee farmer communities from an economic, social and environmental point of view, but also a range of premium blends, containing coffee from communities involved in the sustainability projects and grown in Rainforest Alliance Certified™ coffee farms. It is with iTierra! Colombia 100% Arabica espresso and filter, iTierra! Brasile 100% Arabica Espresso, and iTierra! Brasile Blend Espresso that Lavazza makes its debut in the 2018 World of Coffee: these coffee blends can be experienced and tasted at the iTierra! booth (E16/E18).
SCHEDULE OF EVENTS

10:00 – 18:00  World Barista Championship  Hall B, RAI Exhibition Centre
10:00 – 17:00  World of Coffee Exhibition  Hall B, RAI Exhibition Centre
10:00 – 17:00  World of Coffee Cupping Rooms  Meeting Rooms, Ground Floor, RAI
10:00 – 18:00  World of Coffee Lecture Series  Hall B, RAI Exhibition Centre
10:45 – 17:00  Sustainability Forum  Hall B, RAI Exhibition Centre
16:00 – 18:00  Coffee Roasters Guild Mixer  Guild Lounge
18:30 – 20:00  IWCA Evening Reception (ticketed)  Rosarium

LECTURE SERIES

11:00 – 12:00  ID Coffees: Disrupting the Global Coffee Market to Improve the Livelihoods of Smallholder Farmers  Room F002
12:15 – 13:15  The Science Behind the SCA Flavor Wheel and Brewing Control Chart  Room F003
13:30 – 14:30  Sustainability Essentials for the Coffee Professional (ticketed)  Room F004
13:30 – 14:30  The Black Earth Project: How Biochar is Helping Farmers Meet the Challenges of Coffee Production in the 21st Century  Room F002
14:45 – 15:45  Coffee Data as Business Intelligence: Using Your Data to Improve Quality, Consistency, and Control  Room F003
16:00 – 17:00  Maintaining Profitability During Minimum Wage Increases  Room F002
16:30 – 17:30  Can Collaboration Result in Transformation of the Coffee Sector?  Room F003

CUPPING ROOMS (FIRST FLOOR)

10:00 – 11:00  Fairtrade  Cupping Room 1
11:30 – 12:30  CaffeMolds  Cupping Room 2
13:00 – 14:00  ECOM EAST AFRICA  Cupping Room 1
14:30 – 15:30  Swiss Water  Cupping Room 1
16:00 – 17:00  Fuego Libre  Cupping Room 1

SUSTAINABILITY FORUM

10:45  Welcome, Day 2
11:00  Presentation – Farm to Forum: What the World Coffee Producer Forum Means to Specialty Coffee
11:30  Panel & Discussion – Does Sustainability Cost Money or Save Money?
13:30  Breakout Session – Ask the Experts: Bring Your Questions
15:00  Panel – Risk Mitigation Strategies with Oiko Credit
16:00  Technology Accelerating Sustainability

All schedules were correct at time of print; please check the World of Coffee app for updates.

Community Efforts to Aid Guatemala
Fuego Eruption in Coffeeelands Prompts Fundraising Efforts

Following the unexpected eruption of Volcán de Fuego in the southern region of Guatemala on Sunday, June 3, a number of fundraising efforts have been announced to provide relief to those affected. As of Tuesday, June 12, CONRED – Guatemala’s National Coordinator for Disaster Reduction – reports nearly thirteen thousand evacuees and 1.7 million affected, with numbers expected to rise as emergency services continue their work in the area.

The area is also home to a large number of small-holder coffee farms, many of which have been directly affected. Anacafe, Guatemala’s national coffee association, estimates that 3,440-4,055 manzanas of coffee-growing land have been directly affected, resulting in estimated losses of 38,600 quintals of coffee (0.91% of the national harvest), which is roughly equivalent to 64,000 bags of green coffee (650kg).

Do you know of other disaster relief efforts? Raise awareness on social media using the hashtags #PrayForGuatemala, #GuatemalaEstoyContigo, #FuerzaGuatemala, and #AnimoGuatemala.

COFFEE ROASTERS GUILD MIXER
Join the Coffee Roasters Guild for an evening of talks and networking from 16:00 to 18:00 at the Guild Lounge.

INTERNATIONAL WOMEN’S COFFEE ALLIANCE EVENING RECEPTION
Join IWCA for an evening reception from 18:30-20:00 at Rosarium featuring drinks, canapes, and an update on IWCA activities. Tickets (€35) available through the SCA Social Events ticket portal; event kindly sponsored by Julius Meinl. 

LECTURE: THE SCIENCE BEHIND THE SCA FLAVOR WHEEL AND BREWING CONTROL CHART
The SCA Flavor Wheel and Brewing Control Chart are two important tools used every day by Specialty Coffee experts – but on what foundations were they built? This lecture explores the scientific background of these two tools, how to use them better, and some little known secrets hidden within them. Lecturer Peter Giuliano will focus on sensory science, consumer research, and techniques to apply measurement tools to specialty coffee before sharing an update on current research intended to make these tools better.

WORKSHOP: SUSTAINABILITY ESSENTIALS FOR THE COFFEE PROFESSIONAL
Originally created by Samantha Veide and Colleen Anunu for SCAA (with support of the heritage organisation’s Sustainability Council), the course has been redesigned for SCA use at this year’s World of Coffee by Nora Burke and Kate Fischer. This second iteration is the next in a series of steps SCA is taking to develop a Sustainability Skills Program to complement the existing Coffee Skills Program. Tickets available through the WoC Registration Portal: 13:00 – 17:00 in Lecture Room 3 (F004).

WORLD BARISTA CHAMPIONSHIP: FINALIST ANNOUNCEMENTS
Watch and cheer as the field of 16 semi-finalists is narrowed to the six competitors advancing to the Finals round on Saturday: announcement begins at 17:00 in the WBC Arena.

Highlights: Friday, June 22

Co-located at the World of Coffee, the event is kindly sponsored by Julius Meinl.

PARKING AND TRANSPORTATION:
Parking is available on site and within walking distance of the venue. For more information, visit www.worldofcoffee.com/transportation.

ALL SCHEDULES WERE CORRECT AT TIME OF PRINT; PLEASE CHECK THE WORLD OF COFFEE APP FOR UPDATES.
Thinking of Opening a Coffee Shop?

Crowded coffee spaces and firework acquisitions are making the specialty coffee industry nervous enough to start using the word “bubble.” In issue 6 of SCA’s quarterly magazine, JANICE ANDERSON and DAN MCCLOSKEY used their extensive experience mapping the growth of specialty coffee across the US to offer their perspective on the status of the market. Here, in a Daily Edition exclusive, they focus on what current and aspiring coffee shop owners can do to stand out in a crowded market.

A love of coffee is commonly cited as the reason for starting a coffee business – being passionate about what you do is as important as it is infectious to those around you, but it’s not enough to start and sustain a business. Starting a business means you have to dream a little: am I going into coffee to start a revolution, or just do something nice in my neighborhood? Do I want out in five years, or am I in for the long haul?

From our experience, starting a coffee business can be one of the hardest things you will ever do. Here are a few good practices we recommend when starting and growing a coffee business.

WRITE A BUSINESS PLAN UNDER WHAT CONDITIONS WILL MY BUSINESS WORK?

A business plan is the model for how you will build your business, and we always recommend starting with the expenses. The costs of starting up and running a business will vary dramatically according to location, build out, furnishings, POS system, equipment, website, salaries, payroll taxes, and utilities.

These are expenses that you must pay whether the business has a good day or bad day – this is your “burn rate.” Once you have your burn rate, ask: how low can you get enough capital for at least two years of “burn”? Being undercapitalized is likely the number one reason for small business failure. Now, look carefully at your burn rate. Face the reality of fixed costs, and then ask yourself: do I really need to buy that roaster now? Also, we recommend cutting your salary in half: the leader eats last.

At this point, you should build the revenue side of your plan. Start by identifying products, pricing (check the cafes in your chosen area), costs (don’t forget almond milk, bamboo stirrers, employee drinks, and waste). Look at how many coffee drinks, pastries, and bags of retail coffee you need sell in a day, a week, a month, and a year in order to meet your burn rate.

Next, find out how many people live and work within a half mile of your location, and within one mile. How many competitors are within that area? Nearly all cafes are local, which means your plan can’t rely on your business being a “destination” for your customers. Build your revenue plan starting from zero and build it realistically. At what point will you have enough sales margin in a month to cover your expenses?

Now that you have a relatively comprehensive – and likely somewhat scary – overview of your situation, you can write your plan. You will likely now be convinced of the value of adding an expense line for marketing to help you create your brand and your logo – running a business is not just about the coffee. In coffee-dense areas, adding a line for PR costs can help your business gain visibility faster.

SCALING: GROW ALONG WITH YOUR COMPANY

Once your business is underway, check in periodically with your business plan: it is your roadmap in the beginning and your measure of progress over time, but you’ll also need to continuously adapt it to changes in the market, industry factors, and internal challenges that you may face. Manage your business for profitability, down to the last customer. Add business technology to improve visibility to how your business works and tighten controls, plan cash flow, and measure your performance to goals. As you grow, it’s likely your business needs will outstrip your capabilities as a manager or a business owner - these are critical moments for honesty: it helps to identify your inadequacies or your inexperience, and then find someone trustworthy and with knowledge to advise you!

Build your team with hardworking people who have experience and skills that you don’t have. If it’s time to start the wholesale program, hire someone who’s done it. If you’re ready for your third location, hire someone who has managed a multi-unit business. If you’re going to buy another company, or would one day like to be purchased by someone who knows the ins and outs of these transactions and how to pull the pieces together after the merger.

It’s common to feel as if you don’t have enough hours in the day, but taking a management or finance class, becoming fluent in P&L and balance sheets, and participating in the coffee industry to build your knowledge and stay current with the health of specialty coffee are all good ways to make sure your business stays healthy.

COMPETING: THERE ARE TOO MANY COFFEE BUSINESSES IN MY NEIGHBORHOOD!

Assuming that you didn’t go willingly into an over-saturated market, you may still find yourself in this situation at some point. If you do, you will need to focus on the fundamentals of your business and on delivering the promise of your brand: this will be key to your survival. When the revenue pie is shared among more businesses, it puts a lot of pressure on the players, and logically, large well-capitalized businesses will be better equipped for survival. They won’t be the only ones, though, smart brands will become more efficient and will continue to think “long term,” protecting their core culture and continuing to deliver their best experience for loyal consumers. Cuts to quality and prices have dangerous and long-lasting effect, so we always recommend avoiding these temptations. It’s also important to be involved and up-to-date on the local goings on in your community. Avoid the surprise of running out of consumers by checking population statistics in your area every year and watching for new or failed businesses that will affect your traffic. Attend local business, government, and cultural meetings where possible.

JAN ANDERSON is the President of Premium Coffee Consulting (PCC) where she works alongside DAN MCCLOSKEY, PCC’s Founder and Chief Creative Officer.

Have you enjoyed Jan and Dan’s tips for coffee shop owners? You can read their perspectives on the state of the US market – and other spotlight features - in SCA’s Quarterly Publication, 25 Magazine. SCA Membership includes a complimentary print subscription to the magazine. To receive your copy, please visit sca.coffee/sgn-up

LEARN MORE @ WUC LECTURES

Hear one roastery’s honest reflection on its start-up journey in the lecture, “Does the World Need Another Coffee Roastery?”

14:45 – 15:45, Saturday, 23 June in Lecture Room 1 (F002).

Aspiring coffee shop owners may be interested in “Starting a Coffee Shop but Feeling Unqualified?” This lecture covers some of the steps recommended by Jan and Dan, above in more depth: writing a business plan, choosing a location, building the space, and making it through the first year: 15:15 – 16:15, Friday, 22 June in Lecture Room 2 (F003).
Automating Excellence with the Cup of Excellence

DARRIN DANIEL, Executive Director of the Alliance for Coffee Excellence and Cup of Excellence, reflects on this year’s partnership with Automating Excellence.

Alliance for Coffee Excellence (ACE) is excited to provide award-winning coffees from our Cup of Excellence (CoE) program for this year’s Automating Excellence. The combination of leading super automatic manufacturers with the very best coffees from farmers in various countries provides a rare opportunity to provide attendees with a challenge to extract the very unique flavors these coffees have to render.

As the most prestigious awards in coffee, CoE has affected thousands of farmers since its inception in 1999 - its unmatched focus on quality discovery, farmer premiums, and transparency has changed the specialty coffee industry. CoE has always pioneered discovery, rewarding it through our competition and auction structure. Once limited to Brazil, we now work in 11 countries throughout Latin America and East Africa, with our sights set on working new countries such as Indonesia. Last year, we welcomed Peru to our suite of countries.

How much are these coffees scrutinized? Entries are first evaluated in Pre-Selection before advancing through rounds 2 and 3 with the National Jury, an average made up of 12 members. Once passed through to the International Jury of 28 members, entries will go through a further three rounds of evaluation before winners are announced. There are 300 pre-selection entries, making for a total of approximately 3600 cups evaluated by our juries over the course of the competition. By the time the top ten coffees are cupped in Round 6, judges need to take more time evaluating, becoming more intimate and familiar with each coffee (routinely scoring 90+) at this point before determining which is worth the presidential award.

Our mission is to provide the very best Head Judges and Juries from over 15 consuming countries’ coffee buyers and roasters - through this rigorous competition format, ACE and CoE have served as a bridge between coffee farmers and those who work in the supply chain at origin with the very best coffees in the world.

“Before Cup of Excellence, all of the coffee on the farm was sold in bulk to the exporter. Separation by quality or varietal was not rewarded. Micro lots really did not exist. Now every micro lot is cupped and by different flavor profiles for different buyers. CoE has helped us build relationships with roasters- not only the ones that purchased the coffee at auction but others that follow the results or receive samples. Cup of Excellence has let us tell our story and has encouraged our children to continue cultivating quality coffee.”

Hernio Perez, Winner - Cup of Excellence Guatemala
Fresh Resources & Research in the SCA Store

The SCA Store at World of Coffee Amsterdam has a wide selection of coffee tools, apparel, books and more available for show attendees, including the newest research handbooks and beautiful posters.

THE COFFEE FRESHNESS HANDBOOK

The aim of this handbook is to provide a practical resource for the specialty coffee community while contributing to the body of scientific evidence on coffee freshness of roasted coffee. In the first part of this handbook, we explore relevant studies in the field of coffee and recent research conducted by the Coffee Excellence Center at Zurich University of Applied Sciences (ZHAW). Their pioneering research sheds further light on identifying physical changes that can be used to quantify freshness. We then move on to a complementary set of experimental studies on sensory perception of freshness and subsequently staling in roasted coffee over time. In this illuminating member-driven experiment conducted by the Roasters Guild, we learn about the sensory impacts of packaging and aging coffee.

THE WASHED ARABICA GREEN COFFEE DEFECT GUIDE, EDITION 3

This handy spiral bound book is ideal for field use when trying to detect defects in green coffee. Book includes the SCA standard for washed arabica specialty coffee as well as standard classification such as sample weights, table of defect equivalents, moisture content, water activity standard, bean size, defect classification, flavor characteristics, and roasted coffee quaker count standard.

Defect descriptions written and revised by:
Standards Committee, Specialty Coffee Association Research Center.

THE COFFEE BIOLOGY FIELD GUIDE, EDITION 2

The Coffee Biology Glossary Handbook is an essential tool to better understanding the language of biology as it pertains to the science behind great coffee. In this 63 page handbook, author Emma Sage provides an in-depth reference guide for all coffee professionals looking to deepen their understanding of the science behind coffee through the terminology used to describe it. Newly added in edition 2: a chapter on plant biology basics as well as an in-depth section on coffee cultivars.

THE SCWATER QUALITY HANDBOOK

This revised SCA Water Quality Handbook, featuring the water chart and practical guide sets out to establish a solid scientific framework for a unified and transparent consensus on how we measure, aim and treat water or coffee. The fulcrum of this discussion revolves particularly around the two core parameters of alkalinity and total hardness. In particular, we will explore the suitability of different water treatments by deepening our understanding around total hardness as a crucially important parameter in the proper extraction of coffee.

Drawing on recent published research and experiments conducted by the Coffee Excellence Center ZHAW, this handbook serves to promote a spirited exchange of ideas about the water we use for brewing within the specialty coffee community. An updated practical guide and Glossary of terms also offers the user a toolbox of concepts and methods with the aim of making coffee better in the domestic or commercial environment.

THE CUPPING ATTRIBUTES POSTER

Our newest education-based poster offers the basics, or “Cupping 101.” From defining key attributes to overall scoring technique, The Cupping Attributes Poster offers everything you need to know about cupping coffee.

THE ANATOMY AND MORPHOLOGY OF THE COFFEE PLANT

Original color poster depicting the anatomy and morphology of the coffee plant, including the stem, flower, and fruit, as well as the development of the coffee plant’s seed and fruit. This is a great resource for all coffee professionals, providing a detailed look at the major components of a coffee plant that impact quality. The poster measures 32 inches wide and 22 inches tall.

Discover the source of flavor

Visit the Peruvian Booth E-22, at World of Coffee Amsterdam 21-23 June, 2018

Schedule:
June 21
10:00 hrs. Peru’s new coffee brand launch
12:15hrs. Lecture Series: Peru, the Land of Fair Trade Coffee
14:30 hrs. Cupping Session In Cupping Room 2

June 22-23
11:30 hrs. Cupping Session In Cupping Room 2
COLOMBIA, WHERE COFFEE GREATNESS STARTS

45% Colombian coffee farms comply with sustainability programs

100% handpicked and fresh coffee all year round

550,000 coffee growing families

VISIT US AT BOOTH D24/C29