



Wonderful Coffee Cologne gathers the European speciality coffee sector

The SCAE's first international gathering held in Germany, Wonderful Coffee Cologne, attracted around 3,550 visitors to its World Championships, Conference, Workshops and social events, as well as to the Coffeena exhibition at the city's Koelnmesse.

The modern Cologne trade fair venue played host, June 26-28, to three days of quality coffee-related activities, and served as the focus of attention for some of the most talented coffee people on earth.

The Championships

This was truly shown by the standard seen in the World Championships, which were watched not only by an eager on-site audience, but also, via a live webcast, by over 6,000 around the world. As a result of the Cologne Championships, we now have a host of new World Champions.

Peter Hernou of Belgium came through the **World Latte Art Championship** with flying colours, creating spectacular designs and excellent coffees at the same time, and surpassing the 26 other contestants in the event.

Christina Koumpouni of Greece triumphed in the well-attended and enjoyable new **World Cezve/Ibrik Championship**, showing at the same time the best way to create a coffee in the manner and style of the eastern Mediterranean region.

Mixing coffee with alcohol to create top-flight beverages was the task of the 23 contestants in the **World Coffee in Good Spirits Championship**, and here, **Marta Piigli** of Estonia showed great imagination and style to become the new World Champion.

In the exciting **World Cup Tasters Championship**, Russian cupper **Valentina Kazachkova** proved on the very last cup that her palate was the best in the world, after defeating a record number of international entrants in this event.

Across all of the SCAE World Championships (including April's **World Barista Championship** held in Atlanta), the United Kingdom's team came out the best, and the team accepted the **Best Nation** prize in Cologne for its all-round efforts as coffee nation.

The Awards

Perhaps the largest concentration of the best in the sector came during the **Awards for Coffee Excellence** evening, the highlight of Wonderful Coffee Cologne's social events. The prestigious honours were handed out to individuals and organisations that had excelled while advancing the speciality coffee sector, all of them nominated and chosen by the SCAE's worldwide membership.

Neal Robinson, the influential and quality-conscious senior vice president of US-based brewer manufacturer Bunn, accepted the SCAE's highest award for Lifetime Achievement. **Filip Åkerblom** of Sweden was named Young Entrepreneur, while the SCAE's Passionate Communicator award went to Austria's **Franz Grünwald**. **Rob Berghmans** of Belgium took the Hidden Treasure award, while the new award for Outstanding Producer went to Brazil's **Ipanema Coffees**.

Austria's **Johanna Wechselberger** came first in the SCAE's **Coffee Photography Competition**, with her atmospheric image of a Brazilian café.

Jeanne Gennar of Belgium took the award as the **National Coordinator of the Year**, and the SCAE also recognised ten years of the World Barista Championship with a presentation to three of the Champions: **Stephen Morrissey**, **Fritz Storm** and 2009 winner **Gwilym Davies**, all of whom were active contributors to the success of the Cologne event.

The Conference and the Workshops

More high-level expertise was on display at the Cologne Conference, which brought together from all over the world such diverse talents as **Judy Ganes-Chase**, **Andrea Thompson**, **Nestor Osorio**, **Ric Rhinehart**, **Hidetaka Hayashi**, **Krishna Rau**, **Jeffrey Young**, **Surendra Kotecha** and many others discussed the major concerns of the speciality sector.

In the Workshop sessions, experts across all the coffee disciplines gave practical hands-on courses in everything from choosing and operating an espresso machine to marketing a successful coffee business.

Coffeena

In Koelnmesse's modern Hall 8, 84 companies in the new Coffeena exhibition showed a huge range of coffee equipment and services, from green coffee through processing and brewing machines to products aimed at the coffee retailer and consumer. The SCAE's own stand was busy throughout the event, recruiting new members and selling resource items from the Association's shop.

The event also served as the venue for a number of SCAE meetings as well, as groups including the National Coordinators and the

Authorised Trainers gathered to discuss their local issues and compare notes with their colleagues. The Association's Annual General Meeting also welcomed the SCAE's new President **Nils Erichsen** of Germany, and confirmed the new First Vice President **Steve Penk** of the UK.

A fully illustrated report of the SCAE's Wonderful Coffee Cologne event will appear in the next issue of the Association's newsletter, *Café Europa*. Details of all the Championships and Award winners, as well as images from the event and from the SCAE's Coffee Photography Competition, are all available on the SCAE's website, www.scae.com.

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