Twice the Fun: Navigate Both Roaster Villages

The Origin of a Book on Coffee and Wine

Send Your Taste Buds on a Global Journey with BWT water+more

Meet Your Volunteer: Iuliia Dziadevych

Schedules, Highlights, Maps, and More!
¡TIERRA!: A STORY OF SUSTAINABILITY BEHIND EVERY CUP.

Italian coffee company Lavazza is focusing on sustainability as it participates in the World of Coffee 2019, in Berlin, with its ¡Tierra! CSR initiatives and products.

¡Tierra! is the name of the sustainability projects started by the company in 2002, to the benefit of three communities of small coffee growers in Peru, Colombia and Honduras and which has now become a wider concept of sustainability projects managed by Lavazza (directly or in partnership, with suppliers and NGOs) across 3 continents, 17 countries and 24 projects.

¡Tierra! means projects focused on the improvement and development of coffee farmer communities from an economic, social and environmental point of view, but also a range of premium blends, containing coffee from communities involved in the sustainability projects and grown in Rainforest Alliance Certified™ coffee farms.

It is with ¡Tierra! Colombia and ¡Tierra! Brasile 100% Arabica that Lavazza will be present at World of Coffee 2019, experience and taste them at the ¡Tierra! booth (N21).

HOST SPONSOR: BWT WATER+MORE

THE DAILY EDITION

THURSDAY, JUNE 6

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HALL 3

CUPPING ROOMS (HALL 2)

8:30 – 17:30 Registration Open South Entrance, Messe Berlin
8:00 – 9:00 AST Meeting Lecture Room 1, Hall 3
9:30 – 16:30 World Latte Art Championship WLAC/WCIGS Stage, Hall 3
Stage Presentation
10:00 – 11:00 Official Opening of Exhibits South Entrance, Messe Berlin
10:00 – 17:00 Exhibition Open to Visitors Halls 1, 2 & 3 (Ground Floor)
10:00 – 14:00 World Cup Tasters Championship WCTC/CIC Stage, Hall 2
Round One
10:00 – 14:45 Lecture Series Room 1, 2 & 3, Hall 3
11:00 – 12:00 Press Conference Passau 2 (Mezzanine 1)
12:00 – 16:30 World Coffee in Good Spirits WLAC/WCIGS Stage, Hall 3
Bar Round
14:30 – 17:00 Cezve/Ibrik Championship WCTC/CIC Stage, Hall 2
15:00 – 16:00 World Barista Championship WLAC/WCIGS Stage, Hall 3
Semi-Final Announcement

LECTURE SERIES (HALL 3)

10:00 – 11:00 Exploring the Extraction of Coffee A Success Case of Grains Movement from Brazilian Women in Coffee
10:45 – 11:45 From the SCA Research Center
13:45 – 14:45 Design Elements to Create a Brand that Connects to Consumer
14:30 – 15:30 Optimizing Your Green Coffee Buying Lab
15:00 – 16:00 Specialty Coffee Transaction Guide as a New Price Discovery Tool for the Specialty Industry

CUPPING ROOMS (HALL 2)

Room 1 Room 2
10:00 – 11:00 Kenya Coffee Directorate International Women’s Coffee Alliance
11:30 – 12:30 DR Wakefield Portraits of the World Country: Peru
13:00 – 14:00 Coffee Bird Ruffattti Batlle
14:30 – 15:30 Galicea & Roths / Volcafe African Fine Coffees Association
16:00 – 17:00 Trabocco Prakt

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

For a Schedule of local community events, visit worldofcoffee.org/community-events.
FRESH FLAVOR: NEW POSTER SERIES AVAILABLE

Drop by the SCA Store at World of Coffee for a peek at the newest tool in coffee sensory science: The Flavor Perception in Coffee Poster Series! A collaborative effort by the SCA and World Coffee Research (WCR), this new series is an intuitive and beautiful deep-dive into the WCR Lexicon. Each poster in the series offers detail on the most general taste descriptors found at the center of the Coffee Taster’s Flavor Wheel alongside the more specific attributes and their full WCR Lexicon references. The WCR Lexicon is the largest collaborative research project on coffee’s flavors and aromas ever done – created at Kansas State University, the lexicon identifies 110 flavor, aroma, and texture attributes present in coffee, providing repeatable references for measuring each attribute’s intensity. Collect all eight in the series at once or one a time – it’s up to you!

SEND YOUR TASTE BUDS ON A GLOBAL JOURNEY AT WORLD OF COFFEE WITH BWT WATER+MORE

This year, we’re inviting all World of Coffee (WOC) visitors to relax and refresh their palates in between delicious aromas and flavors from Costa Rica, Africa, India, or Colombia with a “freshness kick” provided by BWT water+more. The pursuit, mineral balanced water, lightly infused with functional herbs will help prepare attendees for fresh adventures in taste!

ENSURE THE BEST COFFEE OUTCOMES WITH BALANCED MINERALISATION

“We are proud of the fact that, using our filter technologies, we can succeed – effortlessly and with reproducible precision – in imbuing regular water with those qualities which the Specialty Coffee Association (SCA) considers ideal in the preparation of good coffees. The SCA water standard is possible anywhere in the world, as water with balanced mineralisation for the best coffee results,” says Dr. Frank Neuhausen, managing director of BWT water+more Deutschland GmbH. Using the water from this European technology leader, specially optimized for preparing coffee, allows coffee exporters, baristas, and coffee roasters to present their products authentically, because there is nothing in the water to interfere with the flavor of the coffee. “On the contrary – the water provides the best starting conditions for the aromas,” says Dr. Neuhausen.

GIVE YOUR PALATE A “FRESHNESS KICK”

World of Coffee 2019 sees coffee in all its aromatic variations brewed and served. It’s the ultimate in pleasure, but also a demanding job for our palates. To help your taste buds relax and refresh in between each session, coffee-lovers can get the ideal freshness kick from the touring BWT water+more cart. Roving the exhibition area, the cart offers visitors super-fresh, optimized, mineralized water from BWT water+more infused with fresh organic herbs like lemon balm, peppermint, and rosemary to ensure a relaxing contrast in flavor or help prepare attendees for their next adventure in coffee-tasting. Supplied in BWT water+more’s stylish Tritan™ bottles with strainer, the refreshment – and the high-quality vessel! – are free of charge to visitors of the BWT water+more cart and guests are encouraged to choose the infusion that suits their preference. “Repeat offenders” are welcome! You are invited to refill the bottle as often as you like – so you can head into the next coffee tasting with a fully-refreshed sense of taste after your relaxing mini-break.

The Bag Broker Goes Green! What about you?

Introducing our first 100% recyclable bag at World of Coffee Berlin! Come visit us at Hall 1.1 Stand B1 and see our range of:

1. 100% recyclable bags;
2. True Bio Bags;
3. Metal Free Bags.

book a meeting with us by calling +41 129 380 4662 or send an email to bags@thebagbroker.eu

As this year’s event host sponsor, BWT water+more brings ideally optimized water to every aspect of World of Coffee. It will be used in thousands of instances across the show floor: filling stations, tastings in the Roaster Village, and of course, the stands of this year’s many exhibitors, all of whom are able to supply themselves on request – and free of charge – with BWT’s optimized water. The water specialists have provided many practical 18-liter kegs to be refilled as often as required.

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“...using our filter technologies, we can succeed effortlessly and with reproducible precision – in imbuing regular water with those qualities which the Specialty Coffee Association (SCA) considers ideal in the preparation of good coffees...”
A LOVE OF LEARNING: MEET IULIIA DZIADEVYCH

SUSIE KEALY shines a spotlight on some of the many volunteers who make SCA events like World of Coffee possible.

Iuliia Dziadevych is no stranger to World of Coffee gatherings. Over the years, she has attended and volunteered at a number of shows across many different countries – with no plans to stop!

Originally from Ukraine, Iuliia calls many different locations around the world “home” thanks to a deep love of travel. Apart from many credentials in a range of barista skills and green coffee courses, she also holds a master’s degree in International Tourism. She’s returning to World of Coffee in Berlin to help specifically with the lectures program. This year, there are 35 lectures across the three-day event, the largest offering ever at the SCA’s World of Coffee event.

Iuliia started her dedicated journey in coffee by chance after seeing an advertisement for the “Barista & Farmer” project. Every year, the project chooses ten finalists to travel and work with farmers on coffee sites around Colombia, giving them the opportunity to experience the whole coffee processing cycle from bean to cup. She decided to attend a barista basics course soon after, which led her to find more than just skills behind the espresso machine. “It was a hit,” recounts Iuliia. “I found my inspiration and saw the huge scenery behind the coffee machine right up to coffee farms. From that time my life would never be the same.”

Iuliia says she’s had many wonderful volunteer roles over the years, viewing each as invaluable: “I see volunteering as the best way to get knowledge, experience, and meet professionals from the industry.” Among her favorite previous roles was her time as a brew bar volunteer, where she made pour-overs on the brew bar during the World Roasting Championships in Rimini 2018. “It was so exciting to meet all of the world’s best roast masters behind the bar, learning their ‘tricks’ and trying so many mind-blowing coffees.”

When asked what kind of an impact her volunteer roles have made on her career, Iuliia sees her interest in coffee and time spent travelling and volunteering as so much more: “It has not just made an impact, it’s a big part of my life now. I worked as a harvest intern on the Gesha Village estate in Ethiopia, and traveled around the country to see production processing in different parts of Ethiopia and then in Kenya. We have visited so many coffee farms as part of the Barista & Farmer show. I went to Sweden just to take part in Barista League and also to Italy just to volunteer at the World Roasting Championships. Even my vipassanā meditation course in Israel was taken from the perspective of helping with concentration on coffee tasting. So now all of my travelling is dedicated or related to coffee.”

Even during her earlier days in coffee, Iuliia was so interested in coffee and the whole of the industry that she traveled alone to Addis Ababa, Ethiopia’s capital. There she met Rachel Overton of Gesha Village, who made an indelible mark on Iuliia’s wider perspective with the “right words said in the right moment.” Iuliia’s conversation with Rachel was a moment that she says she will never forget: “[she encouraged me] to create [my] own reality.”

On her days off, you never know where in the world you will find Iuliia! If she is back in her native Ukraine, she focuses on spending time with her family. While she is in Tenerife, she will spend her days hiking the local landscape and attending salsa dance lessons. “Now that I’m working in Montenegro, I spend my free time walking along the seaside, hanging out on my terrace, and joining piano classes.”

And as she looks towards the future, what does Iuliia see herself doing? “Sensory analysis. Everything around it and green coffee. I found it most exciting and I am now looking for an internship in coffee importing company or any volunteering activities to get me to this point.” We wish you the best of luck, Iuliia!
THE ORIGIN OF A BOOK ON COFFEE AND WINE

"WHY DON'T WE DO AS THEY DO IN THE WINE BUSINESS?" MORTEN SCHOLER EXPLAINS HOW HE Sought TO ANSWER THE QUESTION RAISED BY SOME COFFEE-GROWERS AND EXPORTERS AT A NUMBER OF THE MANY COFFEE WORKSHOPS AND CONFERENCES IN WHICH HE'S TAKEN PART OVER THE YEARS.

The reference was obviously to the wine industry’s long history, mysterious terroir, high prices, comprehensive sensory descriptions, and all the prestige and glamorous stories. The wine sector looks up to the coffee sector with its sophisticated branding and sometimes extremely high prices.

In order to respond to the question, I began to compare the two sectors in detail. There was no literature offering any kind of juxtaposition and I tracked down only a few articles on the topic – most of them with titles like, “What Coffee Could Learn from Wine.” A couple of them were interesting, but neglected to provide much in the way of hard data or useful guidance.

The idea of writing a book on the dual topic came early. My first notes – on the back of an envelope – are from 2004, but the more focused search for information began when I retired in 2013.

My search for hard data took me to many conferences, exhibitions, organizations, institutions, libraries, companies, producers, shops, and individuals across more than a dozen countries. People opened their doors out of curiosity (“Did you say coffee and wine?”) and gladly shared their knowledge as I was neither a competitor nor a journalist with a hidden agenda.

While writing the book, I was invited to present my findings at conferences around the world. Obviously, I could not present all the myriad differences I gradually found between coffee and wine (although you can find all of them listed in the book), so I chose to talk about four fundamental differences between the two sectors:

• Value chain length: The collaborative trail for coffee in long, with many parties involved in different locations: growers, traders, processors, exporters, importers, roasters, retailers, and cafés. Conversely, the chain in wine is short: growing, harvesting, processing, quality control, aging, blending, bottling, and sale often happens at the same place (the winery) or nearby.

• Quality enhancement opportunities: These are few in coffee, apart from the obvious careful handling, processing, and sorting of green coffee. One of the few methods is the steam-cleaning of green Robusta, whereby some of the undesirable aromas and flavors can be removed. Wine, on the other hand, has many opportunities to enhance quality, particularly with chemical and physical interventions. Among these are: flash détente (flavor enhancement of grapes in heated vacuum chambers), chaptalization (adding sugar), acidification, deacidification, micro-oxygenations, reverse osmosis, color adjustment, filtering, reduction of alcohol content, and aroma/flavor adjustment in oak barrels.

• Relative size of companies: Some coffee trading houses and coffee roasting groups are huge, covering 10-15 percent of the world market. The largest wine groups are also big, but even the world’s largest group (Gallo Winery in the US) accounts for only three percent of world production.

• Sustainability standards: In coffee, these are global – as examples, think of Fairtrade, Rainforest Alliance, and 4C Code. This, in combination with coffee’s long value chain and the number of smallholder producers (most with modest education and limited access to information), adds to the difficulty in training and certifying sustainability standards.

In wine, however, standards are national or regional and the national participants have decided their own rules, asking themselves: “How high shall we set the bar?”

One last note: while collecting information on sensory descriptions and on wine evaluations, some of my findings reminded me of Hans Christian Andersen’s fairy tale The Emperor’s New Clothes. I couldn’t resist including a small section on some of the hot air and hype associated with wine and gradually also with coffee. Maybe a bit provocative but as a neutral outsider, it has been possible for me to write exactly what I wanted.

MORTEN SCHOLER was a senior adviser on coffee trade at the International Trade Centre, a UN agency in Geneva, Switzerland, for fourteen years (1999-2013). He has coordinated a range of coffee projects in coffee-producing countries and is co-author of several publications, including the International Trade Centre’s extensive The Coffee Exporter’s Guide. Wine is just an interest he has had since his younger years when he spent holidays working in vineyards and wineries in France.

Available for purchase at the SCA Store (located in the corridor between Halls 1 and 2, past registration), Coffee and Wine is published by Matador, the self-publishing wing of Troubador Publishing Ltd. in the UK, an arrangement that has both upsides (total control over the final product as well as freedom to enter agreements for translations) and downsides (upfront costs).

Should any aspiring author wish to seek advice, they would be very welcome to contact Morten directly (mortenscholer@hotmail.com).
Optimised water
FOR THE FESTIVAL OF COFFEE FESTIVALS

BWT water+more – Event Host Sponsor and Water Partner of World of Coffee 2019

In 2019 World of Coffee will be held in Germany for the first time, with Berlin the venue. Weinbaden-based BWT water+more, the long-standing partner of the Speciality Coffee Association, is particularly delighted at this “home match” in its own country. The European technology leader in professional water optimisation for the catering industry will again be Event Host Sponsor of the inspiring trend show and exciting Coffee Competition this year – and the team around managing director Dr. Frank Neuhausen is already looking forward to meeting coffee people from all over the world.

BWT water+more will be displaying its customary dedication and professional performance in Berlin, where the water specialists are showcasing their products on an extra-large exhibition space and welcoming visitors with revamped branding. Guests in Messe Berlin can look forward to a range of interesting events at the BWT water+more, such as revealing cuppings with a variety of local water qualities from throughout Germany as well as differently optimised water qualities specially tailored for the requirements of coffee.

One of the highlights will be the BWT best-squa 14 ROC Coffee, which for the first time in the world allows visitors the chance to experience live how the desired coffee water quality is brought “up to the mark” in terms of the precise quantity of dissolved materials and the qualitative composition in favour of magnesium.

Since speciality coffee first burst onto the scene, the preparation process has moved to become an artistic, creative activity based on traditional craft. The topic of water optimisation has been on the lips of coffee professionals and fans for some years, and given the high standard of product quality is now more important than ever. “The right water can deliver that crucial little extra that allows every coffee to unwrap the precise spectrum of flavours in the cup that the roaster and the barista want to achieve,” says Thomas Rothow.

As Water Partner of World of Coffee 2019, BWT water+more will again be offering its special service: optimising Berlin tapwater on site in the exhibition hall and dispensing it free of charge to all exhibitors at its filling station. It is specially tailored to the preparation of coffee and boasts an ideal mineral ratio for extracting the fine flavours of the brown bean. “This means that every roaster and every coffee merchant in Messe Berlin will be able to present their product at its best. The coffee taste reveals its full potential and is not distorted by the wrong water. It’s something everyone should try out once”, says Thomas Rothow.

www.bwt-wam.com