Exhibitor of the Day: Monin

Where to Find Coffee: Boston Edition

Creating the Coffee Sustainability Program

How Winning the 2018 Best New Product Award Helped Coffunity Grow

Building a Bright Future for Uganda's Women in Coffee

Meet Your Volunteer: Sonia Srichander

Schedules, Highlights, Yesterday's Photos & More!
New Monin Vanilla Spice Syrup combines superior Madagascar vanilla with a warming blend of cinnamon, cloves, nutmeg, and cardamom for an intriguingly new and delicious flavor in every sip. Made with no artificial ingredients and highly versatile for crafting hot, iced and frozen specialty coffee beverages. Visit monin.com for more information.

Visit Booth #1043 to try this delicious flavor!
**SCHEDULE OF EVENTS**

**SATURDAY, APRIL 13**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 AM – 9:00 AM</td>
<td>IWCA Breakfast</td>
</tr>
<tr>
<td>8:00 AM – 5:00 PM</td>
<td>Expo Registration Open</td>
</tr>
<tr>
<td>8:30 AM – 5:30 PM</td>
<td>Coffee Skills Program &amp; SCA Workshops</td>
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<tr>
<td>8:30 AM – 6:00 PM</td>
<td>Activities Hall Open</td>
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<tr>
<td>9:00 AM – 3:00 PM</td>
<td>SCA Lecture Series</td>
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<tr>
<td>9:00 AM – 3:30 PM</td>
<td>For a full lecture schedule, turn to Page 6</td>
</tr>
<tr>
<td>9:00 AM – 3:30 PM</td>
<td>World Brewers Cup</td>
</tr>
<tr>
<td>9:30 AM – 4:00 PM</td>
<td>World Barista Championship</td>
</tr>
<tr>
<td>10:30 AM – 5:30 PM</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>11:00 AM – 12:00 PM</td>
<td>Press Event: SCA Certified Home Brewer Program</td>
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<tr>
<td>12:00 PM – 1:30 PM</td>
<td>CBI Luncheon</td>
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<tr>
<td>4:00 PM – 5:00 PM</td>
<td>World Brewers Cup</td>
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<tr>
<td>4:30 PM – 6:00 PM</td>
<td>Craft Roasters Guild Meet</td>
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<tr>
<td>5:00 PM – 6:00 PM</td>
<td>World Barista Championship</td>
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<tr>
<td>5:00 PM – 6:00 PM</td>
<td>Volunteer Appreciation Reception</td>
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**EDUCATION @ EXPO: COFFEE SKILLS PROGRAM AND WORKSHOPS**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 AM – 11:00 AM</td>
<td>Roasting Machine Maintenance</td>
</tr>
<tr>
<td>8:30 AM – 4:30 PM</td>
<td>Barista Skills Intermediate Course, Day 2 of 2</td>
</tr>
<tr>
<td>8:30 AM – 5:30 PM</td>
<td>Brewing Foundation Course</td>
</tr>
<tr>
<td>8:30 AM – 5:30 PM</td>
<td>Roasting Foundation Course</td>
</tr>
<tr>
<td>9:00 AM – 12:00 PM</td>
<td>The Science Behind the Flavor Wheel</td>
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<tr>
<td>9:00 AM – 12:00 PM</td>
<td>Crafting Seasonal Espresso Beverages</td>
</tr>
<tr>
<td>9:00 AM – 1:00 PM</td>
<td>Sensory Skills Intermediate Course, Day 2 of 2</td>
</tr>
<tr>
<td>10:00 AM – 4:00 PM</td>
<td>Coffee Technician World/Comms/Communication</td>
</tr>
<tr>
<td>11:30 AM – 4:30 PM</td>
<td>Crafting Seasonal Cold Brew Beverages</td>
</tr>
<tr>
<td>12:30 PM – 4:30 PM</td>
<td>The Science Behind the Flavor Wheel</td>
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</table>

**CUPPING EXCHANGE**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>9:00 AM – 9:45 AM</td>
<td>Grounds for Empowerment</td>
</tr>
<tr>
<td>10:05 AM – 11:00 AM</td>
<td>Café de Paris</td>
</tr>
<tr>
<td>10:45 AM – 13:30 PM</td>
<td>Okon Specialty Coffee</td>
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<tr>
<td>12:30 PM – 2:15 PM</td>
<td>Nordic Approach</td>
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<tr>
<td>1:00 PM – 2:45 PM</td>
<td>Mezcalista North America</td>
</tr>
<tr>
<td>2:45 PM – 4:30 PM</td>
<td>Crop to Cup Coffee Importers</td>
</tr>
<tr>
<td>3:15 PM – 5:00 PM</td>
<td>Mezcalista North America</td>
</tr>
</tbody>
</table>

**WORKSHOP: CRAFTING SEASONAL ESPRESSO BEVERAGES**

Seasonal beverages can bring excitement and notoriety to a café menu. Not only can these menu offerings keep things interesting for a customer base, but this creative challenge can inspire even the most passionate barista. Students will review common flavor associations with seasons and holidays, explore prominent and experimental approaches to flavor pairings, demonstrate good drink building practices to achieve flavor balance, and participate in creative exercises. Room 210A, 9:00 AM – 12:00 PM.

**WCC FINALIST ANNOUNCEMENTS**

Watch and cheer as the field of semi-finalists in the World Barista Championship and the World Brewers Cup narrows to the six competitors advancing to the finals round on Sunday. WB/C Stage, 4-5 PM; WBC Stage, 5-6 PM.

**LEARNING: SENSORY AND CHEMICAL EXPLORATIONS INTO DRIP BREW COFFEE FLAVOR OVER TIME**

The UC Davis Coffee Center is engaged in comprehensive sensory research to investigate how different parameters related to coffee brewing impacts flavor, and how these can be manipulated to an individual’s desired effect. Of these factors, time can be an important variable – in multiple ways – and this lecture highlights two recent projects that offer immediately useful preliminary data. Room 235C, 9-10 AM.

**EVENT LOCATIONS**

- Boston Convention & Exhibition Center
- Boston Park Plaza (Reco Symposium)
- Royale High (The After Party Location)
- Boston Public Garden (Facing the Agnieszka St. Entrance)

**LANDMARKS & THINGS TO SEE**

- Boston Common
- Newbury Street
- Fenway Park
- Longfellow Bridge
- George Washington Statue

**SCA MEMBER CAFES**

- Pavement Coffeehouse (in Boston)
- Caffe Nero
- Dunkin’ Donuts
- Starbucks
- Intelligentsia Coffee
- Blue Bottle Coffee
- George Howell Coffee
- Latinista Coffee
- kcfc.com
- Equal Exchange

- 139 Tremont St. Boston, MA 02110
- 320 Congress St. Boston, MA 02210-1250
- 250 Summer St. Boston, MA 02110
- 4 Yawkey Way Boston, MA 02215
- 1 Longfellow Boston, MA 02120
- Boston Public Garden, Facing the Agnieszka St. Entrance

**EXPO REGISTERATION**

- 8:00 AM – 5:00 PM

**THE DAILY EDITION | SATURDAY, APRIL 13, 2019**
Lectures Schedule - Saturday

SESSION 1 | 9:00 AM – 10:00 AM

251  Producers Ask, “What Variety Should I Plant?” WCR Answers
252A  Using Scale for Good: Surprising Facts about McDonald’s Global Coffee Business
252B  World in a Cup: Understanding and Teaching the Social Dimensions of Coffee
252C  The Future of Coffee: Building Long-Distance Relationships at Emerging Origins
253A  Why the New York “C” Contract is Relevant: Sorting Fact and Fiction
253B  Sensory and Chemical Explorations into Drip-Brew Coffee Flavor Over Time
254A  Creating the SCA Coffee Sustainability Program (SCuP): Educating a New Wave of Sustainability Professionals in Specialty Coffee
254B  Building Out a Roasting Plant: Managing the Minutiae

SESSION 2 | 10:15 AM – 11:30 AM

251  Opening a Café – Design it Right, Build it Once
252A  Lead from the Heart – Coffee, Connection, and Community
252B  Climate Hazards and Coffee Investments: What Does a Resilient Sector Look Like?
252C  Attracting and Retaining Farmworkers: Innovations in Colombia
253A  The Benefits of Being a Benefit Corporation
253B  Business Models for Climate Adaptation: Leveraging Short-Term Incentives for Long-Term Gain
253C  The Yin and Yang of Managing Coffee Price Volatility Risk
254A  Understanding Environmental Sustainability in a Café: A Lifecycle Analysis to Show Where Small Changes Have the Greatest Impact

SESSION 3 | 11:30 AM – 12:30 PM

251  A SAFE Journey: Transformation Through Multi-Stakeholder Collaborations
252A  Does Decaf Matter? (Hint, Yes!)
252B  Elucidating the Bitter Taste of Coffee
252C  Who Defines Sustainability?
253A  The Science of Coffee Freshness
253B  Barriers and Potentials of the Honduran Coffee Sector for Women’s Empowerment
253C  Global Investment Opportunities in Coffee
253D  Sensory Analysis and Quality Grading: A Comparison

SESSION 4 | 2:00 PM – 3:00 PM

251  Coffee Du Burundi: Undiscovered Flavor
252A  Training Principles for Specialty Coffee Professionals
252B  Coffeehouse Politics: Past and Present
252C  Lessons Learned from the Implementation of Coffee Hybrid Demonstration Trials in Three Central American Countries
253A  Scaling Sustainable Sourcing: How to Ensure that Everyone from Source to Shelf Wins
253B  How Big Data and Technology are Altering Supply Chains and Farming
254A  Securing Consistent Cup Quality Over Longer Periods: A Novel Treatment for Green Coffee

Building a Bright Future For Uganda’s Women in Coffee

This year’s Randy Wirth Fellowship recipient, ANNET NYAKAIKIKI, introduces her story.

As a coffee lover, a great cup enlightens and awakens my mind always. The question is: Who is behind this magical cup, but not recognized? A farmer, especially women farmers who contribute so much, and a barista who thinks about their clients.

I have been a barista for nine years and worked with different coffee companies. I’ve also competed, and in 2014, I was the best coffee lady of the year. I was also first runner-up in the Uganda National Barista Competition and African Fine Coffees Association (AFCA) Barista challenge in 2015, held in Nairobi, Kenya. I joined the International Women’s Coffee Alliance (IWCA) in 2015 and my life has never really been the same since. They are shaping me to become a future leader who cares a lot about her colleagues, particularly by giving me the opportunity to work with women in the coffee value chain through different trainings as well as networking both locally and internationally.

In 2018, I first thought of opening a training school. At BARISTA HOUSE UGANDA, I train both youth and women in the coffee value chain to attain specialty coffee from crop and cup. I was so overwhelmed to see women winning in the AFCA taste of harvest competitions this year, this shows the future is bright for women in specialty coffee. At this year’s Uganda National Barista Competitions in January, I did my best to source different coffees from women farmers, both natural and washed, for the competitors. Among the six finalists, four of the competitors were using women-farmed coffees.

I am proud to be the President of the African Barista Network and a national barista competition judge. My dream is to become a member and trainer for the Specialty Coffee Association. We don’t have trainers in my country to help us become certified internationally. I have hope that, one day, this will come true.

I’d like to thank those who made this opportunity possible, for me to be here in Boston. May God bless you all always. I look forward to thanking you in person.

ANNET NYAKAIKIKI is a Re:co Fellow, a program sponsored by Illy Caffè and the Ernesto Illy Foundation, and also the recipient of the Randy Wirth Fellowship Award. This special award is for professionals who are working in the field of sustainability in specialty coffee. This award is supported by the survivors of Randy Wirth, co-owner of a coffee roasting company named Caffè ibis. Randy lost his life just weeks before Symposium in 2015, and Sally, his widow, insisted his ticket go to someone else. This fellowship award has become a staple of the Re:co Fellows program, in Randy’s honor. Past Randy Wirth Fellowship Award recipients include: Joanna Furguinea, Mihula Musesi, Aleida Stone, and Lyela Mutsiya.
Mounting evidence shows that sustainable thought and action is embraced by stakeholders across the coffee industry. With this growing focus on sustainability comes the need to build inclusive, collective action, and foster collaborations between public, private, and civil society sustainability initiatives across the coffee value chain. Stakeholders must think more deeply about the ways people use the word “sustainability” and forge common understandings about the opportunities and challenges that exist as we try to coordinate actions.

The SCA’s newest educational offering, the Coffee Sustainability Program (CSusP), addresses these needs and is a critical investment for all coffee professionals who want to see this industry thrive in the future. This three-part curriculum trains students to 1) understand the complexity of sustainability issues across the value chain, 2) identify and implement best practices for their business or organization; and, 3) confidently confront opportunities and challenges as they strive to take measurable actions to enhance long-term sustainability.

You may be wondering, “What does this course have to offer me?” Fear not, there’s something for all members of coffee’s complex supply chain!

What’s in it for me? I’m a barista. You know those conscious customers who come into your café and want to know if your coffee is certified fair trade, how your coffee shop composts coffee grounds, or recycles paper products? And then there’s the opposite customer, the one who asks, “Why does this cup of coffee cost so much money?” CSusP provides baristas, café managers, and café owners the knowledge they need to answer customer questions about sustainability, educate customers about the importance of understanding where their coffee comes from, and explain why we should all be paying a little bit more for our daily cup. When students complete this class, they’ll also be able to think critically about what more their coffee business could be doing to help address sustainability challenges at home and possibly abroad.

What about me? I’m a Director of a non-profit organization or a Sustainability Manager for a coffee company. Part of the complexity of sustainability exists because sustainability is a concept that can mean ten different things to ten different people from ten different places. This course trains managers and directors of coffee businesses and organizations to understand the challenges of defining sustainability and taking effective action. It helps them envision programs that are grounded in the self-defined needs and desires of different coffee stakeholders. Students will also pursue collaboration and coordination with others in the value chain, a skill that will better ensure that finite resources are put to their most effective use.

And me? I’m a producer or other coffee professional living in a coffee-producing country. Students will learn about the economic and political forces that have made the coffee industry one in which producers are often left out of decision-making processes. Students will gain understanding as to why stakeholders from consuming countries make the decisions that they do. Students will also leave the course with increased confidence to advocate for their self-defined needs and gain ideas about how to pursue community-based sustainability projects that keep producer communities’ best interests in mind.

Ultimately, the CSusP is designed to be an essential education for all coffee professionals. This course demonstrates the SCA’s commitment to build a sustainable future for the coffee industry and reflects the SCA’s belief that sustainable actions must be embraced by all stakeholders in the value chain if the industry will enjoy a long, prosperous future.

At Expo 2019 in Boston, Massachusetts, students could enroll in the first course of this three-part curriculum. In the Foundation course on Thursday, April 11, students learned about the complexity of sustainability challenges through an interactive classroom experience. They began to discover how current issues in the industry are related to historical events that have led to present decision-making processes. Students also left the class better equipped to assess their company’s sustainability practices and begin thinking about how their actions intersect with social, economic, and environmental sustainability challenges at other points in the value chain. After completing this course, students could enroll in the Intermediate and Professional levels, which will teach them how to develop and implement sustainability actions that are relevant, measurable, and timely.

We hope you’ll join us in learning how to build a more sustainable future for the industry.

CSusP was created by SCA ASTs Erika Koss, Hanes Motsinger, Kate Fischer, and Nora Burkey. To learn more about the Coffee Sustainability Program and how to enroll, visit sca.coffee/education.
Last year, Coffunity was awarded two Best New Product (BNP) Awards during the Specialty Coffee Expo in Seattle. One for Best in Technology and the other for Best of Show. ANDREA B. PACAS reflects on the win.

As a startup who had just launched their beta app version on iOS a month before, it was a huge achievement for us, because it was like receiving a green light from the specialty coffee community to keep going. This led to great coverage opportunities with coffee industry media, technology media, and even business giants like Forbes. Receiving these awards from an array of huge technological advances in roasting and espresso machines, grinders, cups, bags, and more, we had already started to do the impossible as a team of six people from El Salvador – a producing country – with a female CEO. We proudly display our prize on our website, and it certainly raises eyebrows when presenting our startup to new people every day.

Over the last year, we worked incessantly to improve our existing product and create new features and characteristics that we want the coffee community to enjoy and find useful. The BNP Awards made us set a high standard for ourselves, especially since we would be coming back to Expo this year in Boston. Coffunity is also the first Salvadoran startup to be accepted in a Google Launchpad program that is taking place this March in Miami, and the first Central American startup to develop their own image recognition structure with machine learning.

We keep in mind that these prizes are not just a demonstration of support, but also a confirmation that the coffee industry is hungry for innovation, interconnectivity, education, and discovery. We scrutinize each feature, small change, and new addition, so that they can be as beneficial and useful for different actors in the community.

This year, we are proud to be able to present the evolution of our app, from our Android launch in August 2018 to the updates we will present in this year’s Expo. We have been working on a better and more-easy-to-use interface, a better discovery function for coffees including the new image recognition model, better access to information on businesses and people, and a new section that will help the coffee community from all over the world share their day-to-day around coffee called Lifestyle.

But, the app isn’t the only thing on which we have been working. In our mission to create the largest coffee community, we have also developed a new tool for coffee roasters called Business Dashboard, which allows roasters to manage and update their profile and coffee listings on the app, have easy access to app user activity around their coffees, and manage the producers and farms they work with to create more specific data for users to see on the app. This tool is completely free and is intended to allow roasters to become more accessible and involved storytellers within the coffee community.

In the long term, we will work on new features and tools that will bring the community even closer, allow people to learn more about coffee, and help the industry connect, network, and receive more exposure. Winning the BNP Awards last year was a huge accomplishment for us, and it has been an important factor for us to continue our mission to create the world’s largest coffee community and help the world drink better coffee!

ANDREA B. PACAS is the Co-founder and CEO of Coffunity.
Special Scenarios for Your Specialty Coffee

by LOGAN PORTMANN

As a specialty coffee merchant, it shouldn’t be hard to imagine yourself in one of the following scenarios. You’ve worked hard to contract production with a family operated specialty producer in Latin America. They “curate” an amazing coffee farm whose unique flavor is sure to win awards, and is properly certified. You’ve worked hard to position most of their coffee with like-minded respectful roasters and retailers, and have conveyed the contractual good news to your producer.

But, have you protected this event with your coffee insurer? Here are some test scenarios that are not credit issues, but rather turn on the traditional formation of your insurable interest:

- At harvest, a quantity of contracted and pre-financed coffee in Oro is allocated from the producer. You have cupped it with your potential buyers and everything is approved, invoiced, and ready for shipment. However, the producer’s coffee facility suffers a serious fire loss. What loss valuation is applicable to you?
- Same as above, but the loss occurs prior to fixing the sale to the roaster. What valuation applies to your loss?
- Same scenario as above, except your purchase from the excellent producer has a profit-sharing “side-car” agreement and (yet) again, mid-month the facility with your coffee in storage is destroyed by lightning. This is after you told the producer of the sale on delivered terms at 50% over the comparable futures price.

In all three scenarios, the primary issue of how valuation will respond within a common, standard phrase of a plain vanilla cargo policy stating that “valuation is as declared prior to loss or damage, otherwise the market value at date, time, and place of loss.” In all three scenarios, an argument could easily arise about the “like kind or quality” of your specialty coffee—especially since you have not reached the “trigger” of reporting end-month stocks or shipment invoices.

You could avoid this risk by not making any payment or taking title, but then you leave your supply open for the taking. When you make a pre-payment, partial payment, or pay on account for goods identified to a contract, you align yourself with the traditional way to guarantee supply. Both you and your collateral line bankers have created an insurable interest.

At Reksons, we have proprietary valuation clauses to protect the merchant before and after declarations and we strongly recommend that you discuss these three scenarios with your current insurer to make sure that specialty expectations get the coverage they deserve.

LOGAN PORTMANN is an Account Executive at Rekordes & Sons Insurance Agency, Inc. and can be reached at Logan@reksons.com.

Learning Through Experience: Meet Sonia Srichander

SUSIE KEALY shines a spotlight on one of the many volunteers who make Expo possible.

Natchapat “Sonia” Srichander has worked in the coffee industry for over six years, currently working as an Educator and Trainer for Coffee Producer Groups based in Bangkok, Thailand. At previous events, she volunteered in a wide range of different roles, including Station Instructor and Cupping Exchange Monitor as well as involvement in Re:Co and as a barista at the Expo Brew Bar. Even if she takes on a role she held previously, she sees every Expo as something different. This year, Sonia returns as part of the Coffee Skills education team.

Before working within the industry, Sonia worked for six years at a nonprofit organization specializing in organic agriculture in Bangkok. “And that is how my coffee journey began,” she says. She was chosen to work with an organic coffee farm in the North of Thailand, assisting and teaching.

At harvest, a quantity of contracted and pre-financed coffee in Oro is allocated from the producer. You have cupped it with your potential buyers and everything is approved, invoiced, and ready for shipment. However, the producer’s coffee facility suffers a serious fire loss. What loss valuation is applicable to you?

Sonia cites herself as part of the very early generations of Thai Q graders as, seven years ago, “Thai people did not know much about specialty coffee and coffee qualities. I have been using my knowledge as a Q Grader to help the coffee industry and coffee farmers.

Everything was perfect, until one day I started feeling that the world of specialty coffee is so wide and my gut said I needed to know more.” She returned to the west coast of the US to volunteer at her first Expo in 2015 in Seattle, and the event became her favorite place to learn.

Sonia sees her volunteering experiences as affecting her life positively in a number of different ways. She has been able to connect with a diverse range of people she would never have met otherwise, as well as witnessing industry changes regarding knowledge, technology, and community. “I have lost coffee friends because of volunteering. We are helping and sharing a good thing in the coffee business, creating a connection between countries. And I believe that the connection is very important for the world coffee business at present. I can see the coffee industry growing and there is no limit. This industry is never ending, we have a lot of information that comes up every year and that is why we have to come back and look through it.”

Out of all the volunteer roles she’s held at Expo, one role in particular remains her favorite. Sonia says she’d never miss a Cupping Exchange shift. “I found that I meet more people in coffee industry,” she says, citing experiences meeting farmers and coffee organizations she never knew existed. “I feel that I have [become] more comfortable using my knowledge as a Q Grader to help them during the show. Cupping is easy but detailed. In addition, I can taste their coffee afterward, talk to them, and appreciate their story behind the bean. That’s what I like about it!”

As for what she would like to do next, Sonia’s goal is to become a Q Instructor. She hopes to learn even more about coffee processing so she can assist coffee farmers, especially in Thailand. To Sonia, coffee farmers are the backbone of the specialty coffee business. “Even though many organizations all over the world try to support them, including SCA, CQI, and some others coffee companies that I knew, I found that it wasn’t enough, especially in Asia.” She hopes to take what she has learned throughout her time in the coffee industry right back to farm level.

While her origins in coffee started within her home country of Thailand, Sonia discovered much more about specialty coffee while on a trip to Portland, Oregon. Portland is a craft city of coffee as well as Seattle, where the originally coffee business began. Starbucks. There, I met Tom from Equal Exchange Coffee Company via my job and this was the first place I learned about coffee cupping and specialty coffee. “After that, Sonia’s main focus was studying specialty coffee, coffee quality, and coffee processing. This led her to eventually enroll in Q & R Grader courses. She thought this was where she would learn everything she needed to know about coffee. “On the contrary, it was just the beginning and my life was changed forever.”

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Photobooth: Yesterday at Expo

Clockwise, from top left: officially opening the show floor; Design Lab judging; attendees at the morning mixer; workshops underway; volunteers awaiting their shift; Luis Espel wins the 2019 USCC Latte Art Championship.
TODAY
LIVE AUCTION!
— 2018/2019 —
Winning lots of
COLOMBIA
LAND OF DIVERSITY
QUALITY COMPETITION
Room 210C  |  3:00 P.M

MORE INFO
VISIT BOOTH 709

Café de Colombia®