2019 Best New Product Award Winners Announced

Meet the 2019 Expo Design Lab Winners

Congratulations, Team Knockbox!

Recapping Re:co Symposium

Meet Your Volunteer: Hugo Enrique Flores Laguna

Last Day! Schedules, Highlights, Photos, and More

Meet Bellwether's New Roaster and Winner of the Best New Product Commercial Equipment Award at Booth #492
Today's Highlights

WCC AWARD ANNOUNCEMENTS
After finishing their final routine of the competition, the six finalists of the WBC and the WBrC will take the stage one last time as the results are announced and this year's World Barista and World Brewers Cup Champions are crowned. You won't want to miss that! WBrC Stage, 2:30 PM; WBC Stage, 3:30 PM.

OFFICIAL AFTER-PARTY
Celebrate the close of this year’s World Coffee Championships and a successful Expo. This Official After-Party is hosted by the Barista Guild and World Coffee Events! Free entry is available by showing your show pass and ID at the door, and we recommend arriving sooner rather than later – this event is always popular. The party, at the Royale Boston, starts at 9:00 PM and goes until the small hours of the morning. 21+ only, 279 Tremont Street, Boston.

LECTURE: INNOVATIVE PROBLEM SOLVING: A DESIGN THINKING APPROACH
Learn about the process that designers use to extract, teach, learn, and apply knowledge. Design Thinking! The approach supports business and community leaders in utilizing empathy to build a better understanding of their team or community, challenge assumptions, and reject basic solutions for more inclusive, diverse, and culturally-fit organization. Room 253B, 10:15 AM – 12:00 PM.

COFFEE RESILIENT FOR CENTRAL AMERICA PROJECT
Coffee professionals can better describe the product to their customers and have a better understanding of the chemistry behind the sensory experience. Suited for all skill levels. Room 204A.

CUPPING EXCHANGE
Organic acids are some of the most important and influential flavor compounds in coffee. By deepening knowledge of chemistry behind taste, coffee professionals can better describe the product to their customers and have a better understanding of the chemistry behind the sensory experience. Suited for all skill levels. Room 208, 9:00 AM – 11:00 AM.

SCHEDULE OF EVENTS
8:00 AM – 3:00 PM Expo Registration Open
8:30 AM – 10:00 PM Coffee Skills Program & Workshops
9:00 AM – 1:00 PM SCA Lecture Series
10:00 AM – 6:30 PM Activities Hall Open
10:00 AM – 3:30 PM World Brewers Cup Final Round
10:30 AM – 4:00 PM Exhibit Hall Open
3:30 PM – 4:30 PM World Barista Championship Final Round
9:00 AM – 1:00 PM Official Barista Party

EDUCATION @ EXPO:
8:00 AM – 11:00 AM Exploring Espresso Profiles
8:00 AM – 11:00 AM Dissecting Your Bar Equipment
8:00 AM – 11:00 AM Identifying Organic Acids
9:00 AM – 12:00 PM Analyzing Roast Profiles for Desired Sweetness
9:00 AM – 6:00 PM Introduction to Coffee

COFFEE SKILLS PROGRAM AND WORKSHOPS
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8:30 AM – 10:15 AM Dissecting Your Bar Equipment
8:30 AM – 10:15 AM The Language of Green Coffee Buying
8:00 AM – 11:00 AM Identifying Organic Acids
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9:00 AM – 6:00 PM Introduction to Coffee

CUPPING EXCHANGE
8:00 AM – 9:45 AM SABCOMRED Agriculture Company DMCC
8:30 AM – 10:05 AM International Women’s Coffee Alliance
10:15 AM – 12:00 PM Coffee Resistant for Central America Project
10:45 AM – 12:30 PM Mercanta North America
2:00 PM – 3:45 PM Finca Marich

ON THE COVER: Bellwether’s revolutionary roasting platform allows its customers to easily and responsibly source green coffee from incredible coffee farms around the world, expertly roast using artisan-crafted roast profiles (or create your own), and share fresh, delicious coffee just the way your customers like it.

Bellwether’s electric commercial coffee roaster uses clean technology and does not require gas lines or expensive ventilation. It’s the most consistent and controllable roaster available, the lowest carbon footprint commercial roaster ever made, and was designed by coffee people who want a more accessible and sustainable future for coffee roasting. www.bellwethercoffee.com • @bellwethercoffee • Booth 492
Lectures Schedule – Sunday

SESSION 1 | 9:00 AM – 10:00 AM

251 What Do We Know About Diversification? Engaged Research to Learn What Works and Why
251A Choosing Emission Control Equipment for Your Roaster
251B Spent Coffee Grounds – Valorization Beyond the Lab Bench
251C Can (and Should) the Coffee Sector Make a Zero Deforestation Commitment?
252 Building, Retaining, and Growing Your Company’s A-Team!
252A Exploring Consumer Indifference Toward Sustainability in the Specialty Coffee Value Chain and What Might Be Done to Overcome It
252B Power, Privilege & Responsibility: The Socioeconomic Landscape Between Coffee Buyers & Producers
252C The Yin to Your Yang: Understanding Why Specialty Tea is an Essential Part of Any Third-Wave Coffee Shop

SESSION 2 | 10:15 AM – 11:30 AM

253 The Seven Seeds of Social Enterprise: Using Your Coffee Business for Social Good
253A Meeting Global Clean Air Requirements
253B Exploration of the Art and Chemistry of Coffee Roasting
253C Genetic Improvement of Cup Quality: Latest Developments
253D Innovative Problem Solving: A Design Thinking Approach
253E Physics for Espresso
253F Implications of Costs of Specialty Coffee Farming in Colombia

SESSION 3 | 11:30 AM – 12:30 PM

254 From Conflict to Coffee: Overcoming Barriers for Coffee Growers in the Democratic Republic of Congo
254A The Neglected Third Pillar of Sustainability
254B More than Mochas: Exploring Coffee and Chocolate Together
254C Coffee & Collaboration: A Success Story from Peru
254D The Olfactory System, an Underrated Sense
254E The Impact of Water Quality on Espresso Chemistry
254F East African Quality Innovation
254G We Have Been Here Before: Why the History of Coffee Matters Today

Team Knockbox Wins 2019 WBC Team Competition

Congratulations to Team Knockbox, winner of the 2019 World Barista Championship (WBC) Team Competition! In February, the national champions competing in the WBC were also placed on one of ten WBC Teams with five to six other national bodies, based on historical ranking, as a way to build coffee community and as a way for team members to win a wild-card position ranking into the semi-finals.

During the preliminary round, the teams supported each other and worked together on bar to serve fans in addition to giving their own individual performances. At the end of the preliminary round, the ranking of each of the team members individual performances was combined and averaged – the WBC Team with the highest score is declared the WBC Teams winner. As winners, team members receive the opportunity to be invited to upcoming World Coffee Events All-Stars events, and the highest scoring member of the winning team whose score has not already placed them into the semi-finals receives a “wild-card” placement into the semi-final round of sixteen competitors.

Team Knockbox is made up of:

Kanda Thochampa, representing Thailand
Wojtek Bialczak, representing Germany
Martha Grill, representing Brazil
Michalis Dimitrakopoulos, representing Greece
Joo Yeon, representing South Korea

As the highest scoring member of Team Knockbox not already placed into the semi-final round on Saturday, Martha Grill (Brazil) was awarded this year’s wild card placement. Previous winners of this placement included Zenn Soon (Singapore, 2018) and Martin Shabaya (Kenya, 2017).

Today, the top six baristas in the competition will take to the stage to perform their final routine of the competition before stepping on this year’s stage one last time as the results are announced and this year’s World Barista Champion is crowned. Competitors are usually at their most relaxed and confident today – grab a seat in the arena and enjoy!
The Best New Product Awards, a long-running feature of Expo, recognize new products judged on their quality and value to the specialty coffee and tea industry. Ten different product categories are evaluated, and a winner is declared in each category.

It is with great excitement that we announce the winners of this year’s Best New Product Awards!

**Commercial Coffee or Tea Preparation and Serving Equipment**
- Breville Barista Pro Model #BES878 by Breville Inc. [#492]
- Robot Espresso Maker by Cafelat

**Specialty Beverage Flavor Additive (Single Flavor)**
- Elairs d’exception in Truffe by 1883 Maison Routin [#777]

**Consumer Electrical Equipment**
- Breville Barista Pro Model #BES878 by Breville Inc. [#1271]

**Consumer Non-Electrical Equipment**
- Robot Espresso Maker by Cafelat [#124]

**Coffee Accessories**
- Krave EQ by Krave Inc. [#1486]

**Specialty Beverage Stand Alone**
- Dona Spice Soda: Pink Peppercorn Lemon by Dona Chai [#680]
- Nudge Coffee Butter by Tierra Nueva [#390]
2019 Specialty Coffee Expo Design Lab Winners Announced

At the heart of the show floor, The Commons has played host to this year’s Design Lab, a platform for showcasing great design in specialty coffee. First established at the 2016 Expo in Atlanta, Design Lab has now grown to include multiple showcases and first-place winners.

Winners in each of this year’s four categories were declared yesterday afternoon – meet them below!

**Branding | Rishi Tea**
Design: Studio MPLS

Rishi is a direct-trade, best-source importer of organic teas and botanicals. Working closely with the design firm Studio MPLS, their collective goal was to envision a new mark and packaging system that would do a better job of expressing their values and the origins of their teas. With a 20-year history of building relationships across the tea-producing regions of the world, Rishi tea wanted to articulate their vertical integration as a selector, importer, and maker of direct trade, organic teas and botanicals.

“Our new plucking hand mark is inspired by the artistic depiction of Rishi’s beholding plants at the Wat Pho botanical school in Thailand, one of the original inspirations for our brand. We are proud to include our founding year and a celestial orb nods to our embracing of the dynamism of nature and its humbling mastery over the harvest.”

**Spaces | Greater Goods Coffee Roasters**
Design: Michael Hsu Office of Architecture

In designing their space, Greater Goods Coffee Roasters wanted to create a warm and welcoming café with open spaces around a centrally placed coffee bar to allow guests to engage with the baristas from any direction. To achieve this, they kept the original metal structure and foundation of the fifty-year-old warehouse/towing yard, used reclaimed materials, and focused on natural lighting to create an experience similar to being welcomed into a good friend’s home.

“Our company is based on community, approachability and education. We designed an open and warm space to bring community together, while also placing coffee and its preparation in the center as the focus. We wanted to create public intrigue in what specialty coffee means by showcasing the entire process from green to cup. A dedicated space for our SCA baristas from any direction. To achieve this, they kept the original metal structure and foundation of the fifty-year-old warehouse/towing yard, used reclaimed materials, and focused on natural lighting to create an experience similar to being welcomed into a good friend’s home.”

**Packaging | Blue Bottle Coffee Can**
Design: Elaine Fong and Neil Day

Using proprietary technology, the Blue Bottle Coffee Can pressure seals coffee in an oxygen-free dome in order to “stop time” so that no matter when they are opened, the coffee tastes just like it did when roasted. The cans themselves are retrofuturistic in design, offering users a “satisfying pop” when the pull tab is opened. Minimal and modern, the vessel invokes the aesthetic of Blue Bottle cafes while simultaneously offering consumers a coffee container made out of a material with a great recycling track record.

“At home, you can keep the cans in your cabinet without worrying about them going stale shortly after purchase. At the grocery store, we no longer have to insist that our beans be discarded after two weeks to ensure freshness. Less coffee waste means that we can honor our farmers, roasters, and the environment by not having to throw away coffee that required time, energy, and used natural resources to produce.”

**Vessels | KRUVE EG Glassware**
Line by KRUVE Inc.
Design: Michael Vecchiarelli

The concept behind the EQ name is that well-balanced audio requires the use of a good equalizer (EQ), and “just like audio, great flavor requires harmony and balance.” The two styles of drinking glasses – the “EXCITE” and the “INSPIRE” – are designed to be used either in tandem to compare or contrast roasts or individually to suit your preference.

“The wine glass industry puts a lot of care and effort into helping consumers enjoy their beverage, yet coffee has just as much, if not more complexity than wine, with hundreds of volatile flavor compounds. So, it just didn’t seem right to be pouring such a wonderfully rich and complex beverage like coffee into a plain old mug. Add to that, the coffee community cares so much about the origin, roast, and brew method, it would be a shame not to put equal importance on the actual method of consuming the beverage.”

**ColorFlex® EZ**

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.
Recapping Re:co Symposium: Announcement Roundup

NOW ACCEPTING APPLICATIONS FOR THE 2019-2021 LEAD SCHOLARSHIP

Announced at Re:co Symposium on Thursday, April 11, the SCA is now accepting applications for the 2019-2021 cohort of the Leadership Equity and Diversity (LEAD) Scholarship Program. LEAD is aimed at increasing diversity of leadership within the global coffee community by enabling access to professional development resources to people from underrepresented or marginalized communities. The program is made possible thanks to the generous support of S&D Coffee & Tea.

For more information or to apply, visit sca.coffee/LEAD.

COFFEE SCIENCE FOUNDATION

The SCA’s Chief Research Officer, Peter Giuliano, announced the launch of the Coffee Science Foundation (CSF) this week at Re:co Symposium. Created to advance the understanding of coffee and secure its future through research, knowledge building, and outreach, the CSF provides funding and guidance to independent research entities with outputs disseminated through the SCA’s various channels.

Two major research projects are already in process with three in requests for proposals stage. One of the projects, to be completed in collaboration with World Coffee Research (WCR) and the UC Davis Coffee Center, is the next phase of WCR’s International Multilocational Variety Trial which will explore and correlate the impact of genetics and environment on sensory descriptive analysis.

WCR ANNOUNCES THE GLOBAL COFFEE MONITORING PLATFORM

WCR, together with dozens of partners, is building an unprecedented network of global on-farm trails to discover which varieties and agricultural practices are most profitable for coffee producers around the world. The Global Coffee Monitoring Program will address one of the most important decisions farmers make: Which plants and practices are right for my farm? At Re:co Symposium, Danielle Kneuppel explored the platform’s aim to use rigorous, on-farm science to create a global data set that addresses the profitability of coffee farming from the ground up.

Keep an eye out for recordings of this year’s Re:co Symposium program, released as a part of the SCA Podcast, later this year at scanews.coffee.
Have Courage, It’s Only Demurrage
by ADAM REKERDRES

If you are truly importing direct trade coffee, you are probably shuddering at the word. Demurrage. An unexpected per diem bill over which you have no say as to the cause or the amount.

Demurrage is assessed on cargo that is left at the port beyond the allotted free time. Once that free time expires, you will be charged a daily storage fee (demurrage) until you remove the cargo from the terminal. Daily demurrage charges can typically range from US$75 to US$150 per container per day, and increase after the first five days.

Last year, the Federal Maritime Commission launched a fact-finding investigation on the practices of Common Carriers and Port Operators related to detention, demurrage, and per diem charges. The ink is barely dry on a report that examines “just and reasonable rules and practices” with respect to the fees.

However, while the FMC report recommends transparent and simplified demurrage and detention practices, in reality we are still a long way from ocean carriers and port operators changing demurrage practices. In the meantime, there are some actions you can take to avoid demurrage fees.

First, try to negotiate more free days with your carrier. Also, have a plan B for your truck services.

Finally – understand how your ocean cargo insurance would respond to coffee specific scenarios, such as Food Safety Modernization Act delays, customs inspector actions, or even bogus packed containers.

If you and your supply chain manager understand all the potential demurrage scenarios, and you are working with supply chain partners who understand your coffee business, then you will be able to face demurrage charges with more boldness than a triple espresso.

Next up? “Have no apprehension when it comes to detention…”

ADAM REKERDRES (CIC, ACI, MBA) is the Vice President of Rekerdres & Sons Insurance Agency, Inc. and can be reached at: Adam@reksons.com.

All About Education: Meet Hugo Enrique Flores Laguna

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

This year, Hugo Enrique Flores Laguna is attending Boston Expo as a volunteer instructor, teaching within the seven different Coffee Skills Program courses on offer. Hailing from Mexico City, Roastmaster Hugo brings with them a rich experience from their comprehensive time in the coffee industry. A journey begun within a coffee machine factory now extends across the world, with all this experience only increasing their love of roasting, cupping, teaching, and competing. Hugo is excited to volunteer this year as an instructor “because it allows me to know the work of my colleagues from other countries and to share my experiences with them, in addition to being able to offer the same learning experience at this level in my country.”

Hugo started their career in coffee at a young age – not on bar, but working in a factory that built and tested coffee machines and roasters. “It was my beginning in the world of coffee. I only knew the basics of coffee, I did not know about coffee varieties, the correct process to roast, I did not know anything at all!” Despite not knowing much back then, Hugo now holds the title of Roastmaster at Etrusca Commercial SA de CV, a coffee processing company located in Mexico’s capital.

While working as a technician at Etrusca, Hugo’s first encounter with specialty coffee occurred just over three years ago, where by chance they was asked to roast. It was then that a mentor saw and encouraged a move. “It was at that moment that my boss Araceli Garcia, quality control manager saw something in me, and then decided together with the director Arturo Hernandez to leave me at the Etrusca Roastery. And it was thanks to his vision that he began to promote my training as a roaster.”

From there, Hugo began a journey of education and attending a variety of workshops around the world, eventually becoming an SCA Roasting Instructor and Q Arabica Grader. Through these channels they also obtained SCA certifications as an Authorized SCA Trainer in Green Coffee, Barista, Sensory, and Brew, with the guidance of instructors Kim Ta and Annemarie Tiemes. Hugo says all their passion for coffee has even changed how the family drink it at home, who now revel in the scope of specialty coffee, and to see the passion that all these professionals applied to their daily work. Like many others, Hugo sees the industry constantly evolving and shifting, but feels there is still a lot more to be done. “The specialty coffee industry has grown a lot in recent years, but we still have a long way to go, we have to make team and awareness with each link in the production chain. We have to face up to the changes that are coming, and only by working together all the countries can give sustainability to the field and therefore to coffee.”

On the subject of family, Flores states that their children, Amairani and Rodrigo, inspires them most in life. “They have been my engine, my pride, and my inspiration so that I always try to move forward. And since a few months ago another great inspiration has been added to my life, my grandson Mateo.”

Hugo enjoys many of his days off at home resting with the Family when not working or traveling, which for Hugo, “is an enriching experience, and if you add to that you do what you like, you share your love and passion for coffee with people from all over the world. It’s simply wonderful.”

This is not the first year that Hugo has attended Expo, last year volunteering in the Introduction to Coffee course, where they found it amazing to share what they had learned. In previous years, Hugo has attended multiple SCA events, but prospire their first time attending the Roasters Guild Retreat in Wisconsin as their first specialty coffee community memory. There, they had the chance to meet with many different roasters, allowing them to see the scope of specialty coffee, and see the passion that all these professionals applied to their daily work. Like many others, Hugo looks forward to attending the 2020 Expo, last year volunteering in the Roasting, Cupping, and Brewing course.

As for what’s next? “My next professional goal would be to become Q Robusta Grader. And my personal goal is to win the Mexican Roasting Competition this year.”

Meet Hugo Enrique Flores Laguna

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Photobooth: Yesterday at Expo

Yesterday at Expo: some of the many volunteers who make Expo possible; the Scientific Poster Session; taking a quick break in The Commons; a latte art workshop underway; one of the Pop-up Cafés on site.
“We believe in Barista Series™ products because of Pacific’s commitment to quality and community. In our café we find true consistency of flavor, texture, and performance with Barista Series products that creates a beautiful customer experience every time.”

— Kyle Ramage (USBC 2017) and Lem Butler (USBC 2016), Co-Founders, Black & White Coffee Roasters