Exhibitor of the Day: HOST Milano

Make the Most of the Boston World Coffee Championships

Meet the Competition Contenders of Best New Product and Design Lab

All Grown Up: The Coffee Technicians Guild at Expo

Building Community Through Collaboration

Meet Your Volunteer: Estelle Bright

Schedules, Highlights, Maps, and More!

THURSDAY, APRIL 11
DAILY EDITION

3  Exhibitor of the Day
   HOST Milano

4  You Are Here: Navigate the Activities Hall

5  Event Schedule: Activities, Education, and Cupping Exchange
   Event Highlights

6  Getting to Grips with the World Barista Championship

8  Watching the World Brewers Cup
   SARAH ANDERSON
   News from Our Partners

10 Competition Queen: Meet Estelle Bright
    SUSIE KEALY

11 All Grown Up: CTG @ Expo
    HYLAN JOSEPH

12 Competition Contenders: Best New Product & Design Lab

14 Building Community Through Collaboration
    JEANINE NYONZIMA-AROJAN and BLANCA MARIA CASTRO

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Equipment, Coffee and Food
41st International Hospitality Exhibition
October 18–22, 2019 fieramilano
**Today’s Highlights**

**NATIONAL CHAMPIONS WORK THE BOSTON WCC BAR**

While progressing through the main championship, competitors simultaneously participate in the World Barista Championship (WBC) Teams Competition, which rewards group support and collaboration. This year, they’ll take turns serving fans from the Boston WCC Bar across Thursday and Friday. For a full schedule of who’s on bar when, visit [wcc.coffee/boston](http://wcc.coffee/boston).

**OFFICIAL LAUNCH PARTY & USCC LATTE ART THROWDOWN**

Kick off your weekend at the Official Launch Party, featuring entertainment by Burundi, experiences by Chemex, the USCC Latte Art Throwdown by Pacific Barista Series, music, libations, and more! Thinking about throwing your hand in the ring? Sign up from 6-6:55 PM for a chance to take first prize – and a check for US$1,000! – home.

**You Are Here: Navigate the Activities Hall**

- **1** Espresso Bar
  - Home of the WBC Teams Competition (Thursday and Friday) and international specialty coffee roasters.

- **3** Brew Bar
  - Filter coffee from roasters around the world.

- **20 YEARS**

- **3** Cold Brew Bar
  - Try a wide variety of cold brewed coffees.

- **4** #WBC20Years
  - See and share WBC memories.

- **5** Roaster Village
  - Explore and taste coffees from some of the best roasters in the industry.

- **6** Market
  - Coffee wares from around the world.

- **7** Barista Guild
  - Get a front row seat to the WBC and connect with other baristas.

- **8** Coffee Roasters Guild
  - Connect with roasters from around the world.

- **9** World Brewers Cup: Attendee Service
  - Taste coffee brewed by this year’s National Champions.

**THE DAILY EDITION | THURSDAY, APRIL 11**

**SCHEDULE OF EVENTS**

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<thead>
<tr>
<th>Time</th>
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<tr>
<td>7:00 AM - 6:00 PM</td>
<td>Expo Registration Open</td>
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<tr>
<td>8:30 AM - 5:30 PM</td>
<td>Coffee Skills Program and SCA Workshops</td>
</tr>
<tr>
<td>8:30 AM - 5:30 PM</td>
<td>Activities Hall Open to Attendees</td>
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<tr>
<td>9:00 AM - 5:00 PM</td>
<td>World Barista Championship, Round 1 Day 1</td>
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<tr>
<td>6:00 PM - 9:00 PM</td>
<td>Official Launch Party – All Registrants Invited</td>
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<tr>
<td>7:00 PM - 9:00 PM</td>
<td>USCC Latte Art Throwdown</td>
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<tr>
<td>8:30 AM - 5:30 PM</td>
<td>Sustainability Skills Foundation Course</td>
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<td>Sensory Skills Foundation Course en Español</td>
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<td>Building a Sustainability Program</td>
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<td>12:00 PM - 4:30 PM</td>
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<td>7:00 PM - 9:00 PM</td>
<td>USCC Latte Art Throwdown</td>
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<td>1:00 PM - 2:45 PM</td>
<td>TPP Coffee Cuppings</td>
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<td>2:45 PM - 4:30 PM</td>
<td>Guatemalan Coffees</td>
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<td>3:15 PM - 5:00 PM</td>
<td>Mercanta North America</td>
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**EDUCATION @ EXPO: COFFEE SKILLS PROGRAM AND WORKSHOPS**

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**CUPPING EXCHANGE**

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**THURSDAY, APRIL 11**
Getting to Grips with the World Barista Championship

It’s official: celebrating its 20th year here in Boston, the World Barista Championship (WBC) is all grown up. What was once a local competition in Norway designed to highlight a new-fangled thing called “specialty coffee,” today’s iteration of the 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 15-minute routine 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 flavor 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 the Preliminary Round are scored on both sensory and technical aspects by World Championships Regulations (R&R). As there’s a one-year trickle-down effect when it comes to National Bodies adopting the newest regulations (R&R), this will be the first year in almost five years that all national bodies have had a full competition season to settle into the structure of these rules.

So, without further ado, let’s take a look at the trends we’re expecting to see this year!

A CLOSER LOOK

The WBC has grown alongside the internet – as more and more ways to connect with other baristas across the world took hold alongside a growing audience of previous years’ competitor videos, it became possible to see trends in competition themes and approaches ripple back and forth between the industry and the competitors on stage.

This year also promises some exciting competition, as there’s been a two-year hiatus on big changes to the Rules and Regulations (R&R). As there’s a one-year trickle-down effect when it comes to National Bodies adopting the newest version of the R&R, this will be the first year in almost five years that all national bodies have had a full competition season to settle into the structure of these rules.

So, without further ado, let’s take a look at the trends we’re expecting to see this year!

Experimental Processing Techniques

In 2012, Guatemala’s Raul Rodas took the WBC title with a routine focused on an experimental dry fermentation process. In 2015, Champion Sasa Sestic took things one step further, raising the profile of carbonic maceration – a technique used in natural winemaking – to the judges as well as to the industry. Fast forward to today, and we’re expecting to see a wave of experimental processing techniques take the stage again. Whether through variations of carbonic maceration or anaerobic fermentation processes, these experimentally processed coffees seem to be some of the top choices for this recent competitors. Bonus points if a competitor name-checks a particular yeast strain!

Fermentation

This segues nicely into the general fascination baristas currently seem to have with fermentation, both onstage and off. Although anaerobic fermentation plays a key role in some experimental processing techniques, competitors are also more likely this year to use fermented ingredients as a part of their signature beverage: think back to Dale Harris’ use of lacto-fermented cocoa nibs in 2017. Thanks, René Redzepi!

Multi-Sensory Perception

Exciting work done by Dr. Fabiana Carvalho at the University of Oxford Crossmodal Research Lab has gained attention from baristas looking to add another layer of complexity and thoughtfulness to their routines. Carvalho’s project – The Coffee Sensorium – has been a decided influence on competitors’ choice of serving vessels, music, table settings, and even flavour descriptors. Look for headphones, unique glass shapes, and clear color combinations being used to direct a judge’s sensory perception of the beverages they’re evaluating.

It’s All About Service

If a competitor doesn’t focus their presentation on new and exciting developments in coffee processing or brewing technology, there’s very good chance they’ll be focusing on the service they provide to the judges. Sometimes this appears in the form of items designed to enhance multi-sensory perception (see above), but more recently, it’s been all about the table set-ups and movement of the judges on stage: ever since the introduction of the nine different table configurations in 2017, finalists and winners alike have done something interesting with their table set up, settings, and customer service.

The Future of Coffee

There is one topic we’d hope to take center stage this year – the interplay between climate change, the coffee price crisis, and the greying farmworker population – but it hasn’t received as much attention as expected in the national competition circuit. Will someone use the platform of the WBC stage to fight for the future of coffee?

For more information and updates, visit the WBC website at wcc.coffee/boston.

This year marks the 20th World Barista Championship – and we’re so excited! Visit the #WBC20Years installation by the Roasters Village to see – and share your own! – favorite memories of past championships. Not with us in person? Follow along by following #WBC20Years or going to wcc.coffee/WBC20Years.
Watching the World Brewers Cup

So you’ve decided to watch the Brewers Cup. Now what? 2015 US Brewers Cup Champion SARAH ANDERSON shares her tips to get the most out of your World Brewers Cup experience as an attendee.

Let’s start with my favorite round. The compulsory service. This is the most important part of the Brewers Cup. There is no full disclosure. I’m on the Brewers Cup Rules and Regulations committee, but this is my opinion and not that of the committee. In fact, this opinion is not even supported by the rules, as the compulsory service only makes up half of the final score! If it were up to me alone, that would be a much larger percentage. So, during the compulsory round, each barista gets the exact same amount of coffee, the exact same amount of practice time, and the exact same amount of service time. They must use the provided grinder and the provided water. They must serve the coffee in the provided cups and the judges do not know who brewed the coffee that they evaluate. What they do from there is up to them, but their goal is to brew that coffee better than 30-40 other people. How exciting is that?

Now, as you’re at a coffee convention, I’m pretty sure you’re as pumped about this as I am - I'd be at the compulsory service stage, coffee cup in hand, watching the competitors silently brew coffee. I love it when the practice time is visible. You can watch how a world-class barista handles pressure while creating a recipe for a mystery coffee. Are they moving frantically or are they calm and moving deliberately? What brewing method are they using? Are they sorting the beans? Are they sifting the ground coffee? Immersion? Pour over? A combination of the two? Is this the same brewing method they use in open service?

The scoring for the Brewers Cup can get pretty complex. I’ll skip most of the details because it’s really only interesting to those who make Excel spreadsheets for fun. Basically, final scores are a combination of two rounds of service: open service and compulsory service. The open service round is the one that gets all the attention. This is the round where competitors brew coffee in front of the judges. Each judge will get their own individually prepared coffee. So this is where you’ll get a full description of the innovative techniques, the mentions of precise temperature, grind, and coffee to water ratio. Each competitor gives a well-rehearsed speech while brewing and that portion is scored, but that isn’t where most of the points are made - that’s where the tasting comes in. The competitor not only has to brew delicious coffee, but also has to describe to the judges exactly what it will taste like.

That portion of each routine makes judging seem really appealing, it puts you in the mood to taste something transcendental. I could listen to competitors describe coffee all day.

The precise flavor notes and the elaborate pausing after each descriptor is wonderful. Actually, it would make a really great ASMR track. Someone should record the competitors and make a tape of it. I’m sure you’re as pumped about this as I am - I’d be at the compulsary service stage, coffee cup in hand, watching the competitors silently brew coffee.

As the coffee cools… that red grape… that orange blossom… that coffee aroma… I love it when the practice time is visible. You can watch how a world-class barista handles pressure while creating a recipe for a mystery coffee. Are they moving frantically or are they calm and moving deliberately? What brewing method are they using? Are they sorting the beans? Are they sifting the ground coffee? Immersion? Pour over? A combination of the two? Is this the same brewing method they use in open service?

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Competition Queen: Meet Estelle Bright

Estelle Bright is no stranger to the many sides of the coffee industry. Estelle, who lives in London, England, has worked in coffee for 13 years. Throughout her career, she has worked as a barista, trainer, quality control team member, and technician. She is an experienced competitor on the national barista competition circuit in the United Kingdom, delivering routines that have proven to be both original and innovative. While focusing on competition, Estelle has also taken time to volunteer as a barista, trainer, quality control team member, and technician.

SUSIE KEALY draws a spotlight to one of the many volunteers who help make Expo possible.

For the many years that she has been part of the specialty coffee community, there have also been many career and volunteering memories. She cites her involvement in the competition Coffee in Good Spirits as part of this. “Stage managing Coffee in Good Spirits (was a highlight). It feels like a newer competition and it’s great to see it grow in country numbers over the past five years.”

While not working or volunteering, you can find Estelle “checking out new cafes or restaurants, hanging out with friends and of course my two cats.” And in the future? “Keep on volunteering and growing in my current full time role at La Marzocco.”

Estelle now works as the After Sales Coordinator of La Marzocco for the UK and Irish markets. Outside of work, Estelle sees volunteering as an element that played a significant part of her coffee journey. “Volunteering has had a huge impact on myself and my career. I have met so many amazing people and am very lucky to call a lot of them my friends. This where I see ‘community’. It is open, welcoming, and friendly.” Estelle has now returned to volunteer as much as she’s able, traveling across many countries to take part in events and championships. “I want to give back to the community that welcome me in and help me grow in the industry.”

Soon after Ric approved our proposal, Mansi Choksi (one of the most humble and talented professionals with whom I’ve worked) and the SCA staff she identified to help us make this all work (Christine Kellerman, Danny Pinell, and Chris Buki) helped us to plan and build our guild with past and present leadership helping to guide its growth.

“Let’s all celebrate the incredible work of the CTG leadership and all the team volunteering to make this happen,” Estelle concludes.

We are currently recruiting content creators in each of the six modules. If you are interested in learning more, contact Ben Helt at benh@sca.coffee or chat to your friendly CTG leaders here at Expo!
2019 Best New Product Awards

ENTRANTS IN THE 2019 BEST NEW PRODUCT AWARDS

Brewista
Service Ideas Inc.
BCP Distributors
Highwave
Detpak
Huskee Pty Ltd.
Klean Kanteen
ENTRANTS IN THE 2019 BEST NEW PRODUCT AWARDS

BLAN
La Marzocco
Dullall Espresso
Bellevue Coffee
MAVM
Zojirushi America Corporation
Brew Bank Cold Brew
ROST
Pavoni
IRON
GTEAKS CORP
KaiSolutions USA LLC
Bravu
CBH International
Equisus Int Ltd
HICO
ESPO Inc
Adapt Int
Cafe Art
Filtastore
COMITEER
Third Wave Water

Stapled Coffee
SCENTONE
Pentair
Pacific Bay Inc
Elemental Beverage Company
Silver Brand
Monin
Rich Products Corporation
Onix Lab
1892 Maison Routin
Mikadona
Tisan
Ghuradi
Dina Chai
Dr Smoothie
Catifa Farms
CFA Cover Your Assets

Design Lab Returns

FOCUSING INITIALLY ON COFFEE PACKAGING, DESIGN LAB – NOW IN ITS FOURTH YEAR – HAS GROWN TO INCLUDE FOUR SHOWCASE CATEGORIES: PACKAGING, VESSELS, SPACES, AND (NEW THIS YEAR) BRAND. ALL SUBMISSIONS WILL BE EVALUATED BY A PANEL OF JUDGES FOR ORIGINALITY, FUNCTIONALITY, AND SUSTAINABILITY. DURING SPECTRUM COFFEE EXPO, THEY’LL DETERMINE A SELECTION OF THE BEST SUBMISSIONS AND IDENTIFY THIS YEAR’S FIRST-PLACE WINNERS.

To get to grips with this year’s trends or to simply bask in all the beauty, head over to the Commons in Exhibit Hall A (seeles 600-900), marked in blue on page 2. Find a full list of entrants in the digital edition of Daily Edition at coffeeexpo.org.

BRANDING: New for 2019, this category is about recognizing brands, identities, and visual environments that companies use in coffee to stand out. It’s about the logos, the style guides, the stationery, the posters, the flyers, the digital collars – anything and everything that’s not the product itself or the space.

PACKAGING: Identifying some of the most compelling coffee packaging designs from the past year.

VESSELS: Some of the most charming and original designs for anything from which you drink coffee – paper cups, travel mugs, ceramics, glassware, etc.

SPACES: A showcase of incredible retail, education, and production environments designed for coffee.

Design Lab Returns

Winners in each category will be announced Saturday afternoon. Make sure you download a copy of Sunday’s Daily Edition – or check the digital edition at coffeeexpo.org – to get the scoop on this year’s winners!
Building Community Through Collaboration

JEANINE NIYONZIMA-AROIAN and BLANCA MARIA CASTRO explore the impact a collaborative approach has on local community initiatives.

Women are ambitious. When International Women’s Coffee Alliance (IWCA) Chapters pursue support for projects to strengthen their local communities and improve the lives of their neighbors, their scope tends to be equally ambitious. But women are also collaborative, and it’s this approach of working slowly with others to achieve change in local communities now making a visible impact across our global network.

COLLABORATION IN ACTION: IWCA BURUNDI

The power of this collaborative approach is evident in the remarkable success stories emerging from IWCA Burundi, where the joint efforts of three non-profit organizations and one for-profit organization over the past six years is resulting in significant increases in quality coffee production, premiums, community financial literacy, and reinvestment in community resources.

An initial project between IWCA Burundi and Burundi Friends International (BFI) in 2013 saw the distribution of more than 200 goats to IWCA farmers as a source of milk and manure (organic fertilizer) to support their coffee business. The following year, a connection with Project Concern International (PCI) introduced their unique version of village savings and loan program, Women’s Empowerment (WE), to IWCA Burundi and BFI.

Over the next three years, the groups raised US$40,000 to begin their pilot project in the summer of 2017. Meeting weekly, the women of IWCA Burundi learned how to save money in groups and how to make microloans to other women in their community. Combined with a first-of-a-kind premium received for their coffee from JNP Coffee – a producer, promoter, and trader of Burundi’s specialty coffee – which is paid directly to the IWCA growers rather than the wet mills, the WE village savings and loan program has inspired the women of Ngozi Province to invest directly in their own future. They are building a wet mill, so that they can control the processing of their own coffee.

The collaborative approach of IWCA Burundi with local partners has led to successful business development for 135 IWCA members and 134 Burundian youth in Ngozi Province – with an expansion of 1000 new members in Gitega Province in the works!

THE KEY TO SUCCESS

Three other successful IWCA chapter case studies also show their roots in this collaborative approach. A partnership between the IWCA chapter in the Dominican Republic and a roaster in Torino, Italy will culminate in a new roasting facility run by women in Honda Valley in the Dominican Republic. In Guatemala, a partnership with ANACAFE to produce regional grafted competition coffee has inspired the women of Ngozi Province to invest directly in their own future. Women trace the road leading to their wet mill.

And, of course, a collaboration between heritage Specialty Coffee Association of Europe and IWCA Rwanda to purchase land for a newly-created women’s cooperative in Rulindo has grown to include partnerships with World Coffee Research, Sustainable Growers, and the International Trade Centre as they support the cooperative structure, provide training, and plant seedlings.

We invite you to learn more about our collaborative approach to making an impact in local communities – with over 50 IWCA Chapter members in attendance, we’re sure to see you out on the show floor!

Visit IWCA at Booth 172 or join us at one of our activities across this year’s Expo event: “Coordinating Around a Gender Lens: Actionable Solutions,” an IWCA & Café Femenino joint panel (Friday, 9 AM – 10 AM in Room 251); our annual IWCA Breakfast (Saturday, 7:30 AM on Ballroom East Level 3); and the IWCA Cupping, where you will be able to taste 30 coffees from across our global network (Sunday, 8 AM – 9:45 AM in Room 204B).

Women trace the road leading to their wet mill. (Photo: JNP Coffee)
ILLY COLD BREW.

ILLY COLD BREW ARIA.

COLD BREWED FOR 12 HOURS.

THE UNIQUE illy blend™
100% ARABICA COFFEE.

WITH NO ARTIFICIAL COLORS, PRESERVATIVES OR FLAVORS, NO ADDED SUGAR AND LOW CALORIES.

ILLY COLD BREW.
ILON COLD BREW ARIA.

QUENCH YOUR THIRST.