Last Day! Make the Most of Your Time

This Year’s Best New Product and Design Lab Winners Announced

Meet Your Volunteer: Chloe King

Schedules, Highlights, Yesterday’s Photos, and More!
**HIGHLIGHTS SATURDAY, JUNE 8**

**WORLD CUP TASTERS CHAMPIONSHIP, FINALS AND AWARDS**
The fastest of all the World Coffee Championships, the World Cup Tasters Championship awards professional coffee tasters who demonstrate speed, skill, and accuracy in distinguishing taste differences in specialty coffees. Watch the top four of this year’s cohort battle head-to-head in an exhilarating final 13:30-14:30, WCTC/CIC Stage (Hall 2).

**LECTURE: A SIXTH ERA OF COFFEE? SPECIALTY AND SUSTAINABILITY IN HISTORICAL AND ANTHROPOLOGICAL PERSPECTIVE**
Bringing together recent work on the history and anthropology of coffee in the context of a discussion about the role of specialty in rebalancing the fundamentals of the market, Professor Jonathan Morris and Sabina Parriott explore how continued commodification of coffee poses a risk to the coffee sector. WCTC/CIC Stage (Hall 2).

**LECTURE: DECODING THE JOURNEY OF COFFEE FROM CHERRIES TO CUP**
A Sixth Era of Coffee? Specialty and Sustainability in Historical and Anthropological Perspective. Theorizing coffee as a single origin product, How Can Coffee Smallerholder Producer Organizations Thrive as International Business? How do we really understand the impact of different post-harvest processing approaches’ impact on coffee quality? Learn more about an exciting study remediating the knowledge gap by characterizing post-harvest coffee processing chains in different geographical locations with the development of the delicate aromas.

**ROCK YOUR WATER WITH THE LATEST REVERSE OSMOSIS TECHNOLOGY FROM BWT WATER+MORE**

Visitors attending World of Coffee 2019 will find an absolute highlight at BWT water+more’s stand, located at D41 in Hall 1. BWT bestaqua 14 ROC COFFEE, the world’s first and unique reverse osmosis system specially developed for coffee-lovers. By coffee-lovers for coffee-lovers, in fact, because BWT bestaqua 14 ROC COFFEE has been developed together with coffee artists and traders can present their products in unadulterated form, because there is nothing in the water to interfere with the flavor of the coffee. Instead, the optimized water offers the best possible conditions for the aromas to develop.

**REVERSE OSMOSIS PLUS OPTIMAL REMINERALISATION**
With their patented innovation, the water optimizers are giving filter technology a contemporary upgrade. BWT bestaqua 14 ROC COFFEE is a skilful combination of ultramodern reverse osmosis with BWT’s successful magnesium technology. The complete system features a high-performance membrane integrated into a typical filter housing from BWT water+more, a filter head with a conductivity sensor with an option for blending, as well as a control and pump unit. It allows optimizing unwanted substances to be removed with precision from the raw water in order to subsequently re-mineralize it with flavor-carrying magnesium. The complex optimization process produces the ideal coffee water, appreciated by coffee experts because it allows coffee aromas to develop unhindered.

**THE PURE PLEASURE OF COFFEE**

Visitors to World of Coffee 2019 can taste the impact of the BWT bestaqua 14 ROC COFFEE across the entire show floor. BWT water+more is making its “ROC’d” water available to all exhibitors at the Berlin exhibition centre free of charge and in unlimited quantity. It means that coffee roasters, baristas, and traders can present their products in unadulterated form, because there is nothing in the water to interfere with the flavor of the coffee. Instead, the optimized water offers the best possible conditions for the aromas to develop.
2019’S BEST NEW PRODUCTS
AWARDS GIVEN AT THE 2019 WORLD OF COFFEE IN BERLIN

Each year, the Specialty Coffee Association’s Best New Product Competition recognizes new products that represent quality and add value to the specialty coffee and tea industry. Eight different product categories are evaluated using the “Best I.D.E.A.S.” criteria set out by the SCA, with a winner declared in each category. The World of Coffee Berlin 2019 Best New Product Awards went to:

Nexus One by Aremde | P11/P13, Hall 3
Commercial Coffee or Tea Preparation and Serving Equipment

The Barista Pro, Model #SSE8578 by Sage | N9, Hall 3
Consumer Coffee or Tea Preparation and Serving Equipment (Electrical)

Cofflane Go-Brew (Portable Brewing Bottle) by Beanscorpor | J19, Hall 2
Consumer Coffee or Tea Preparation and Serving Equipment (Non-Electrical)

Coffee Tasting Cups TC1 by Espresso | K4, Hall 2
Coffee Accessories

Green Tea Concentrate by Monin | E16, Hall 1
Specialty Beverage Stand Alone

Pono 2019 by Savor Brands | L13/L15, Hall 2
Specialty Beverage Flavor Additive

Moon Brew by Lot Sixty One | Roaster Village 54, Hall 3
Open Class

Syncfo 4 in 1 Universal Coffee Analyzer by Krator Technology | B40, Hall 1
Technology

This year, judges also awarded two honorable mentions:

TOUCH 02 by Tone | C10, Hall 1
Commercial Coffee or Tea Preparation and Serving Equipment

Flair Signature PRO – Black by Flair Espresso | J34, Hall 2
Consumer Coffee or Tea Preparation and Serving Equipment (Non-Electrical)

SHOWCASING COLLABORATION: WINNERS OF THE 2019 BERLIN DESIGN LAB

SPACES | CARROW COFFEE ROASTERS, BY CARROW COFFEE ROASTERS AND STEVEN BURKE
“The roaster looks out and the sheep look in.” Based on a family farm in the west of Ireland, Carrow’s roastery is an example of “collaborative and spontaneous architectural design” that is functional, sustainable, and welcoming. Co-founders Paola and Andrew worked with their family and Stephen Burke, an experienced Irish forester and natural woodworker, to build a structure from sustainable materials like fir, salvaged terracotta tiles, larch, and beeswax.

VESSELS | CHAMPION’S SIGNATURE COLLECTION, BY BEN SUTTON X LOVERAMICS X PLAYSET COFFEE
Based on a series of hand-thrown porcelain cups commissioned from London ceramicist Ben Sutton by 2017 World Barista Champion Dale Harris, the Champion’s Signature Collection combines Ben’s elegant and tactile aesthetic with Loveramic’s durable, consistent, and latte-art friendly features. The original designs were focused on Ben’s skill with hand-thrown porcelain, using natural tones and textures through the use of glazed and unglazed areas to highlight the colors, quality, and multi-sensory impact of the drinks served within.

PACKAGING | SIMPLO, BY PLANETA DESIGN
“We were inspired by the challenge of simplifying the complexity of coffee, while staying true to our brand and mission.” Together with Planeta Design, SIMPLO applied their bold, vibrant, and campaignable identity across a series of packaging options that would stand out through daring simplicity.

BRANDING | CAFÉ NAHUAL, BY GUSTAVO QUINTANA
Every detail of Cafè Nahual’s brand reflects and shares Mayan spirituality with those engaged by it, with all of the designs used in the brand approved by Mayan priests. There are a few ‘easter eggs’ that reflect the founding family of the brand, too!
BRINGING TASTE TO THE WORLD STAGE: MEET CHLOE KING

SUSIE KEALY SHINES A LIGHT ON ONE OF THE MANY VOLUNTEERS WHO MAKE WORLD OF COFFEE POSSIBLE

If you’ve had the chance to be around the World Cup Tasters stage the past two years, you may have noticed Chloe King. The South Carolina native has now managed both United States and World Cup Tasters competition set-ups in earlier seasons, returning to take up the role again this year in Berlin. Hailing from Myrtle Beach, Chloe now works as an educator and technician at Counter Culture Coffee in Charleston. That is, when she is not volunteering. She has volunteered at a wide range of both national and international coffee events, including both United States Coffee Championships in 2018 and 2019. Despite this, the seasoned stage manager has not always been into specialty coffee. “Before I got into coffee, I actually dropped out of high school and kept up with a few different odd jobs. Such as Victoria’s Secret, a tattoo shop, and a health food store until I inevitably found a small coffee shop where I planted.” Recalling that time, she remembers, “being in a perpetual state of fear for the future. Fear that nothing would open up for me and I would never find something I truly cared about doing. It’s funny how things work out that way.”

Her first coffee shop position was at a local drive thru shop, where she heard her first stories of barista competitions. “I just remember thinking, ‘What is there to even compete with? That’s so silly!’” From there, Chloe began to attend specialty barista classes at a not-so-local Counter Culture training center, driven by a desire to be considered by the only local specialty shop for a barista position. “Taking those classes and gaining an understanding that there was an industry I could actually find a home in was such a turning point. After that, a roastery opened up in town and hired me. Through that company I was able to attend Barista Camp and become certified through the Specialty Coffee Association and eventually started instructing. I made sure that volunteering at events was always at the top of my priority list.”

And she has: Chloe enjoys being heavily involved on a local, national, and now international level. She’s taken part in many roles, from helping to organize and run latte art throw downs, to traveling thousands of miles to make sure a competition stage runs as smoothly as possible. Among her favorite specialty coffee community memories was her time during the 2018 World Coffee Championships in Belo Horizonte: “I would say traveling to Brazil last November takes the cake, though. At that point, I had never left the United States and I was constantly pinching myself, thinking about what 17 year old me would say about coffee bringing me here.”

For Chloe, the opportunity to travel with her work has kept her passionate and excited about her industry. “Traveling and volunteering has kept me in coffee, 100%. If I had just stayed in the coffee shops in my small town and never saw more of the industry and how other communities operated, I’m not sure I would have stuck around. Seeing people lead events and lift up their communities inspired me to do the same in mine.” Chloe saw volunteering within the coffee competitions circuit as an integral part of her career and how it has shaped her approach to coffee as a whole. “I choose to keep coming back to the volunteer work because of a philosophy I am trying to apply to the rest of my life: if I have the tools, I’m going to use them. I am able to volunteer, therefore I will. If I have the ability to make this whole operation work smoothly, and decrease the stress for folks doing important work, then I always will.”

On her days off from her busy schedule, Chloe does attempt to relax best she can. “I limit caffeine consumption and I stay at home! I’m the type of person that requires solitude. I call my best friend Melissa, water my plants, pet my dogs and read a book. It’s a simple life.” At the time of the interview, Chloe was planning her route to Berlin and was excited to get back onto the Cup Tasters Stage once again. But what are her plans other than her upcoming travels? “Outside of that, I look to focusing on the equipment tech portion of my job for a bit. It’s a vast world that I’m trying to get more experience with and my goal in coffee is to become useful in as many ways that I possibly can be.”

MEET CLAYTON

Through his dedication to sustainable farming and quality processing at Ninho D’Aguia, Clayton Barrossa has become one of the most sought after producers in Brazil. Clayton has been the main producer for the Altar coffee brand, which is now marketed internationally. Clayton is also well known for his dedication to quality and sustainability in the coffee industry. He has been involved in the production of some of the highest scoring coffees in Brazil.

Our curated coffee subscription delivers freshly roasted beans from quality producers like Clayton straight to your door. Each month we offer a special perk to our subscriber club. Sign up now and get a chance to meet Clayton in June at our exclusive World of Coffee event in Berlin.

Calling all book lovers!

Looking to expand your coffee book library? Make sure you stop by the SCA Store before you leave us in Berlin! This year sees the largest ever book selection available – from research reports to bestsellers from coffee personalities, there’s something for everyone. Don’t believe us? Here’s a quick snapshot of what’s on the shelves:

- Handbooks on coffee freshness, water quality, sensory science, and post-harvest technology
- Reference guides on Ethiopian coffee varieties and washed Arabica defects
- Atlases and dictionaries of coffee from Kew Gardens, James Hoffmann, and Maxwell Colonna-Dashwood
- Stories, insights, and reflections from Sasa Sestic, Colin Harmon, Jonathan Morris, Morton Scholer, Scott Rao, and more

Don’t wait until the end of the show – they’re fly off the shelves!
PHOTOBOOTH: YESTERDAY @WOC

WORLD OF COFFEE MAP

HALL 3

HALL 1

HALL 2

ROASTER VILLAGE

WORLD COFFEE CHAMPIONSHIP

WORLD LATE ART CHAMPIONSHIP

RE-SIGN 2020

Barista Guild

SCA LOUNGE

FOOD TRUCKS (OUTSIDE) BETWEEN HALL 1 & 2
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. Wiesbaden-based BWT water+more, the long-standing partner of the Specialty 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 Niehaus 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 couplings 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-aqua 14 RDC 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 specialty coffee first burst onto the scene, the preparation process has managed 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.”

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 Rochow.

www.bwt-wam.com