

## **Caffè Culture bigger than ever**

**London, UK – 31 March 2010:** The largest café-related exhibition ever to be held in the UK is set to open its doors on 23 June 2010.

The amount of stand space booked at the Caffè Culture exhibition at Olympia, London, is already double that of last year's event, the organisers say.

The exhibition, which is targeted at owners and managers of coffee bars and café owners, has been boosted this year by the inclusion of two peripatetic international events: The World Barista Championships, and the Speciality Coffee Association of Europe (SCAE) World Coffee Championships.

An SCAE workshop schedule, a conference and a programme of business and social networking events are also planned.

Elliot Gard, event director, said: "There is already a huge buzz about Caffè Culture 2010. We have made a commitment to deliver the biggest and most exciting event the UK café bar market has ever experienced and we are certainly on track for doing just that."

Speakers at the SCAE conference include Buck Hendrix, president of Starbucks Europe, Middle East and Africa, Paul Ettinger, in charge of international development of food, beverage and music at Caffè Nero, and Doug Zell, founder and CEO of Intelligentsia Coffee.

Conference topics include 'Managing change – a focus on change management strategies', 'A whole new world – an exploration into changing retail concepts for

different markets', and 'Design 2020 – an insight into the evolution of the café bar concept'.

Over 10,000 visitors are forecast to attend the event, which is now in its fifth year.

Mr Gard added: “An exhibition that is already double the size of last year’s event, the World Barista Championships and the Speciality Coffee Association of Europe’s competitions, workshops and superb conference programme will ensure that everyone, from baristas, managers and owners of cafés and coffee bars through to suppliers and CEOs of global businesses will be provided with a first class opportunity to share ideas, network and, most importantly, do business.”

The show guide, which is given away free to all visitors, is published by Publishing Events. Features of the publication this year include details of the conference programme, workshops and barista championships, exhibitor profiles, floor plan and a products and services guide.

For more information about the guide, call Caroline Warrick on 020 7841 5962, or email [c.warrick@publishingevents.com](mailto:c.warrick@publishingevents.com).

For more information about the show, visit [www.caffeculture.com](http://www.caffeculture.com).

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