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Successful trade fair, exciting championships: Around 3,550 visitors immersed themselves in the world of coffee for three whole days

coffeena – International Coffee Fair & SCAE Wonderful World of Coffee – meeting place and forum for the international coffee sector



coffeena
International Coffee Fair &
SCAE Wonderful World of
Coffee
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For three whole days, Koelnmesse's Hall 8 became the perfect platform for everything associated with the wonderful world of coffee. Altogether, coffeena – International Coffee Fair & SCAE Wonderful World of Coffee – attracted around 3,550 visitors, who were highly impressed by the product ranges of the 84 exhibiting companies as well as by the top-quality workshops and exciting SCAE championships. For the first time ever, the Speciality Coffee Association of Europe (SCAE) staged its annual Coffee World Championships in Germany. "The international coffee industry took advantage of this opportunity to not only present itself and its diverse range of products in Cologne but also to impressively underscore its image as an innovative and creative sector," says Peter Grothues, Vice President Food at Koelnmesse.

The 84 exhibitors at the fair depicted all aspects of the coffee value chain, from cultivation and roasting to grinding and serving. The range of products was rounded off by machines and other equipment, as well as by china, baked goods, flavouring, and chocolate. According to the exhibitors, the level of talks at the fair was outstanding, as was the trade visitors' high level of expertise. There was also a highly favourable response to the special areas inside the fair,

which presented additional information on topics such as coffee cultivation and the use of coffee in the household.

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On Friday, 26th June 2009, Peter Hernou, who comes from Belgium, won the SCAE World Latte Art Championship 2009 in Cologne. On top of a nearly perfect performance, Hernou also impressed the judges in the final round with his precision and creativity, as well as the great taste of his coffee. In an emotional and exciting final, Hernou defeated five other top contenders.

The winner of the SCAE World Coffee in Good Spirits Championship was Marta Piigli, a native of Estonia, who demonstrated her skill as she fought off the challenge of a group of high qualified participants.

In the SCAE World Cup Tasting Contest, Valentina Kazachkova from Russia defeated her rivals from Belgium, Japan and the USA.

An overview of all championships and participants plus downloadable images are available on the website at www.scae-championships.com.

By winning the Home Latte Art Contest, Alexander Benkstein can now look forward to a trip for two to Costa Rica. The contest was conducted prior to the trade fair by the organizers of coffeena – International Coffee Fair – in cooperation with Melitta and the trade magazine *crema*. More than 1,000 entries were submitted for the competition, which is aimed at private consumers who love coffee.

Further information is available at: www.coffeena.biz
www.home-latte-art-contest.de