

THURSDAY, JUNE 15, 2017

Daily Edition

Issue 3

**Judging the Best New Product
of the Show Awards**

**Sustainability Report to
Debut at Avance, SCA's First
Sustainability Conference**

**The Development of a Specialty
Coffee Culture in Asia**

Perspectives from our SCA Community
Managers in China and Korea

**Making Coffee Education
Accessible**

**Developing a Product:
Coffee Pixels**

**#SQUAREMILECHALLENGE:
Inspiring London to Face
the Recycling Challenge
of Disposable Coffee Cups**



A PUBLICATION OF THE SPECIALTY COFFEE ASSOCIATION

Daily Edition

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SCHEDULE OF EVENTS

THURSDAY 15TH JUNE

9.00 - 17.00	Brew Bar & Espresso Bar hours	Hall F North
9.00 - 17.00	Espresso Bar Service	Hall F North
9.00 - 17.00	World Cup Tasters Championship Coffee Tasting	Hall G South East
9:30 - 12:30	World Latte Art Championship & World Coffee in Good Spirits Finals World Brewers Cup Finals	Hall F North
9.30 - 13.00	World of Coffee Exhibition Opening Hours	Hall G North East
10.00 - 17.00	Cezve/Ibrik Championship Finals Hungexpo	Halls F, G & 26
10:00 - 14:00	Swiss Water® Process Decaf Open Cupping Session	Hall G South East
10.00 - 11.00	WOC Lecture Series	WOC Cupping Room 1, Hall F, Hungexpo
11.00 - 16.00	schluter Ltd OPEN Cupping Session	First Floor, Hungexpo Halls F/G
11.30 - 12.30	Café de Mexico OPEN Cupping Session	WOC Cupping Room 1, Hall F, Hungexpo
13.00 - 14.00	World Brewers Cup Award Ceremony	WOC Cupping Room 1, Hall F, Hungexpo
13.30 - 14.30	World Latte Art Championship & World Coffee in Good Spirits Award Ceremony	Hall G North East Hall F North
14:00 - 15:00	World Cup Tasters Championship Finals and Award Ceremony Fairtrade International OPEN Cupping Session	Hall G South East WOC Cupping Room 1, Hall F, Hungexpo
16:00 - 17:00	Cezve/Ibrik Championship Award Ceremony	Hall G South East
20.00 - Late	Barista Party	Tesla, Budapest



Judging the Best New Product in Show Awards



BY JONATHAN MORRIS

It's a privilege and a pleasure to be a judge for the Best New Product in Show awards. It's fascinating to interact with the innovators and entrepreneurs bringing new ideas into the industry. Since we started back in Rimini, the awards have really taken off. There are more entrants and categories, the overall standard of presentations is much higher, and the process is organized more professionally. In Rimini, we were running from stand to stand in an attempt to see the products – now we receive videos and technical information beforehand, the presentations are properly timed, and the dragon's den format allows us to really interrogate contenders properly.

We've seen plenty of great products, but what is striking are the new trends that have emerged in the last few years as a result of the spread of speciality coffee culture. We see many more innovative solutions designed for use not just by baristas, but also in the home, targeting the so-called 'prosumer' market. Many address the perennial problem of travellers trying to make good coffee while on the move. Sustainability has always been important for the awards, but what is noticeable is the more profound thinking about ways to address this through both packaging solutions and trading software. Digital technology may not yet have replaced the barista—though we have seen robots trying to do just that—but it has transformed all elements of the chain, right down to incorporation into the cups we offer to consumers.

I have a lot of respect for my fellow judges, and like to think we make a balanced team. Steve is able to draw on his years of experience in the

hospitality trade and can quickly size up whether an idea has business legs. Kris is a master of technology, able to distinguish hype from reality based on his deep knowledge of the sector. I use my background as a coffee historian to think about the long-term significance of a new product, and try to represent the interests of the final consumer by always asking—how will this benefit my coffee experience?

Combining our expertise with local judges was a great idea, and has provided us with many insights into other elements of the trade. I am thrilled to be working with Zsuzsa Zicho in Budapest because, besides her Hungarian background, we will be getting the input of a cutting edge barista and roaster.

Finally, a few tips on presentation. Turn up! You'd be amazed how some people miss their slot, or—even worse—miss the award ceremony when they win. Practice, because you haven't got much time—use it wisely. And, if at all possible, demonstrate the product to us. Nothing is more convincing than when we can experience an innovation for ourselves. Several times we have thought that a product didn't seem particularly noteworthy, only to be bowled over by tasting the difference it made to our coffee in the cup.

Jonathan Morris is a historian who has written extensively about coffee. He is Research Professor of History at the University of Hertfordshire.

BY STEPHEN LOVEGROVE

Over the past four years, I have been involved in judging the Best New Product of the Show Awards and still remain fascinated at the level of innovation coming into the industry, both on a domestic and professional level.

Nobody in the industry is resting on their laurels and everyone is constantly raising the bar to deliver a better product for the consumer within the commercial world, at home, and on the move. We know that consumers want quality and choice—and are prepared to pay for it—and that is relevant now more than ever before.

The consumer today is far more discerning, and demands great quality coffee whenever and

wherever they chose, regardless of whether you are an independent coffee shop, a branded chain, or a contract caterer. Quality cannot be compromised, and the World of Coffee event clearly demonstrates that.

We have seen some amazing products in recent years, with suppliers constantly developing new products to bring to market. One of the products we saw last year in Dublin was the "Milkmate" system that was subsequently awarded "best professional product last year." Within Compass Group UK & Ireland, I have started to integrate this into the format development of Caffè Dallucci. Already, I am receiving some great feedback from our baristas who love having fresh milk at the touch of a button, not only does it free up space on the back bar, but also ensures our milk is kept at a consistent temperature below counter under refrigeration at all times.



I am really looking forward to this year's awards to see what's new and coming to market. The enthusiasm and passion from people in our industry is second to none and never ceases to amaze me. The European coffee industry spreads across many countries, but at events like this the industry comes together to celebrate our fantastic industry and to recognize excellence from across the wider coffee industry. I'm looking forward to another exciting year.

Steve Lovegrove is the Head of Business Excellence at Central Marketing, Compass Group UK & Ireland.

2017 Best New Product Winners Announced Awards Given at the World of Coffee, 2017 in Budapest, Hungary

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. Awards were presented at the World of Coffee in Budapest, Hungary. The Best New Product Awards for 2017 went to:

2017 BEST NEW PRODUCT RESULTS

COFFEE ACCESSORIES

Espazzola, PROTONEA Senger

CONSUMER EQUIPMENT (NON ELECTRICAL)

Cafflano Kompresso, Beanscopr Co, Ltd.

OPEN CLASS

Flor de Café, Flor de Cafe

OPEN CLASS, SPECIAL MENTION

Tonino, Marko Luther & Paul Holleis GbR

PACKAGING

Upcycled Denim Bag, Coffee Bird limited

SPECIALTY BEVERAGE FLAVOR ADDITIVE

Garden Mint Lemonade, DaVinci Gourmet

SPECIALTY BEVERAGE STAND ALONE

Chalo Chai, Chalo

TECHNOLOGY

RØST Sample Roaster, RØST COFFEE AS

COMMERCIAL EQUIPMENT

Marco Mix, Marco Beverage Systems

COMMERCIAL EQUIPMENT, Special Mention

Conserv 75E, Pentair

COMMERCIAL EQUIPMENT, NON-ELECTRIC

Foam Locus, Nuova Ricambi

The Development of a Specialty Coffee Culture in Asia

→ BUILDING A COFFEE CULTURE IN CHINA BY CHARLOTTE WANG

In the past few years, coffee society—both in mainland China and abroad—has demonstrated a lack of borders. The establishment of the Specialty Coffee Association (SCA) has resulted in the spread of coffee education to more and more countries, including coffee producing regions, and even cities that still need to adopt an interest in pursuing coffee education. This has taken coffee from a remote concept to something that has been brought into people's lives.

Additionally, employment opportunities have not only appeared in coffee shops, but have also shown a trend towards diversification. Coffee buyers, non-governmental organizations, training and education personnel, and coffee traders have also entered the market in China.

People can get access to all the links in the coffee supply chain through the SCA database and other online resources much more quickly and directly than ever before.

People in China are gradually getting familiar with specialty coffee and it is becoming prolific. We are experiencing a huge shift in the market and gradually seeing the effects of the specialty coffee industry's efforts. There are an increasing number of producing areas in China that are now implementing standardized production and transportation. This allows the market to have a transparent awareness of coffee and results in improvements to the quality of coffee, while environmental and ecological development has become a new challenge faced by this group of professionals in the coffee industry. Coffee competitions are a bridge to the community, that cultivate and guide the new generation of coffee professionals exploring the path of specialty coffee. This is an important way for the coffee community to connect and explore the possibilities with specialty coffee.

I look forward to witnessing the development of specialty coffee over the next decade and into the future.

Charlotte Wang is the Community Manager – Asia for the Specialty Coffee Association.



→ BUILDING A COFFEE CULTURE IN KOREA BY CERA YUNJUNG JUNG

The coffee market in Korea is growing rapidly. It's easy to find a coffee shop on every block you walk by. Thanks to the countless coffee shops in Korea, consumers have a knowledge of what coffee they are looking for. Coffee professionals and enthusiasts alike are looking for a qualified education program—and the SCA education program is one that scratches this itch. The SCA education program is renowned as the global coffee education program in Korea.

Since the Coffee Diploma System launched in 2011, coffee people in Korea have been amazed at this program. Almost every city has Authorized SCA Instructors (ASTs) now, and those students who take the SCA education-based classes are not only coffee enthusiasts, but also office people and students. Nowadays, it's not only to develop their careers, but also to amplify their work life. Learning how to make a proper cup of coffee, and understanding the coffee chain, is now becoming a natural thing in our lives in Korea. I believe that SCA is a bridge that connects every coffee community and the industry around the world.

Korean people have become used to accommodating to new habits, and developing

them. Coffee is an example of this. Korea has a comparably short history in coffee to other consuming countries, with just over 120 years. Since then, we've developed a lot of coffee items and merchandise, and we are still enthusiastic about finding new ones. This shows you why the growth of coffee education is massive in Korea in the last 10 years.

When SCAE and SCAA first launched their education programs, the contents and research was based on European and Western points of view. It was at that time that Korean coffee people were working on developing this new habit and trying to absorb all the coffee education possible. Nowadays, Koreans have a coffee culture of their own. It is recommended that coffee professionals in Korea take part in SCA committees. SCA education in particular is always developing in terms of recent research and the latest trends in specialty coffee around the world. By taking part in SCA committees, the Chapter in Korea will bring cultural differences and insights.

It will be great to have a Korean point of view to highlight specialty coffee around the world. However, it has not been easy for Koreans to take part in SCA events, mostly due to the language barrier. We are working to provide most of our information in as many language as we can translate.



Also, we are planning to have a legal entity in Asia where we can build up the local community. Although there's a lot to be decided in this regard, anyone who is interested in building the specialty coffee industry—encompassing every element of the coffee value chain—and share

this walk of life is always welcome. SCA is open to people who are like-minded, but also certainly open to suggestions. If language is a problem, members are also able to communicate in Korean by contacting me directly.

Currently the U.S. and Europe coffee communities are pulling together in cooperation with their local universities to study and research coffee in more depth. In this way, the industry becomes more productive and efficient. The more you participate, the more you learn in the industry.

Cera Yunjung Jung is the South Korean Representative for the Specialty Coffee Association.



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Developing a Product: Coffee Pixels

BY RAIVIS VAITEKUNS



Things started to evolve with our involvement in professional coffee. We got deep enough to start seeing the complete scene of the industry.

As for shop owners, our concern was the used coffee grounds – a waste produced from drink preparation & our inability to manage it. Then we started to look for ways to develop new coffee centered business, that could manage the complete potential off coffee bean, not just the extracted part. We went through several scenarios of high capacity coffee product production, as there we could recycle the spent material much easier because of its centralized location. But a bit longer than a year ago, the idea of coffee in cocoa butter hit us. There we saw completely new approach – producing a coffee product without creating any waste from the spent grounds. It seemed so intriguing that we invested into necessary equipment to try it out!

Now, after endless tests and fails, Coffee Pixels is a delicious solid coffee bar, enjoyable bit by bit (or pixel by pixel, as we say) when and where you are. It can easily substitute other caffeine sources or complement coffee as we know. And because of the new delivery medium of caffeine, it also provides longer and smoother boost combined with multiple other benefits. All that while being the first ever complete coffee fruit product – leaving no production waste at all! Honestly, we still can't believe all the benefit Coffee Pixels can provide to farmers, coffee consumers, and the environment!

But, as good as it sounds, it didn't come easy. The first challenges came with the first test of the idea. The result was quite a disappointment to say the least, definitely not a business opportunity. From there we started experimenting to find out what can be done with coffee bean. The new thing was cocoa butter and the way it behaves in different situations. So, we had to dive into what the chocolate industry is doing right and adapt our technology to already existing knowledge. Of course, finding the right tasting coffee with the rest of the ingredients was quite a challenge as well.

Now that the product is ready, we're still dealing with customers not really getting the idea that from now on, coffee can be so different. We have to take the time to explain that it shares one major ingredient with chocolate, but to call it chocolate would mean the same as calling coffee a tea, as water is the main ingredient both share.



And finally—as coffee isn't just a tool to stay 'mint', but also a romantic experience—some are a bit anxious that we're stealing their special moments with coffee! To answer these concerns, I can tell you that we love to drink coffee ourselves. I'd say let's have a great coffee when we can, and when it's not available, let's not sacrifice our values just because we need that kick. For these moments, there is Coffee Pixels—the solution that's delicious, ethical, sustainable, and actually quite good for our well-being!

Currently, we are located in Riga, Latvia and are still producing ourselves while also being in discussions with co-production partners. As a food startup, we're working hard to build a system for long-term and large scale growth, as our plan is to



be available within Europe and beyond. At the end of May, we were granted the necessary support from Fukuoka City in Japan to penetrate the Asian market, so that's a milestone we're going for this year.

With the reviews being so overwhelmingly good, we hold a strong belief that Coffee Pixels is going to be the go-to solution for a wide range of situations.

Raivis Vaitekuns is the creator of Coffee Pixels. Visit coffeepixels.com to learn more.

Sustainability Report to Debut at Avance, SCA's First Sustainability Conference

BY KIM ELENA IONESCU

In the early days of 2017, the SCA sent out a survey to all our members on the subject of sustainability. The survey asked questions about challenges to the sustainability of the coffee industry, about how respondents interpret sustainability in the context of their businesses, as well as what the role of the SCA should be. Most of these questions were framed to encourage long-form responses—sustainability doesn't lend itself to simple answers—and given the time required to complete such questions thoughtfully, we were thrilled to receive more than 600 responses to the survey before officially closing it at the end of February.

Since then, we have been parsing data and comments from these 623 survey responses, and while we have not yet finished, we are eager to share some early results, including some surprises. For example, the third question asked, "does your company identify a person responsible for leading sustainability efforts?" and more than 60% of respondents affirmed that their companies do have someone in that role. When I realized that figure would imply that more than 300 companies in our community had a sustainability manager, or director, or even someone with multiple roles including sustainability – our membership includes a lot of small companies – I felt invigorated. And while sustainability titles won't protect us from the effects of climate change, nor reduce our contributions to it, they are an indicator of our evolving views on the responsibility and influence of coffee businesses. Those views are at the heart of our reasoning for conducting this survey in the first place, as



well as for the creation of a Sustainability Center in the unified SCA. General member surveys in recent years have shown that our members rank sustainability high on their list of priorities, but we never asked what that meant to them or what they wanted from the association. And it would be a shame to codify the mission of a new Center dedicated to the sustainability of the coffee industry without asking the community for input, because while we face enormous challenges, but our community also contains multitudes of creative, collaborative, problem-solving people who are acting every day to make coffee better.

Over the second half of 2017, the Advisory Council to the Sustainability Center and its passionate volunteers will use these responses from members to shape the Center's strategy for 2018 and beyond. Results from the survey will be presented at Avance, the first sustainability conference of the SCA, which will occur in

Guatemala City, Guatemala, between October 11th and 13th, with a report to follow. Stay tuned for a deeper look into the issues, activities, and opportunities that are most important to specialty coffee's future.

Kim Elena Ionescu is the Chief Sustainability Officer of the Specialty Coffee Association (SCA).



Making Coffee Education Accessible

BY KIM STAALMAN

To make great coffee, it is essential to know what you're doing. As coffee professionals, we all learn and perfect a lot of our skills on the job. Those countless hours of dialing in espresso, tweaking those roast profiles, and reading up on the latest industry research are familiar to many of us. They form part of the foundation of our coffee education.

As the Specialty Coffee Association (SCA), we are proud to offer our world renowned education system to help students to continue learning throughout their coffee careers. Together with our members, we are proud to set industry standards and work to make coffee better.

Since the unification of SCAE and SCAA, our separate heritage education programs have fused together to become the new updated SCA education program. Our program is based on the knowledge of leading industry experts and the latest research. The curriculums have taken the best of both programs. The new education program will launch in July 2017 and will reflect the best coffee education has to offer.

The training programs are conducted by our Authorized SCA Trainers (ASTs). Our ASTs are highly skilled professional individuals who have followed the Intermediate and Professional level of the module they teach, as well as the two day



AST course that is organized by SCA. The ASTs keep their knowledge and skills up-to-date by, for example, visiting our yearly AST Live! Event, organized especially for our community of trainers. This is where trainers meet each other and learn about their craft together. So far, AST Live! has been organized two times in Europe and once in Asia.

Our program works by offering different modules to teach students about the topic they are interested in, may it be Barista Skills, Sensory Skills, Brewing, Green Coffee, or Roasting. All modules are taught at three different levels, so there will always be an opportunity to find a course that is suitable any level. Courses are taught around the world by dedicated Authorized SCA Trainers (ASTs), and also at special events like Barista and Roaster Camps. At these events, education is combined with great community-building.

The "Fill the Gap" program was launched two years ago. SCA recognizes that not every country has its own national ASTs, and that this can make education less accessible. So, in an effort to spread coffee knowledge, we try and push education forward by helping the national Chapter organize courses in their own country. This is with a primary focus on Intermediate and Professional level courses, and with the option of organizing an AST course in their respective

country. The SCA education team helps the Chapter to find an AST and SCA helps with the travel expenses and hotel costs. If you are part of a national Chapter and think your country might benefit from this program, please let us know!

If you would like to get involved with this community of trainers and are interested in becoming an AST yourself, you can find more information on our website or send a message to education@sca.coffee. Even better would be to make use of the occasion and contact the SCA education team staff members that are present at World of Coffee! We will be more than happy to talk to you about the numerous opportunities SCA education has to offer for you.

Kim Staalman is the Europe Representative for the Specialty Coffee Association.



#SQUAREMILECHALLENGE:

Inspiring London to Face the Recycling Challenge of Disposable Coffee Cups

BY SAMANTHA VEIDE

Our environment is under increasing pressure from human society. Waste and pollution are piling up; at the same time, raw materials and natural resources are becoming scarcer. Our growing reliance on disposable materials—including disposable coffee cups—is being called into question.

Some materials we use can be easily reused or recycled, decreasing their negative impact on the environment. However, many disposable cups are currently difficult to recycle because of the materials they comprise; or are not recycled for behavioral or logistical challenges. Though many disposable paper coffee cups are technically recyclable, they are rarely recycled because few municipalities have the recycling infrastructure needed to separate the inner plastic lining—the part that controls temperature and prevents leaks—from the paper outer layer. This is an industry-wide challenge, beyond individual companies.

“HUBBUB avoids talking directly about issues such as climate change because as important as they are they are abstract and many people feel disconnected from them. Instead we focus on lifestyle issues such as food, fashion, homes and neighbourhoods – things which people are passionate about and which they come into contact with every day.”

—Gavin Ellis, co-founder of HUBBUB and featured speaker at this year's World of Coffee Sustainability Forum.

HUBBUB, a UK sustainability advocacy organization, decided to do something about this industry challenge in London earlier this year. Gavin Ellis, co-founder of HUBBUB and featured speaker at this year's World of Coffee Sustainability Forum, explains, “We started looking at the issue of coffee cup recycling in early 2016. In late 2016, we ran a trial project in Manchester called #1MoreShot which successfully recycled almost 30,000 cups from one street. Based on what we learned in Manchester, we then scaled up the project and brought it to the Square Mile—the financial heart of London and the



biggest concentration of office workers in the UK—most of them fueled by coffee.”

As part of this campaign, HUBBUB brought together local authorities, recycling partner Simply Cups, and major coffee retailers and cup manufacturers and challenged the Square Mile to collect and recycle half a million cups in April 2017. The collaboration placed 10 bright yellow coffee cup shaped recycling bins on the street and arranged to have all the major chains collect and recycle any cup regardless of where it was bought. The campaign was a success—introducing almost 200 new recycling points across the area and exceeding their target of collecting half a million cups. They now aim to collect 5 million by the end of the year.

“The long-term aim is that this becomes permanent recycling infrastructure in the City of London and that we now have a model that can be replicated across the UK and internationally,” says Gavin, “We started HUBBUB three years ago because we wanted to take a fresh approach to sustainability by talking to mainstream consumers about the subject in a way that is relevant and interesting to them. We take a positive, upbeat approach to all of our campaigns and collaboration is central to our work.” “HUBBUB avoids talking directly about issues such as climate change because, as important



as they are, they are abstract and many people feel disconnected from them. Instead we focus on lifestyle issues such as food, fashion, homes and neighborhoods—things which people are passionate about and which they come into contact with every day. We're excited to be at the Sustainability Forum to share what we've learned with people from around the world and hopefully we can help other countries to solve their own cup recycling issues.”

Learn about how Hubhub uses creative and playful collaborations like the Square Mile Challenge to inspire environmental campaigns that make a difference by visiting the Sustainability Forum at World of Coffee.

Samantha Veide is a past chair of the SCA Sustainability Council and Sustainability Forum Project Coordinator.



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