

→ SATURDAY, APRIL 13, 2019

DAILY EDITION

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!**

SPECIALTY COFFEE
EXPO

A PUBLICATION OF THE SPECIALTY COFFEE ASSOCIATION



**TODAY LIVE AUCTION
OF COLOMBIA'S 2018/2019**

**MIND-
BLOWING LOTS**

**ROOM 210C | 3:00 P.M.
MORE INFO VISIT BOOTH 709**



→ SATURDAY, APRIL 13, 2019

DAILY EDITION

- 3 Exhibitor of the Day**
MONIN
- 4 Event Schedule: Activities, Education, and Cupping Exchange**
Event Highlights
- 5 Where to Find Coffee: Boston Edition**
- 6 Schedule of Lectures**
- 7 Building a Bright Future for Uganda's Women in Coffee**
ANNET NYAKAISIKI
- 8 Creating the Coffee Sustainability Program**
COFFEE SUSTAINABILITY PROGRAM CREATORS GROUP
- 11 How Winning the 2018 Best New Product Award Helped Coffunity Grow**
ANDREA B. PACAS
- 12 News From Our Partners**
- 13 Volunteer Spotlight: Meet Sonia Srichander**
SUSIE KEALY
- 14 Photobooth: Yesterday at Expo**



STAFF

JENN RUGOLO
Executive Editor

ZWOELF.HU
Design

SUSAN GATES
Advertising Sales

ADVERTISERS

BUNN
Café de Colombia
Club Coffee
DaVinci
EK International
IFinca
HOST Milano
Hunter Labs
Rekerdres

Le Sirop de
MONIN®

*Step Out of
the Ordinary*

Le Sirop de
MONIN
*Vanilla
Spice*
Premium Gourmet Syrup
250 mL 25.4 fl. oz.

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!

→ SATURDAY, APRIL 13

SCHEDULE OF EVENTS

7:30 AM – 9:00 AM	IWCA Breakfast <i>Ticketed Event</i>	Ballroom East (Level 3)
8:00 AM – 5:00 PM	Expo Registration Open	Registration (Level 1)
8:30 AM – 5:30 PM	Coffee Skills Program & SCA Workshops	205-210, RM050
8:30 AM – 6:00 PM	Activities Hall Open	Activities Hall (Level 0)
9:00 AM – 3:00 PM	SCA Lecture Series <i>For a full lecture schedule, turn to Page 6</i>	251-255 (Level 2)
9:00 AM – 3:30 PM	<i>World Brewers Cup Round 1, Day 2</i>	WBrC Stage, Activities Hall
9:30 AM – 4:00 PM	World Barista Championship <i>Semi-Finals Round</i>	WBC Stage, Activities Hall
10:30 AM – 5:30 PM	Exhibit Hall Open	Exhibit Hall (Level 0)
11:00 AM – 12:00 PM	Press Event: SCA Certified Home Brewer Program	Hall A, Aisle 600-800
12:00 PM – 1:30 PM	CGI Luncheon <i>Ticketed Event</i>	Ballroom East (Level 3)
4:00 PM – 5:00 PM	World Brewers Cup <i>Finalist Announcements</i>	WBrC Stage, Activities Hall
4:30 PM – 6:00 PM	Coffee Roasters Guild Mixer	SE Lobby (Level 2)
5:00 PM – 6:00 PM	World Barista Championship <i>Finalist Announcements</i>	WBC Stage, Activities Hall
5:00 PM – 6:00 PM	Volunteer Appreciation Reception	NE Lobby (Level 2)

EDUCATION @ EXPO:
COFFEE SKILLS PROGRAM AND WORKSHOPS

8:00 AM – 11:00 AM	Roasting Machine Maintenance	209
8:30 AM – 4:30 PM	Barista Skills Intermediate Course, Day 2 of 2	205B
8:30 AM – 5:30 PM	Brewing Foundation Course	206A/B
8:30 AM – 5:30 PM	Roasting Foundation Course	RM050
9:00 AM – 12:00 PM	The Science Behind the Flavor Wheel	205A
9:00 AM – 12:00 PM	Crafting Seasonal Espresso Beverages	210A
9:00 AM – 5:00 PM	Sensory Skills Intermediate Course, Day 2 of 2	208
1:00 PM – 4:00 PM	Coffee Technician Workflow & Communication	209
1:30 PM – 4:30 PM	Crafting Seasonal Cold Brew Beverages	210A
1:30 PM – 4:30 PM	The Science Behind the Flavor Wheel	205A

CUPPING EXCHANGE

8:00 AM – 9:45 AM	Grounds for Empowerment	204A
10:15 AM – 12:00 PM	Café du Burundi	204A
10:45 AM – 12:30 PM	Olam Specialty Coffee	204B
12:30 PM – 2:15 PM	Nordic Approach	204A
1:00 PM – 2:45 PM	Mercanta North America	204B
2:45 PM – 4:30 PM	Crop to Cup Coffee Importers	204A
3:15 PM – 5:00 PM	Mercanta North America	204B

Today's Highlights

LECTURE: 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 253C, 9-10 AM.**

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. **WBrC Stage, 4-5 PM; WBC Stage, 5-6 PM.**



- SCA MEMBER CAFES**
- 1 PAVEMENT COFFEEHOUSE
 - 2 STARBUCKS
 - 3 DUNKIN' DONUTS
 - 4 PEET'S COFFEE
 - 5 GEORGE HOWELL COFFEE
 - 6 CAFFÈ NERO
 - 7 STARBUCKS
 - 8 DUNKIN' DONUTS
 - 9 BLUE BOTTLE COFFEE
 - 10 INTELLIGENTSIA COFFEE
 - 11 BARRINGTON COFFEE ROASTING CO.
 - 12 KOHI COFFEE COMPANY
 - 13 EQUAL EXCHANGE

SPECIALTY COFFEE EXPO • 2019

EVENT LOCATIONS

Boston Convention & Exhibition Center	415 Summer St. Boston, MA 02210
Boston Park Plaza (Reco Symposium)	50 Park Plaza Boston, MA 02116
Royale Nightclub (The After Party Location)	279 Tremont St. Boston, MA 02116

LANDMARKS & THINGS TO SEE

Boston Common	139 Tremont St. Boston, MA 02111
Newbury Street	Between Arlington St. and Massachusetts Ave.
Fenway Park	4 Yawkey Way Boston, MA 02215
Long Wharf	1 Long Wharf Boston, MA 02110
George Washington Statue	Boston Public Garden, Facing the Arlington St. Entrance

SCA MEMBER CAFES

Pavement Coffeehouse	1096 Boylston St. Boston, MA 02215-3601
Caffe Nero	320 Congress St Fl 4 Boston, MA 02210-1250
Dunkin Donuts	200 Seaport Blvd. Boston, MA 02210
Dunkin Donuts	8 Park Plaza Boston, MA 02116
Starbucks	425 Summer St. Boston, MA 02210
Starbucks	64 Arlington St. Boston, MA 02116
Peet's Coffee	129 Tremont St. Boston, MA 02108
George Howell Coffee	505 Washington St. Boston, MA 02111
Blue Bottle Coffee	100 Federal St. Suite K200 Boston, MA 02110
Intelligentsia Coffee	225 Franklin St. Boston, MA 02110
Barrington Coffee Roasting Co.	303 Newbury St. Boston, MA 02115
Kohi Coffee Company	125 Summer St. Boston, MA 02110
Equal Exchange	226 Causeway St. Boston, MA 02114
(just outside of Boston)	
Broadsheet Coffee Roasters	100 Kirkland St. Cambridge, MA 02138-2065
Darwin's Ltd	313 Massachusetts Ave. Cambridge, MA 02139-4151
JPLicks	397 W Broadway, South Boston, MA 02127
New England Coffee Co.	108 Charles St. Malden, MA 02148-6704
Fuel America	22 Green St. Waltham, MA 02451
Marylou's News, Inc.	308 Willard St. Quincy, MA 02169
Black Tie Espresso	4 N Common St Topsfield MA 01983-1429



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
- 253A The Future of Coffee: Building Long-Distance Relationships at Emerging Origins
- 253B Why the New York "C" Contract is Relevant: Sorting Fact and Fiction
- 253C Sensory and Chemical Explorations into Drip Brew Coffee Flavor Over Time
- 254A Creating the SCA Coffee Sustainability Program (CSusP): 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?
- 253A Attracting and Retaining Farmworkers: Innovations in Colombia
- 253B The Benefits of Being a Benefit Corporation
- 253C Business Models for Climate Adaptation: Leveraging Short-Term Incentives for Long-Term Gain
- 254A The Yin and Yang of Managing Coffee Price Volatility Risk
- 254B 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
- 253A Who Defines Sustainability?
- 253B The Science of Coffee Freshness
- 253C Barriers and Potentialities of the Honduran Coffee Sector for Women's Empowerment
- 254A Global Investment Opportunities in Coffee
- 254B 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
- 253A Lessons Learned from the Implementation of Coffee Hybrid Demonstration Plots in Three Central American Countries
- 253B Scaling Sustainable Sourcing: How to Ensure that Everyone from Source to Shelf Wins
- 253C 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
- 254B Coffee Processing and the Future of Specialty: How Innovations in Processing Can Change Perceptions of Specialty Coffee



Building a Bright Future for Uganda's Women in Coffee

This year's Randy Wirth Fellowship recipient, **ANNET NYAKAISIKI**, 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 great opportunity possible, for me to be here in Boston. May God bless you all always, I look forward to thanking you in person.

ANNET NYAKAISIKI is a Re:co Symposium Fellow, a program sponsored by Illy Caffé 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 Caffe 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 Furguele, Mbula Musau, Aleida Stone, and Lyela Mutsiya.



Only HunterLab combines full visible spectrum analysis with SCA Roast Classification numbers, providing the most accurate and consistent color values available to the coffee industry.



Creating the Coffee Sustainability Program

The COFFEE SUSTAINABILITY PROGRAM CREATORS GROUP

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 community. Through CSusP, 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.



The Inspired Home Show features the leading kitchen electrics expo in the world. Retailers and manufacturers connect around innovation and trends to satisfy consumer needs...including the specialty coffee movement.

the new name for the international home + housewares show

THE INSPIRED HOME SHOW

IHA's GLOBAL HOME + HOUSEWARES MARKET

March 14 - 17, 2020 · McCormick Place · Chicago

TheInspiredHomeShow.org

www.host.fieramilano.it/en

host Milano

Equipment, Coffee and Food

41st International Hospitality Exhibition

October 18-22, 2019 fieramilano



We have your coffee bar covered.



PROUD TO BE THE SUSTAINABILITY SPONSOR

From precision grinding to hot and cold water solutions to Visually Intuitive Programming[®], we have your coffee bar covered. Come see the new line up.




bunn.com/sca2019

How Winning the 2018 Best New Product Award Helped Coffunity Grow

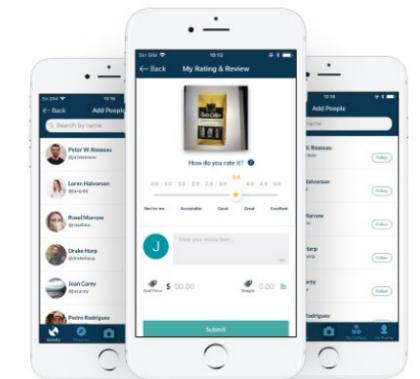
Last year, Coffunity was awarded two Best New Product (BNP) Awards during the Specialty Coffee Expo in Seattle: One for Best in Technology and the other for Best of Show. **ANDREA B. PACAS** reflects on the win.



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.

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 own 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.



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.



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 Cofounder and CEO of Coffunity.



BETTER PAY FOR FARMERS

EXCELLENT QUALITY
ETHICAL SOURCING
COMPLETE TRANSPARENCY & TRACEABILITY

[IFINCA.CO](http://ifinca.co)



→ FIND US AT BOOTH 390

BUILDING THE POWER OF GREEN EQUITY FOR YOUR BRANDS

The premium 100% sustainable coffee experience



100% CERTIFIED COMPOSTABLE SINGLE-SERVE POD[†]



COMPOSTABLE[†] ESPRESSO CAPSULES*



COMPOSTABLE[†] PACKAGING OPTIONS*



TURNKEY MACHINE SOLUTIONS FOR CRAFT ROASTERS*



CLUB COFFEE | BREWING THE GOOD IN COFFEE
EST. 2016

VISIT US AT THE SPECIALTY COFFEE EXPO in Boston, Booth #865









PurPod 100 | COMPOSTABLE POD

Compostable in commercial facilities, which may be unavailable to you, check locafy.com. Not certified for backyard composting. Cert# 10528537

For more information, visit www.PurPod100.com.

[†]BPI® is a trademark of the International Biodegradable Products Institute, Inc.
[†]CMA is a trademark of the Compost Manufacturing Alliance.
^{*}Coming in 2019.

BETTER FOR YOU, BETTER FOR THE PLANET
THE REAL SOLUTION FOR SINGLE SERVE COFFEE

At Club Coffee, we're reshaping coffee with industry-first innovations like our PurPod100™ compostable single serve pods[†] – and we're just getting started.

www.ClubCoffee.com

SPONSORED

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 specialty coverage they deserve.

LOGAN PORTMANN is an Account Executive at Rekerdres & 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.

and this is 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."

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 lot 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.

CLEVER DRIPPER

good consistent coffee made simple

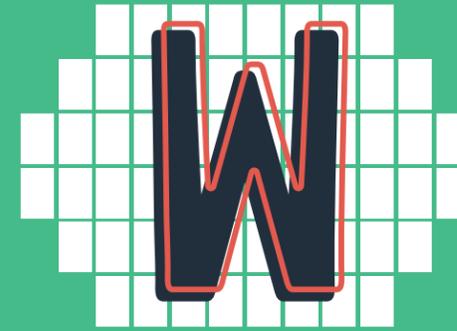
STYLE NO. T/C-70888

SPECIALTY COFFEE EXPO 2019
CLEVER COFFEE DRIPPER Booth#163
E.K. Int'l Co., Ltd. www.handybrew.com
TEL:+886 2 2720 6058 JULMT@MS25.HINET.NET



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.



WORLD OF COFFEE
BERLIN
 6-8 JUNE 2019

FEATURING



- DESIGN LAB
- THE CUPPING ROOM
- BEST NEW PRODUCT AWARDS
- WORLD COFFEE COMPETITIONS
- LECTURES & EDUCATION
- SOCIAL EVENTS

...AND MORE!

PARTNER WITH US

Maximise your brand's presence at World of Coffee. Partnership opportunities can be viewed at worldofcoffee.org/partner

REGISTER TODAY

Don't miss Europe's biggest coffee show! Registration information can be found at worldofcoffee.org/registration-information



#WOCBERLIN WORLDOfCOFFEE.ORG



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®