



MAY 23RD-26TH, 2013, MELBOURNE SHOWGROUNDS

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WORLD BARISTA CHAMPIONSHIP™



WORLD BREWERS CUP™

SECTION 02: WEB COVERAGE



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WORLD BARISTA CHAMPIONSHIP™



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WEB CLIP TOWOOMBA CHRONICLE

BLAZING BARISTAS GO HEAD TO HEAD

FIVE of Toowoomba's best coffee creators have put their skills to the test in the city's first Queensland Coffee Community barista competition.

http://www.thechronicle.com.au/news/blazing-baristas-go-head-head/1891294/?utm_source=rss+thechronicle&utm_medium=RSS&utm_campaign=RSS+distribution

FIVE of Toowoomba's best coffee creators have put their skills to the test in the city's first Queensland Coffee Community barista competition.

Louise Leggett from the city's Little Legs Play Cafe put her years of careful practice and fast-paced cafe service into action yesterday. It was a gruelling, but rewarding, effort.

Like each of her competitors, she vied to present the perfect espresso, cappuccino and signature beverage to a panel of five expert judges from around the state.

Her trademark hazelnut-infused espresso was inspired by her trip to the Melbourne International Coffee Expo last year, at which she sampled a particularly nutty-flavoured coffee blend.

"When I tasted it, I was frozen in time," she said.

"I didn't know coffee could taste that good."

The competition was hosted by Total Coffee owner Adan Tully in his business's Wylie St premises.

He said each contestant was similarly passionate about serving the perfect blend and grind.

"There are competitions here in Toowoomba, on the north coast, in Brisbane and on the south coast," he explained.

"The winners of each area will compete, with the winner of that qualifying for the Queensland championships."

From there, a head-to-head battle with the state's best is the only obstacle before the national

CAPTION: Toowoomba barista Louise Leggett pours her signature hazelnut-infused espressos in the Queensland Coffee Community Barista Championships yesterday. Kevin Farmer



SATURDAY 1.06.2013

SECTION: Other

TYPE: Internet news, Australia

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WEB CLIP SUNSHINE COAST DAILY

HAIL THE KING! OUR STAR BARISTA TO TAKE ON BEST IN THE LAND

15th Apr 2013 8:47 AM

<http://www.sunshinecoastdaily.com.au/news/coffee-king-title-perks-up-barista/1829067/>

THE coffee culture on the Sunshine Coast took a massive promotional leap when The Birds & The Beans Espresso Bar owner Silas Flack shrugged off his four fellow finalists to take out the Baristar state championship title.

Mr Flack will now be polishing his skills ahead of his trip to the Melbourne International Coffee Expo, where he will compete for the title of The 2013 Baristar.

Not only will the winner be celebrated as the up-and-coming superstar of the coffee industry, but there is \$20,000 worth of prizes up for grabs. That includes \$10,000 cash, a barista kit and a trip to Italy.

"I'm ready, and I want to be Australia's superstar, as the Baristar," he said on baristar.com.au.

The 2013 Baristar will be announced at the Lavazza stand at the Melbourne International Coffee Expo from May 23 to 26.



THURSDAY 2.05.2013

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WEB CLIP THE NEW YORKER

A GREAT CUP OF COFFEE Posted by Kelefa Sanneh

<http://www.newyorker.com/online/blogs/culture/2013/05/best-method-brew-coffee.html>

It's not hard to brew a great cup of coffee—at least, it shouldn't be. There are only two ingredients: coffee and water. And there are only two firm rules: these ingredients must be combined and then, sometime later, separated. (In fact, this second rule is somewhat less firm: when professionals are evaluating coffee, they typically let the grounds settle at the bottom of the cup, and use a rounded spoon to scoop small mouthfuls from near the surface.) But coffee is a finicky beverage, and small, seemingly inconsequential details of its preparation can have an outsized effect on its taste. A coffee novice can learn the basics of brewing in an hour or two, and will probably be rewarded at once: it's not difficult to taste the difference between a hand-brewed cup and something from, say, a Keurig machine. There's no such thing as a foolproof process though: even coffee professionals are forever tweaking and rethinking their brew methods, as they get better at identifying, in each cup, what went wrong and what went right.

A year and a half ago, to accompany a profile of Aida Battle, one of the world's best and most creative coffee farmers, the magazine published a brief video showing readers the basics of brewing—the instructors were Katie Carguilo and Tommy Gallagher, from Counter Culture Coffee. Carguilo is also the winner of the 2012 United States Barista Championship, a prestigious competition in which entrants deliver a lecture on coffee while preparing a series of espresso-based beverages. (She also joined Battle to help

lead a coffee tasting at last year's New Yorker Festival.) This year, Erin McCarthy, also from Counter Culture, won the U.S.B.C. Brewers Cup, a similar competition centered on brewed coffee instead of espresso. This weekend, many of the world's leading coffee professionals are in Australia, for the Melbourne International Coffee Expo, where McCarthy is the U.S. contestant at the World Brewers Cup. (Carguilo is there, too, serving as his coach.) McCarthy's round-one routine is scheduled for tomorrow morning, at 11:27 A.M., which is 9:27 P.M. E.T., tonight. It seems none of the country's major television networks has seen fit to acquire broadcast rights, so patriotic American coffee fans will have to cheer on their country via Livestream, instead. At a rehearsal at the Counter Culture training center in New York, a few days before he left, McCarthy was still editing his lecture, and trying not to fret about his sifting screens, which were still being built. (Competition-level brewers typically filter out fine particles before they brew, to create a smoother, more evenly extracted cup.) Likewise, he seemed remarkably calm about his competition coffee—a succulent Gesha variety, from Hacienda La Esmeralda, in Panama—which had to be roasted in North Carolina and then shipped across the world. There's something absurd and charming about the idea of flying to Australia to brew a cup of coffee. McCarthy has taken a seemingly easy thing and made it difficult; with any luck, tonight, he will make it look easy again.

Update: He won!



FRIDAY 24.05.2013

REGION: Online, USA



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WEB CLIP

AUSTRALIAN HOSPITALITY MAGAZINE



US BARISTA GRABS 2013 WORLD BARISTA CHAMPIONSHIP

27 May, 2013 Alexandra E. Petri comments

<http://www.hospitalitymagazine.com.au/beverage/u-s-a-barista-wins-2013-world-barista-championship>

Australia has played host for the first time to the 2013 World Barista Championships but it was the US that snatched the top honours. At the grand final of the WBC in Melbourne yesterday it was Pete Licata of Parisi Coffee in the US who won first place in the 14th annual championships, with Australian barista Matthew Perger of St Ali in Melbourne placing second. The celebration of the barista was held in conjunction with the Melbourne International Coffee Expo at the Melbourne Showground from May 23 to 26. The competition saw a total of 51 barista competitors, with just six competitors making it into Sunday's final round to perform before a crowd of 1,000 people at the city's showgrounds. "I feel great - flattered to come out on top of these people who are absolutely amazing baristas," Licata, who works as a barista in Kansas City told The Age. All six finalists were required to make a cappuccino, an espresso and a signature drink while giving a 15 minute presentation about coffee by explaining the story behind their chosen coffee beans and why they've gone with their particular roasting style. During his presentation, Licata focused on the hands

the coffee bean passes through on its journey from crop to cup. In addition to creating a cappuccino and an espresso, Licata's chose Colombian Cup of Excellence as the coffee for his signature drink, which used chilled espresso, palm sugar syrup and an aromatic, bitter infusion of orange peel, lemongrass and quinine to highlight the acidity, sweetness and bitterness of the coffee. Perger, who placed third in the 2011 World Barista Championships, said his presentation was "risky", as his signature drink used a light filter roast of a Colombian Finca Santuario coffee that was ground to a coarser filter grind and given a long extraction through an espresso machine to make what he called a "lungo". Taking a different route from Licata, Perger then asked the judges to make the signature drink themselves from a menu with three different recipes. Other finalists from the World Barista Championships include: Colin Harman, Ireland, 3FE, William Fernandez, El Salvador, Viva Espresso, Nick Clark, New Zealand, Flight Coffee – Speciality Coffee Roasters, Francesco Sanapo – Italy, Independent



CAPTION: Matthew Perger, barista at St Ali's in Melbourne, came second in the World Barista Championships. This year's championships were held in Australia for the first time from 23 May to 26 May. Image: Good Food

MONDAY 27.05.2013

SECTION: Other

REGION: Online, AU

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WEB CLIP CONNECTED AUSTRALIA



WORLD BARISTA CHAMPIONSHIP™



WORLD BREWERS CUP™

COFFEE LOVERS DISCOVER PARADISE IN MELBOURNE By Emily Bencic

<http://www.connectedaustralia.com/News/BreakingNews/tabid/119/ArticleId/9433/Coffee-lovers-discover-paradise-in-Melbourne.aspx>

The smell of coffee was overpowering at the Melbourne International Coffee Expo (MICE). Machines of all types, sizes and styles shout out to consumers as baristas endlessly serve fresh espresso. www.connectedaustralia.com had the opportunity to visit MICE on Friday 24 May to view machines currently on the market and machines expected to hit stores later in the year, as well as speak to exhibitors, Jura, Breville and Sunbeam.

Jura Australia

Jura Australia National Sales Manager, George Liakatos, who has been with Jura for 10 years, spoke exclusively to www.connectedaustralia.com about MICE and the company's plans for 2013.

"Jura is so passionate about coffee. Our machines are designed to be simplistic as possible aimed at the coffee lover who doesn't want the fuss.

"The coffee industry is so competitive, like televisions and home appliances. Companies invest in a range of promotions and cash backs.

"This is the second MICE, but this year it is tied in with WBC. This year, we are showcasing two new models, the Z9 and F7. Both products had a "soft launch" prior to Mother's Day. It is a great way to educate consumers and give them an

insight. We use it to launch new machine platforms.

"We are hoping to release another model in time for Christmas which will be launched in September in Berlin, but nothing is confirmed yet.

"Innovation is so fast-paced and next year, more innovation will be seen. In 2014, at the Global Sales Conference, which is held every 4 years in Switzerland, with 400 attendees, we are hoping to introduce two new platforms, which we believe will shake up perceptions of automatic machines.

"Gfk statistics have proven that Australia is the third largest market for coffee. The biggest trend we have seen is that many consumers are entering the portioned market, which is predominantly driven by convenience. When consumers upgrade machines they are looking for the fresh bean option.

"Our marketing strategies for 2013 include MICE, presenting partner for the Good Food and Wine Show, sponsoring Lifestyle Chefs Table – a part within the show where celebrity chefs do a meal for 48 people, and sponsoring World of Coffee TV show. "MICE is going to become the largest coffee exhibition – we want to invest more money in the future, to get a better location. There is a need



to present our brand and showcase our machines among all the roasters.

Breville Australia

This year, Breville Australia was a sponsor of the World Barista Championship.

Breville Australia Marketing Communications Manager, Richard Babekuhl commented on the company's passion for food.

"Breville works closely with Heston Blumenthal, an honouree food scientist and entertainer. It starts with the food thought; we then identify the problem

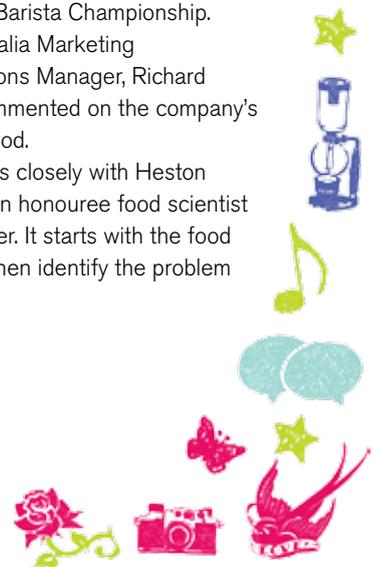
MONDAY 27.05.2013

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WEB CLIP CONNECTED AUSTRALIA

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COFFEE LOVERS DISCOVER PARADISE IN MELBOURNE By Emily Bencic

<http://www.connectedaustralia.com/News/BreakingNews/tabid/119/ArticleId/9433/Coffee-lovers-discover-paradise-in-Melbourne.aspx>

and solve it simply but in a creative way to deliver results.

"The staff cook breakfast together, making coffee, or making toast... we are a bunch of "foodies" obsessed with food. Each week someone has to do a presentation on food. I have had to discuss purple carrots... we are constantly learning.

Importance of fresh beans

"You must always buy fresh and never store coffee beans in the freezer. Checking roasting dates is essential. The beans make all the difference. It does not matter if you buy a machine for \$800 or \$8000.

"To achieve silkier and creamier milk when frothing, coffee lovers can store their jug in the fridge," Babekuhl said.

The Dual Boiler

The Dual Boiler is our flagship machine. The 2012 Australian World Barista champions' road tested the machine, and it received a score of 23.5 out of 24. "It captivates the imagination of baristas and is the choice for home users in the manual market. "The Dual Boiler achieves what we call 'Liquid gold', which can only be attained if the beans are fresh. The grinders are also important, although consumers find it intimidating, but we want to make it really simple. "Perfection requires precision. It is programmed at 93 degrees – perfect balance to get full

crema, receive full flavour and sugars and oils. "If the temperature is too low, the taste will be sour. If it is too high, the taste will be ashy and bitter. "The range of colours complement every kitchen... bench space is a premium, colour adds personality in an inexpensive, guilt-free and practical way. "World Barista Champion judge, Saxon Wright explains the gold standard which delivers perfect tasting espresso. There are four key elements; pressure, pre-infusion to expand the grinds, temperature and steam," Babekuhl commented.

Nespresso partnership

Breville showcased its range of Nespresso machines, which will be released on June 1, a couple of weeks prior to their available date in stores. However, the official launch is not until mid-July.

"The range of colours on offer, include red, orange, titanium silver and pure white, which is expected to be most popular at MICE. The machines have been available in Nespresso boutique stores but without the Breville label," Babekuhl said.

"Consumers should keep an eye on this space, as we have another exciting product to be released to accompany the machines," he added.

The Oracle

www.connectedaustralia.com was then shown the highly anticipated 'The Oracle'

and Richard Babekuhl demonstrated how to use the new machine (please view the video below)."It is the world's first automatic manual coffee machine, so it offers consumers the best of both worlds.

Sunbeam Australia

Sunbeam Australia was a Platinum Sponsor of Mice.

Sunbeam showcased its flagship machine, the Café Series Espresso Machine EM7000, which features a brass temping pad, ergonomic sloping handle and twin thermoblock heating system.

The EM7000 also offers the patented temperature sensing steam wand.

Sunbeam Australia, General Manager of Marketing, John Turnbull said, "We hope to offer something for everyone, whether it is industry users or home users."

During the last two days of the expo, Sunbeam hosted sessions at its stand, including discussions on how to brew different types of coffee, how to make a pour over coffee and how to integrate a premium café series blender with a coffee machine.

Sunbeam National Coffee Consultant, Greg Davis was also in attendance to make coffee for visitors and showcase his professional skills in creating the ideal espresso.



WORLD BARISTA CHAMPIONSHIP™



WORLD BREWERS CUP™

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WEB CLIP

ABC RADIO AUSTRALIA

WORLD BARISTA CHAMPIONSHIPS IN AUSTRALIA: INDONESIA WON 25 RANKING

Although the first time send a representative, Indonesia ranks 25th in the world championship of coffee prestigious World Barista Championship 2013, which was held this year in the city of Melbourne, Australia. This feat was achieved by Doddy Samsura, barista Indonesian representatives who practice 8-12 hours a day to prepare.

<http://www.radioaustralia.net.au/indonesian/2013-05-26/kejuaraan-barista-dunia-di-australia-indonesia-raih-peringkat-25/1136224>

Barista of Indonesia, Doddy Samsura, with the work of the signature beverage of lemon sponge-inspired coffee flavor West Java, which has a lime flavor, performed well despite the most recent turn on the first day of the match. World Barista Championship in the Championship this, every barista should make four espressos, four cappuccinos and four coffee drinks his own works for 15 minutes, which is then assessed by a jury. Doddy said he and his team are satisfied with the results ranked 25th this year.

“For the performance of Indonesia’s first, I was able to rank 25. I think it’s a pretty good appreciation of the jury could be given to me,” he told Radio Australia.

“I’m glad, because the cafe where I work just a year old, three-month-old roaster, our preparations are still far away than the people who are doing the final now. Position 25 is not a shameful thing, and for us this is an achievement that incredible. Hopefully for future years Indonesia can get a better position with better preparation.”

To prepare for the world championships, Doddy and his team prepare for two months to choose the best coffee, coffee bean roasting techniques, in addition to technical training for 8-12 day.

Results brought by Doddy from his trip to the city of Melbourne, which is known as one of the cultural capitals of coffee in Australia, not just a ranking, but also the experience he will bring to Indonesia. Doddy said he



SUNDAY 26.05.2013

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WEB CLIP

ABC RADIO AUSTRALIA

(CONTINUED)

WORLD BARISTA CHAMPIONSHIPS IN AUSTRALIA: INDONESIA WON 25 RANKING

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<http://www.radioaustralia.net.au/indonesian/2013-05-26/kejuaraan-barista-dunia-di-australia-indonesia-raih-peringkat-25/1136224>

"I think there was an interesting culture in Melbourne for the world of coffee, there is a coffee shop that I went to, one and a half hour I hang in there, to see how they perform their routine activities, they stop pulling engga shot, I think it's wonderful . Sempet chat with baristanya, preparing him to do it long enough, to work up to seven years. I love this city with culture and society in terms of coffee. "

"Barista [in Australia] is a profession's Big homework for me when returning to Indonesia to introduce the world's food and beverage to the public, that we are not a maid, we are professional, and we are entitled to a more appropriate place than servant. "

World Barista Championship in the 13's, barista who won the final round is representative of El Salvador, Australia, New Zealand, Italy, United States and Ireland.

CAPTION: Samsura Doddy, who besides pressed for time, is also carefully considered by the jury and television camera crews at the World Barista Championship 2013 in Melbourne (Photo: Andrew Tang)



SUNDAY 26.05.2013

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WEB CLIP CONNECTED AUSTRALIA

E&S TRADING REMAINS POSITIVE, SET TO TAKE ADVANTAGE OF COFFEE EXPO IN 2013

By Emily Bencic

<http://www.connectedaustralia.com/News/BreakingNews/tabid/119/ArticleId/9284/E-S-Trading-remains-positive-set-to-take-advantage-of-coffee-expo-in-2013.aspx>

E&S Trading Blackburn VIC, store manager, Scott Duncan has told www.connectedaustralia.com about the Melbourne International Coffee Expo, trading conditions, top selling products of 2013 and more.

"Despite the doom and gloom among retailers and cautious consumer spending, partly due to the election, our store is trading really well, and I have a positive outlook for the rest of 2013.

"I believe the expo will be great for retailers to take advantage of as it is an opportunity to experience the latest models and also receive relevant training and skills. Coffee machines continue to grow in popularity and now everyone wants one in their home, so this event will also benefit consumers.

"Mother's Day generally does not affect our store's sales as consumers do not often purchase large appliances for their mum. "Our kitchen appliances, particularly ovens, cooktops, fridges and washing machines are always popular within the top-end brands such as Bosch, Siemens and Smeg.

"Last month we ran a promotion for our bathroom range, which offered consumers a 30% discount off the RRP, and this was very successful. This month, our focus is to discount Siemens brand products, as it is exclusive to E&S Trading. We advertise our promotions in our print catalogues, as well as on TV and radio advertisements," Duncan said.



MONDAY 6.05.2013

SECTION: Other

TYPE: Internet news, Australia

REGION: Online, AU



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WEB CLIP ABC ONLINE

COFFEE CHAMPIONS COME TO TOWN

Are you one of those people who order long and complicated coffees? Well, you're probably not as fussy about your coffee as the judges of the World Barista Championship which is currently on in Melbourne. Competitors in the competition have to make...

<http://www.abc.net.au/radionational/programs/drive/coffee-champions-come-to-town/4709766>

Are you one of those people who order long and complicated coffees?

Well, you're probably not as fussy about your coffee as the judges of the World Barista Championship which is currently on in Melbourne.

Competitors in the competition have to make three coffees for the judges, and are tested on the consistency of the crema, the taste balance between bitter and sweet, and the persistence of the foam.



THURSDAY 23.05.2013

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WEB CLIP ONLY MELBOURNE

MELBOURNE NEWSLETTER NO.333

View Online

http://archive.aweber.com/onlymelbourne/BZyuk/h/Melbourne_Newsletter_No_333.htm

This week the Emerging Writers' Festival makes a proudly bookish appearance while in Southbank, stepping freshly on to the stage, there's the inaugural Neon Festival of Independent Theatre.

There's also an extensive range of events held throughout Melbourne and Victoria to celebrate National Reconciliation Week.

And Melbourne shows its enormous fondness for a cuppa and all things caffeinated with the Melbourne International Coffee Expo taking place at the Showgrounds.

Have a great week in Melbourne!

Brett



TUESDAY 21.05.2013

SECTION: Other

TYPE: Internet news, Australia



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WEB CLIP

THE WEEKLY REVIEW

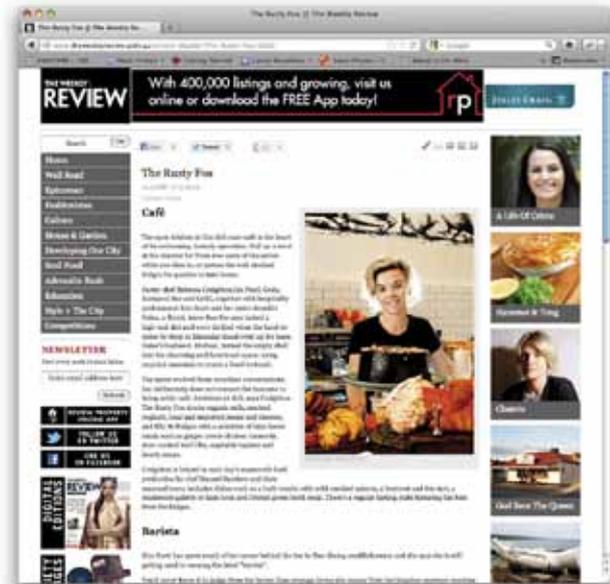
THE RUSTY FOX Café by Leanne Tolra

<http://www.theweeklyreview.com.au/article-display/The-Rusty-Fox/6266>

The open kitchen at this deli-cum-café is the heart of its welcoming, homely operation. Pull up a stool at the counter for front-row seats of the action while you dine in, or peruse the well-stocked fridges for goodies to take home. Pastry chef Rebecca Creighton (ex Pearl, Coda, Rockpool Bar and Grill), together with hospitality professional Kim Scott and her sister Jennifer Galea, a florist, knew that the area lacked a high-end deli and were thrilled when the hard-to-come-by shop in Macaulay Road went up for lease. Galea's husband, Michael, turned the empty shell into the charming and functional space, using recycled materials to create a lived-in touch. The name evolved from countless conversations, but deliberately does not commit the business to being solely café, foodstore or deli, says Creighton. The Rusty Fox stocks organic milk, smoked yoghurt, local and imported meats and cheeses, and fills its fridges with a selection of take-home meals such as ginger creole chicken casserole, slow-cooked beef ribs, vegetable tagines and hearty soups. Creighton is helped in each day's mammoth food production by chef Manuel Santiero and their seasonal menu includes dishes such as a herb omelet with cold-smoked salmon, a beetroot and feta tart, a mushroom galette or ham hock and French green lentil soup. There's a regular tasting plate featuring the best from the fridges.

Barista

Kim Scott has spent much of her career behind the bar in fine-dining establishments and she says she is still getting used to wearing the label "barista".



FRIDAY 17.05.2013

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WEB CLIP

THE WEEKLY REVIEW

(CONTINUED)

THE RUSTY FOX Café by Leanne Tolra

<http://www.theweeklyreview.com.au/article-display/The-Rusty-Fox/6266>

You'd never know it to judge from the better-than-average brews she coaxes from her Expobar espresso machine. "I've never worked full time with coffee before, but I am finding it an interesting challenge to consistently make the best coffee that I can," she says. Scott lists Rockpool, Spice Temple and Pei Modern on her resumé and credits her expanding coffee knowledge and expertise to the training she has received from her coffee supplier. Scott and her business partners chose Five Senses after much research, knowing that the brand wasn't one offered in nearby cafés. The Fox offers the Dark Horse blend, which makes a punchy bittersweet long black, with notes of cocoa, oranges and spice, and the milder Crompton Road bean combo.

The Rusty Fox

501 Macaulay Road, Kensington
Barista \ Kim Scott
Coffee \ Five Senses

Barista's choice \ Caffe latte
Open \ Tuesday to Friday 9am-7pm;
Saturday 9am-5pm
www.therustyfox.com.au

A monochromatic colour scheme, brightened by murals, timber and splashes of blue, create a country feel at this charming shop. The imaginative drawings of fox-children, by street artist Kaff-eine, wrap around the room. The produce-driven food focus is evident from the shelves that hold coffee beans, teas and house-made condiments. Chalkboards list fridge contents, and pastries, biscuits and cakes grace the counter.

Bean Bonanza

The Melbourne International Coffee Expo will showcase the latest innovations and host the 2013 World Barista Championship as well as the World Brewers Cup. At the Melbourne Showgrounds, May 23-26.
www.internationalcoffeeexpo.com



FRIDAY 17.05.2013

SECTION: Other

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WEB CLIP TIME OUT MELBOURNE

RESTAURANTS - WORLD BARISTA CHAMPIONSHIPS 2013

Also on at Melbourne Showgrounds

<http://www.au.timeout.com/melbourne/restaurants/events/7206/world-barista-championships-2013>

23-26 May, Ascot Vale, Coffee

The World Barista Championships are the Olympics of coffee – a battle royale between the most gunslinging coffee conjurers in the universe.

Now, for the first time, this high-octane competition is coming to Melbourne.

Melbourne has been trying and failing to win the bid to host the WBC for seven years. Crazy given we Melburnians know our city is the centre of the coffee world. Then again, until the inaugural Melbourne International Coffee Expo of last year, Australia didn't have a proper platform to push its caffeine agenda.

"We've always had food and wine shows," says MICE director Clint Hendy, "but coffee was always tucked in a corner." What MICE did was gather Australia's coffee industry together to distil what made Melbourne a town of bean fiends.

The 2012 Expo not only connected specialist roasters with keen consumers but had spectacular competitions run by the Australasian Specialty Coffee Association (AASCA).

This consumer-trade show so impressed WBC reps, Melbourne was a shoo-in to host the big event in 2013.

Hendy deftly handballs the praise: "We couldn't have got there without the support of the industry." Or the consumers,

who at last count in 2012 were necking 2.1 billion coffees a year in cafés nationwide.

The WBCs will showcase competitors from 50 countries pushing for the title of 2013 World Barista Champion. Be sure to cheer Australia's entry, Matt Perger, 22. Third in the 2011 WBC, this coffee prodigy studied the dark art in Copenhagen and Norway before



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PLATINUM SPONSORS





WEB CLIP TIME OUT MELBOURNE

(CONTINUED)

RESTAURANTS - WORLD BARISTA CHAMPIONSHIPS 2013

Also on at Melbourne Showgrounds

<http://www.au.timeout.com/melbourne/restaurants/events/7206/world-barista-championships-2013>

landing in Melbourne with Market Lane and, now, the St Ali group. Lachlan Ward from Sensory Lab (another St Ali venue) will be competing in the Brewer's Cup, where competitors showcase their mastery of pourovers and other filter coffee techniques. The WBC also finds coffee roasters and equipment specialists touting wares, and every coffee buff in town jittering around the room. "There's a bar, and lounges for anyone who's had too much caffeine," says Hendry.

fancy-pants signature drink for each of the four judges. That's 12 drinks in 15 minutes! It's not just about free-pouring a perfect rosetta or achieving the perfect taste either. Competitors need to know and communicate the story of their beans to justify why they've gone with their roasting style. Aside from this flare-bartending-meets-science-meets-art competition there's the Brewers Cup – where competitors have ten minutes to prepare a brewed coffee, be it a siphon, or pour-over.



How the competition works:

Find and grind. Toast and roast. Tamp and clamp. Sip and trip. Being a barista at the WBC is a serious business. For starters, it's a race against the clock. Competitors (one finalist from 50 countries) have 15 minutes to prepare one cappuccino, one espresso and one

World Barista Championships are part of Melbourne International Coffee Expo 2013.

MONDAY 6.05.2013

SECTION: Other

TYPE: Internet news, Australia



PLATINUM SPONSORS



WEB CLIP CONNECTED AUSTRALIA

BRICKS AND MORTAR: BARKIES HOME APPLIANCE CENTRE By Emily Bencic

<http://www.connectedaustralia.com/News/BreakingNews/tabid/119/ArticleId/9291/Bricks-and-Mortar-Barkies-Home-Appliance-Centre.aspx>

Barkies Home Appliance Centre Managing Director, David Barkes has told www.connectedaustralia.com about Melbourne retail conditions, the upcoming International Coffee Expo, the impact of the Federal Election on consumer spending, and more.

Melbourne retail sector

"Retail in Melbourne has been flat and I am expecting this to continue. Nothing is making people spend. When you walk around the local shopping centre, it is like a ghost town. Businesses are not surviving, from tough competition and increased rent... there are at least five vacant spaces available within the 50-store centre. The high Australian dollar has also been a factor in the decline in consumer spending as money is being spent on overseas holidays."

Melbourne International Coffee Expo

"I believe the Coffee Expo will be successful. Anything that creates demand and desire among consumers is a good contribution to the industry. It will be a good event to experience innovation and new features of coffee machines. There is continued growth within the coffee market as consumers desire to become a home barista as they get enjoyment out of it. Many consumers will be in search for an upgrade or to purchase their first machine.

"Pod machines have grown in popularity for their simplicity, while fully automatic machines are experiencing a slight decline."



MONDAY 6.05.2013

SECTION: Other

REGION: Online, AU

TYPE: Internet news, Australia



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WORLD BARISTA CHAMPIONSHIP™



WORLD BREWERS CUP™

WEB CLIP CONNECTED AUSTRALIA

(CONTINUED)

BRICKS AND MORTAR: BARKIES HOME APPLIANCE CENTRE By Emily Bencic

<http://www.connectedaustralia.com/News/BreakingNews/tabid/119/ArticleId/9291/Bricks-and-Mortar-Barkies-Home-Appliance-Centre.aspx>

The impact of the Federal Election

"The country is in a mess and the government have a lot to answer for. There is no doubt that the constant reminders of the debt level we are in is affecting consumer confidence. The election needs to be held as soon as possible but this does not appear likely to happen, we are stuck with September and will just have to ride it through."

Expectations for Mother's Day

"We expect personal care and kitchen appliances to be strong for Mothers Day as usual. It is good to see companies like Conair investing in TV advertising and creating desire for products. Many years ago most of our suppliers were investing in TV commercials and other forms of advertising to create desire and this helps to keep pressure off the price."

"Customers who purchase any item at Barkies Home Appliances in the month of April through to Mothers Day go in the draw to win a hamper of appliances

valued at around \$1000 and this is always very successful. It is a simple tool used to help close sales in the lead up to Mothers Day across the store."

Popular products in 2013

"Whitegoods have been very consistent as usual with Fisher Paykel and Electrolux brands always performing well. However, Asko have certainly been kicking goals in Laundry and Dishwashers. The current 5 year warranty promotion has been a real winner for them. Small kitchen appliances have shown good growth and the suppliers must be congratulated for embracing the variety of lifestyle cooking programs that have filled the airwaves. These programs have certainly lifted the profile of many products and assisted in creating desire for much higher priced models in mixing and food preparation ranges. "General AV products have reduced dramatically in volume although we are seeing better sales in higher end panels and higher

end audio. Marantz, Polk Audio, Denon and Mordaunt Short are moving well in home theatre along with our control systems from RTI. Consumers willing to spend more are looking for total easy to operate solutions."

Samsungs 2013 Smart TV range

I look forward to receiving the new models as they are released. It is good to see new premium content TV's with new higher price points, let's hope they stay up there for a while!"



MONDAY 6.05.2013

SECTION: Other

REGION: Online, AU

TYPE: Internet news, Australia

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WEB CLIP

THE SMITH JOURNAL



CUP O' JOE: REUBEN HILLS

Cup o' Joe: Reuben Hills 06 May by Chris Decking out two whole storeys with a Latino snack café and roasting equipment, Reuben Hills is the second Sydney venue from Russell Beard and Nathan Borg, who've taken the skills they honed at Mosman's The Source...

<http://www.smithjournal.com.au/blogs/life/cup-o-joe-reuben-hills>

Decking out two whole storeys with a Latino snack café and roasting equipment, Reuben Hills is the second Sydney venue from Russell Beard and Nathan Borg, who've taken the skills they honed at Mosman's The Source south of the bridge to Surry Hills. We caught up with Beard to get the scoop.

What are you drinking right now?

At the moment I'm really enjoying a single origin from a recent trip to Colombia, from a farm called San Luis Tolima. It's so jammy and floral. We've roasted it light to show off all its complexity. I have it at home with my Hario hand grinder and brewed as a pour over.

And what about your blends?

Blends are mostly to keep the espresso heads happy, merging single farm or single variety coffee. Our current blend is 70 per cent Colombia Finca Alcatraz, and 30 per cent Brasil FAF Celso Minussi. The Brasil gives it lots of cocoa and the Alcatraz has a nice candied orange – kinda of like a Jaffa.

What's the best complement to coffee?

I like to drink it on its own, sometimes in close succession with a beer. The Mountain Goat Steam Ale is my favourite pairing at the moment

What's the most exciting thing happening in coffee right now?

Probably the Melbourne International Coffee Expo, which is going down in late May. It attracts all the coffee dudes



from overseas, from producers and machine manufacturers all the way through to coffee geeks. We'll be there doing a collaborative stand with a few other roasters from Sydney and Melbourne.

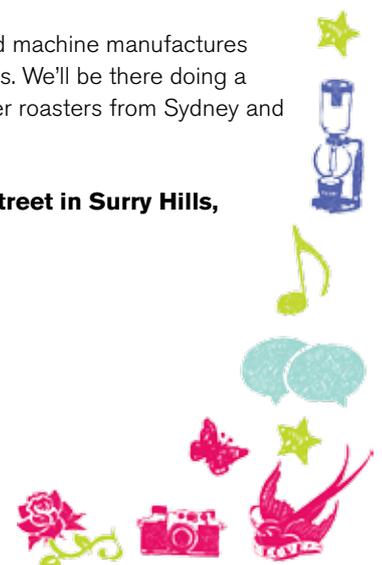
Reuben Hills is at 61 Albion Street in Surry Hills, Sydney.

SUNDAY 5.05.2013

SECTION: Other

TYPE: Internet UGC - Australia

REGION: Online, AU



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WEB CLIP UP START

COMPETITIVE GRIND

Coffee isn't just a drink, it's a lifestyle. Madeleine Rice delves into the heated competition at MICE 2013 to find the world's best barista.

<http://www.upstart.net.au/2013/06/05/competitive-grind/>

He takes a breath, pushes the button and the timer starts. The big red numbers glow and the countdown begins.

Fifteen.

It's the first round, the first competitor and the first coffee of the World Barista Championships. Roberto Pablo Caldas is representing Peru. He beat stiff competition to become the national barista champion and now he has fifteen minutes to prove he has what it takes to be a world champion. He's nervous. His hands shake. English is his second language and he stumbles over his words. The World Barista Championships are part of the 2013 Melbourne International Coffee Expo (MICE), where this year 51 competitors from around the world converged in Melbourne for four days of heated competition. The competitors have one goal, to become the world's best barista.

The competition is not just about making coffee, it's a performance. Roberto articulates with his hands as he explains the origins of his coffee beans and he asks the judges to pay close attention to its sweet caramel aroma, apple acidity and the mute aftertaste. Blasting from

the speakers is Bob Dylan's 'Blowing In The Wind' intermingling with Roberto's heavy Portuguese accent to momentarily transport the crowd to the Colombian coffee fields.

Ten.

As soon as he steps behind the machine the nerves disappear. His hands stop shaking. He's in control. This is what it comes down to. This cup of coffee. At the machine judges crowd around him, intensely scrutinising his every move. These are the technical judges, two of the five who will decide Roberto's fate. They check every single detail making sure nothing is secretly added while the coffee is pressed.

Five.

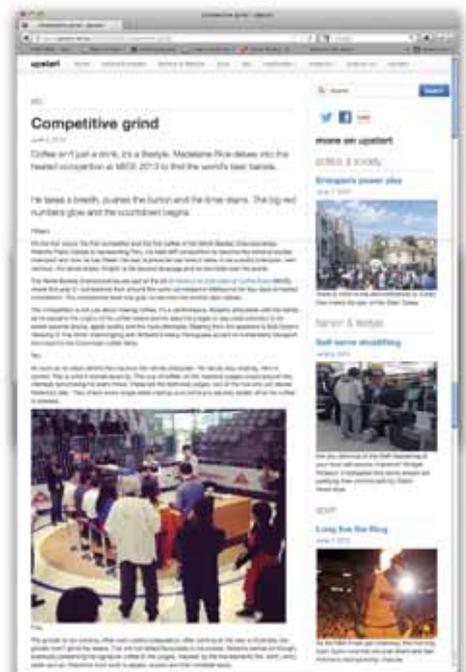
The grinder is not working. After such careful preparation, after coming all the way to Australia, the grinder won't grind the beans. This will not reflect favourably in his scores. Roberto carries on though, eventually presenting his signature coffee to the judges. Inspired by the five elements fire, earth, wind, water and air, Roberto's hard work is sipped, scored and then whisked away.



WORLD BARISTA CHAMPIONSHIP™



WORLD BREWERS CUP™



WEDNESDAY 5.06.2013

REGION: Online



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WEB CLIP UP START

(CONTINUED)

COMPETITIVE GRIND

Coffee isn't just a drink, it's a lifestyle. Madeleine Rice delves into the heated competition at MICE 2013 to find the world's best barista.

<http://www.upstart.net.au/2013/06/05/competitive-grind/>

Time.

"Put your hands together for Roberto Caldas from Peru," the MC's voice booms out into the arena. The way he draws out his words seems more appropriate for a wrestling match than a coffee showdown. If you thought coffee was simply a drink, think again. It's more than a drink it's a lifestyle. The contestants live and breathe coffee. And it's not just the competitors; MICE 2013 brings together all kinds of coffee enthusiasts from around the world. The expo is the largest of its kind in Australia with 153 stalls filling 14.5 square feet devoted to everything coffee. It combines a trade show with education and competition.

The competition brings together national champions from over 50 countries. In 15 minutes they must prepare espressos, cappuccinos and an original signature espresso drink to a panel of international judges.

The second competitor to face this panel is William Hernandez from El Salvador. His performance goes off without a hitch. Avicii's 'Levels' blasts from the speakers as he woos the female judges with his accent and attitude. While he describes his unique coffee processing technique - pulp wash - he entertains the crowd using a miniature puppet sun to represent the drying process.

"Coffee should be fun, that's why I made a visual representation of what occurred", says William.

"Pulp wash process is an experiment, it provides body, sweetness, acidity, clarity, everything. The pulp wash process provides a lot of fruitiness and that fruitiness in the milk becomes chocolate, so that's what is amazing about the process."

William Hernandez has been working as a barista for a year at Viva Espresso, the same café which produced the 2011 World Barista Champion, Alejandro Mendez. While there's no doubt his charm and charisma sway the judges, the real test is in the coffee. For William a winning coffee is all about aromas and he uses wine glasses to capture and contain the smell by placing it over fresh coffee shots. "It's a beautiful process, aromas are a big experience for a drink. The wine glasses capture it. It's great," says William.

The competitors' knowledge and passion for speciality coffee is immense. Unlike coffee you buy from the supermarket, speciality coffee is both rich in history and in flavour and many of the baristas work directly with coffee beans from the fields to the cup.

"Specialty coffee is more or less artisanal coffee, meaning that the utmost of care has been undertaken during the growth,

harvesting, processing, packaging, delivery, roasting as well as preparation of such a high quality beverage. It typically means that there is traceability from the bean back to the farm of origin, back to the particular plot of land it was grown on and in some cases, even the individual tree," says coffee enthusiast, Ana Pipunic. Over the four days of the expo more than 10,000 coffee fans from Australia and beyond come to revel in the world of coffee and experience the thrill of the competition. After fierce competition and hundreds of cups of coffee, the top baristas in the world were given one last chance to impress. The original 51 competitors were whittled down to six and competitors presented their coffee experience one last time.

In the end USA's Pete Licata walked away with the grand title of World Barista Champion with Australia's Matt Perger coming in second and El Salvador's William Hernandez taking out third place. The World Barista Championships were held from the 23rd to the 26th of May. Madeleine Rice is a third-year Media and Communications student at Melbourne University. You can follow her on Twitter: @maddierose_r
Photos – Madeline Rice



WORLD BARISTA CHAMPIONSHIP™



WORLD BREWERS CUP™

WEDNESDAY 5.06.2013

REGION: Online

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WEB CLIP BROADSHEET MELBOURNE

MELBOURNE INTERNATIONAL COFFEE EXPO 2013

Royal Melbourne Showgrounds, Epsom Rd Ascot Vale VIC 3032, May 23rd – May 26th, 10 a.m. – 6 p.m.

EVENT TYPE Food and Wine, **FEATURES** All Ages, Free Event, **PRICE** \$20.00

internationalcoffeeexpo.com

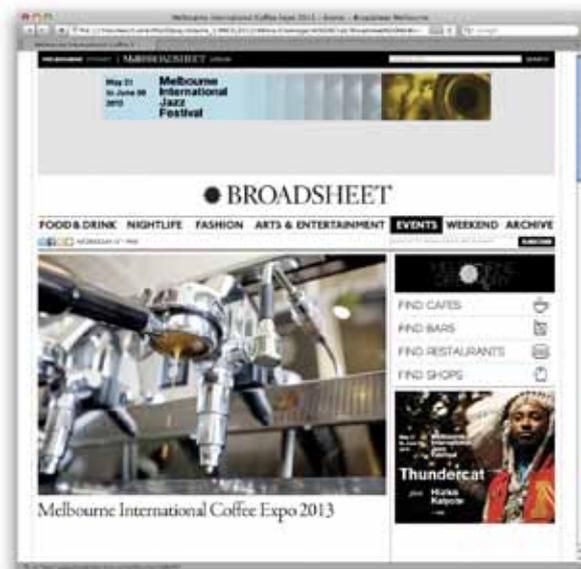
<http://www.broadsheet.com.au/melbourne/events/event/melbourne-international-coffee-expo-2013-05-25>

Thanks to the ever-growing number of coffee shops that populate our city's landscape, Melbourne's love affair with coffee continues to thrive. So it comes as no surprise that we are now being recognised as part of the strongest specialty coffee scenes in the world.

At the end of May, the Melbourne Showgrounds will play host to the Melbourne International Coffee Expo - Australia's largest coffee-dedicated event. The expo runs from Thursday 23rd to Sunday 26th of May, when coffee lovers can experience barista classes, coffee tasting, roasting workshops, and have the opportunity to meet the world's top coffee industry personalities and decision-makers.

This year's Expo will also be hosting the World Brewers Cup and the eminent World Barista Championships, where national champions from over 50 countries around the world will battle it out to take home to top title.

The Melbourne International Coffee Expo is open to trade visitors only on the 23rd and 24th of May (\$20 for a one-day pass, or \$40 for a four-day pass), and is open to the general public on the 25th and 26th of May (\$20 for a weekend pass). We are giving away eight double passes to access all four days of the Coffee Expo, from the 23rd to the 26th of May. For your chance to win, click here.



WEDNESDAY 15.05.2013

REGION: Online



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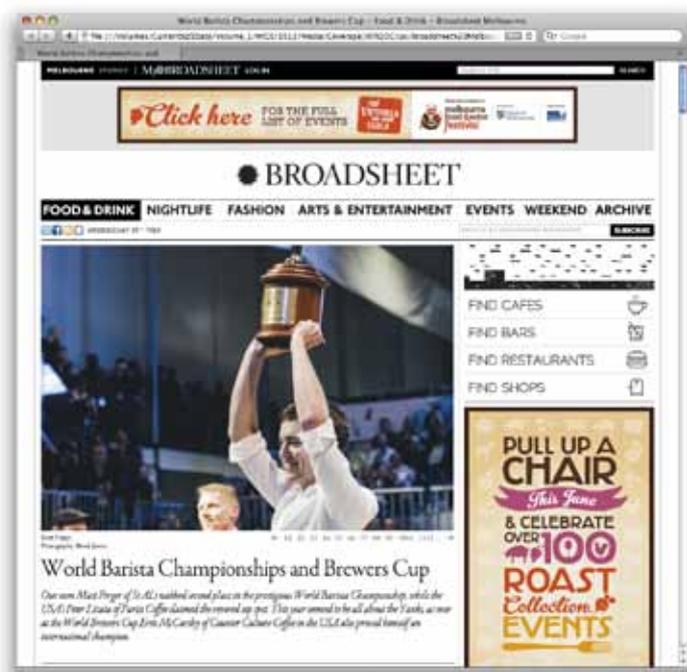


WEB CLIP BROADSHEET MELBOURNE

WORLD BARISTA CHAMPIONSHIPS AND BREWERS CUP

Our own Matt Perger of St ALi nabbed second place in the prestigious World Barista Championship, while the USA's Peter Licata of Parisi Coffee claimed the revered top spot. This year seemed to be all about the Yanks, as over at the World Brewers Cup Erin McCarthy of Counter Culture Coffee in the USA also proved himself an international champion.

<http://www.broadsheet.com.au/melbourne/food-and-drink/gallery/melbourne-international-coffee-expo-world-barista-championship-brewers-cup-2013>



WEDNESDAY 29.05.2013

REGION: Online



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WEB CLIP YAHOO 7 TOTAL TRAVEL

MELBOURNE'S STEAMY LOVE AFFAIR WITH COFFEE CONTINUES

Melbourne is a city obsessed with coffee. Cold drips, aero-press, cupping and siphon are common words in the local vernacular thanks to a widespread passion for the bean, complemented by a number of leading providers who call Melbourne home.

<http://au.totaltravel.yahoo.com/travel-ideas/holiday-types/gourmet/a/-/16741094/melbournes-steamy-love-affair-with-coffee-continues/>

MELBOURNE'S COFFEE CREDENTIALS

Melbourne's long and eventful love affair emerged when Melbourne's first espresso machines landed in the 1950s, strongly influencing a distinct European café culture which is now combined with the new wave of coffee makers and drinkers that continue to put Melbourne on the global map when it comes to coffee.

2013 is the year of the bean in Melbourne“ the city's ever-growing coffee community will play host to an exciting number of global coffee focused events and celebrations including the world-first Urban Coffee Farm and Brew Bar, part of Melbourne Food and Wine Festival and the World Barista Championships.

Video Player Controls (Video embedded)

Melbourne's steamy love affair with coffee continues Melbourne is a city obsessed with coffee. Cold drips, aero-press, cupping and siphon are common words in the local vernacular thanks to a widespread passion for the bean, complemented by a number of leading providers who call Melbourne home.



2013 MAJOR COFFEE EVENTS “THE YEAR OF THE BEAN

Melbourne Food and Wine Festival “Urban Coffee Farm and Brew Bar (1st - 17 March)

Flavours from the world's exotic coffee growing regions will gravitate towards the city centre at the Urban Coffee and Brew Bar, from March 1-17 as part of the iconic Melbourne Food and Wine Festival.

Shipping containers, timber pallets, packing crates and tools used to transport coffee, have been used to construct an architecturally designed terrace coffee farm featuring more than 125 coffee plants in the heart of the city at Queensbridge Square, Southbank. A rotating roster of Melbourne's top baristas, brewing workshops and classes for general public led by big-name specialty cafes and roasteries are just some of the activities designed to inspire visitors to experience the handiwork involved in this simple daily



MONDAY 5.03.2013

REGION: Online

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MELBOURNE'S STEAMY LOVE AFFAIR WITH COFFEE CONTINUES

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<http://au.totaltravel.yahoo.com/travel-ideas/holiday-types/gourmet/a/-/16741094/melbournes-steamy-love-affair-with-coffee-continues/>

pleasure "from bean to brew. Don't miss names like 5 Senses, Small Batch, Market Lane Coffee and St Ali in the program.

Melbourne International Coffee Expo (23-26 May)

Melbourne International Coffee Expo, 23-26 May, will bring together the World Barista Championships, the World Brewers Cup and the inaugural Global Coffee Review Symposium at the Royal Melbourne Showgrounds.

Melbourne will be represented at the event by its own World Brewer's Cup Champion, Matt Perger. Matt, who is the first Australian to win the coveted title, is a barista for St Ali "one of Melbourne's most popular coffee roasters and providores. Over the course of one weekend the world's leading baristas and Melbourne's leading coffee vendors will come together to educate, inform and share ideas. The event is complemented by peripheral roasting workshops, caf   tours and opportunities to interact with the best minds in brewing.

COFFEE TOURS

My Aching Head "Melbourne Coffee Tours

Few things are more Melburnian than a bicycle coffee tour. My Aching Head offers the chance to get off the beaten track and discover some of the city's top cafes. Given Melbourne's largely flat street layout, it's a leisurely two-hour ride that incorporates roasting houses and laneway cafes where coffee lovers can sample beans originating from different estates around the world and learn about different brewing methods.

Melbourne's Historic Coffee Tour

Barista judge and coffee connoisseur Maria Paoli runs Melbourne's popular Evolving Success Historical Coffee Trek.



Paoli's tour hones in on the history of coffee in Melbourne and the techniques used by pre-war immigrants in the espresso revolution of the mid 1950s, bringing the tour up-to-date by showcasing the city's thriving caf   culture and the success that local baristas enjoy in international barista competitions. Tour participants sample a wide variety of coffee blends and learn about what makes a perfect cup of coffee. Coffee connoisseurs will appreciate the finer details of brewing methods, coffee roasting and the history of coffee beans and domestic coffee making machines.



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WORLD BARISTA CHAMPIONSHIP™



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MELBOURNE'S STEAMY LOVE AFFAIR WITH COFFEE CONTINUES

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<http://au.totaltravel.yahoo.com/travel-ideas/holiday-types/gourmet/a/-/16741094/melbournes-steamy-love-affair-with-coffee-continues/>

BACKGROUND

Caffeine has been pumping through the arteries of Melbourne's city centre for many years. Starting with the original Pellegrini Espresso Bar which opened in the 1950s, a thriving Italian influence helped the spread of coffee culture in Melbourne over the decades to follow, until the new wave of specialist roasters and baristas emerged in the early 2000s. In 2005 Mark Dundon (the brainchild behind well-known Melbourne cafes including Seven Seeds, Brother Baba Budan and De Clieu), opened St Ali in South Melbourne, setting a precedent of roasting coffee rather than buying imported roasts.

Since then, the scene has continued to grow with the St Ali empire, now run by Salvatore Malatesta opening new touch points in the inner north, east and south of Melbourne (Outpost, St Ali North, Caf   Racer and Il Fornaio, and Sensory Lab in the city centre).

Market Lane Coffee burst onto the scene in 2009, with a purist approach to coffee (as in it's the only type of beverage served) and dedicated mail-order coffee club.

Today it is almost impossible to walk around a corner in Melbourne without the familiar scent of a perfectly brewed espresso wafting down a laneway. Melburnians have become discerning coffee drinkers and while many still favour espresso coffee styles "caff   latte with rich crema" cafes now offer an array of alternatives, including siphons, filters and French pressed coffee.

COFFEE FACTS

Melbourne's love of coffee just keeps growing " the volume of coffee beans imported from around the globe through the Port of Melbourne has increased by around 780 per cent over the last decade.

Every day, on average, the Port of Melbourne handles 30 tonnes

of coffee beans. This makes the equivalent of 3 million cups of coffee each day" that's enough to give every metropolitan Melburnian a daily coffee fix.

FURTHER INFORMATION

Tours & Events

Melbourne Food and Wine Festival" Urban Coffee Bar and Brew Bar -

www.melbournefoodandwine.com.au

Melbourne International Coffee Expo -

www.internationalcoffeeexpo.com

Evolving Success tours

www.evolvingsuccess.com.au

My Aching Head "Melbourne Coffee Tours -

<http://myachinghead.net/melbourne-coffee-tours/>

Specialist roasters" tasting, brewing and roasting.

Market Lane Coffee - www.marketlane.com.au

Seeds www.sevenseeds.com.au

St Ali www.stali.com.au

East Brunswick Project & The League of Honest Coffee

www.padrecoffee.com.au

Auction Rooms - www.auctionroomscafe.com.au

Proud Mary's www.proudmariycoffee.com.au

Espresso bars and Cafes

Manchester Press 8 Rankins Lane, Melbourne

Pellegrini Espresso Bar 66 Bourke Street, Melbourne

Cup of Truth - <http://cupoftruth.com.au>

Patricia - <http://www.patriciacoffee.com.au/>

Dukes - <http://www.dukescoffee.com.au/>

Visit Melbourne - Destination guide, accommodation, things to do, map, weather.

MONDAY 5.03.2013

REGION: Online



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WEB CLIP FRESH CUP MAGAZINE E-NEWSLETTER



LEADER OF THE LITTLE GUYS

Group of smallholder farmers in Guatemala is first to grab Climate Friendly verification. By Dan Leif.

<http://www.freshcup.com/>

When specialty-coffee experts start discussing issues at origin, two topics often get mentioned before all else: climate change and the increasing susceptibility of small farmers. At the recent SCAA Event in Boston, the certifying body Rainforest Alliance brought those two key topics of concern together, announcing that for the first time a group of smallholder farmers had achieved the Rainforest Alliance's Climate Friendly verification. ... more>>

owner of Sydney-based roaster-retailer Toby's Estate Coffee, which now has roasting operations in the United States and Singapore; and Tim Fraser, co-owner of Perth-based micro-roaster Darkstar Coffee, which is currently transitioning toward specialty coffee. The three talked to Fresh Cup about Australia's filtered coffee market, its shunning of chains and the spread of high-quality coffee throughout the nation. ... more>>

AGENTS OF CHANGE

Australian roasters discuss the country's shifting coffee culture

By Chris Ryan

Australia will be receiving much of the specialty-coffee universe's attention this month, as the nation hosts the 2013 World Barista Championship, May 22-26 at the Melbourne International Coffee Expo. The Land Down Under—with a particular focus on Melbourne, the country's coffee epicenter—is the subject of "Indie City," a feature in the May issue of Fresh Cup. Among the sources interviewed for the article were three roasters: Melbourne-based Nolan Hirte, who owns roaster-retailer Proud Mary Coffee; Toby Smith,

READ AND RETWEET

Stay current on all the discussion and debate permeating the coffee and tea communities by following @FreshCupMag on Twitter. It's just one more way Fresh Cup can help you run a better business. ... more>>

WEEKLY NEWS TASTING

Stories are constantly bubbling up in the ever-changing world of specialty coffee and tea. Every Tuesday, Fresh Cup brings you a collection of blurbs summing up the best of the latest headlines. This week: Coffee prices creep up and Sri Lankan tea gets aphrodisiac label. ... more>>



MAY 2013

REGION: Online

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WEB CLIP

GOOD FOOD



COFFEE LOVERS FORK OUT TOP DOLLAR TO TASTE 'WORLD'S BEST BEAN'

May 28, 2013 - 6:52AM, by Jane Holroyd

<http://www.goodfood.com.au/good-food/drink/coffee-lovers-fork-out-top-dollar-to-taste-worlds-best-bean-20130527-2n6gl.html>

World's best baristas rate Melbourne's coffee Local barista comes second at world championships

How far can Melbourne's coffee obsession go? We haven't seen anything yet if the number of people prepared to pay top dollar for their caffeine fix is any guide. All up 60 people paid \$100 to taste a coffee spruiked as the "world's best bean" at the Melbourne International Coffee Expo on the weekend. The tasting sessions, run by local coffee roaster Proud Mary, were a sell-out, with 15 people trying the HR61 Colombian coffee varietal in four "cupping" or tasting sessions held at the expo. The \$100 fee also bought participants a small 150g jar of the fancied HR61 beans to take home.

WORLD BARISTA CHAMPIONSHIPS

A "cupping" included a Colombian variety named "El Roble" that sells for \$100 dollars a cup, at the World Barista Championships, at the Melbourne Showgrounds. Photo: Ken Irwin Proud Mary owner Nolan Hirte outbid other coffee enthusiasts in March at an

auction for the beans, grown on a small farm in Colombia. While the farm has been growing the mystery Arabica varietal for a few years, this year was the first time the farm had produced enough to sell commercially. Hirte bought all 18kg available for about \$130 per pound (\$285/kg*) and roasted them in Australia. Hirte said the varietal, which is yet to be identified by coffee experts, had consistently been judged by international coffee judges at tasting sessions as being better than the world's most highly-sought varietal, the Ethiopian "gesha" beans (now grown in Panama).

"It's kind of like not knowing for sure if a wine is a merlot or a sauvignon blanc," Hirte said of the mysterious coffee. If you missed out, don't fear ... Twenty of the 150g jars remain (at \$100 a pop) or the coffee is available by the cup at Proud Mary's Collingwood cafe today for \$30. Hirte said Proud Mary baristas would be recommending the coffee be brewed in a French press (plunger) or with an Aeropress filter machine.

* Corrected from earlier version of story.



TUESDAY 28.05.2013

REGION: Online



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WORLD BARISTA CHAMPIONSHIP™



WORLD BREWERS CUP™

WEB CLIP

GOOD FOOD

(CONTINUED)

WORLD'S BEST BARISTAS RATE MELBOURNE'S COFFEE

May 27, 2013 - 12:51PM Matt Holden

<http://www.goodfood.com.au/good-food/drink/worlds-best-baristas-rate-melbournes-coffee-20130527-2n6c8.html>

specialty coffee surge here. "You're taking all our people, mate," Clark says. He says Proud Mary is "probably the best cafe experience I've ever had. As someone who has built and run cafes, they're hard to pull off, and those guys just kill it. And I was really impressed by League of Honest Coffee - really cool set-up and amazing coffee."

Pete Licata, the bald and bearded US barista who won this year's championship, and who looks like a Bushwick extra from Girls (but who hails from the far more prosaic Kansas City), was on his first trip to Melbourne.

"I only got into a couple of cafes," he says.

"Proud Mary, Veneziano. A couple that I was walking down the street and saw.

"The coffee is always very good. It's been very impressive to see that you can go into any place and get a really nice coffee."

Candice Madison from London, one of the judges in town for the barista comp, named Proud Mary, St Ali and Brother Baba Budan.

From Melbourne to Dublin

Carl Sara, the New Zealander who is

chair of the barista competition's advisory board and a former competitor, says he was really enthusiastic about bringing the competition to Melbourne.

"Melbourne has this really unique culture that's a combination of different cultures. Melburnians travel, and they see what's happening around the world, and bring it back. And what they bring back is their interpretation of what's happening. You have the interpretation of flavours for the Australian palate."

Harmon says there has been a "ripple effect from Melbourne in Dublin".

"We supply coffee shops run by people who used to live in Melbourne and were inspired by what they saw here. Melbourne is definitely setting a mark for other cities to follow," he says.

"You're proud of what you do in your own country, you're proud of the standard, but everybody says, 'Yeah, but you should get to Melbourne.'

A little part of you wants to get out and taste it and go, 'That's not that good,' but you get there and you go, 'You know what, it is, it's really excellent!'"



MONDAY 27.05.2013

REGION: Online

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WEB CLIP

GOOD FOOD



WORLD BARISTA CHAMPIONSHIP™



WORLD BREWERS CUP™

THE COFFEE WARS

March 5, 2013 Peter Munro

Grinding and brewing brilliance - and nerves - are put to the test as Australia's best baristas go head to head to find a champion.

<http://www.goodfood.com.au/good-food/food-news/the-coffee-wars-20130305-2fhgz.html>

BEFORE THE SHAKING AND

swearing, vomit and tears, are moments of quiet reflection. A man in white gloves polishes cups while praying God will dispel his doubts. Another drops to his knees on the concrete floor before a tray of El Salvadoran coffee beans, judging each one in the fluorescent light for the slightest signs of imperfection. "One bean can throw it," he says.

There are little brown beans here from Brazil, Bolivia, Ethiopia, Nicaragua, Honduras and Hawaii. The national barista championships are a broad church, united in worship of coffee, single-origin brews and skinny jeans.

By the espresso bar at the Melbourne Showgrounds, earnest congregations discuss the consistency of cappuccino foam. Backstage, under a big white tent, the best baristas in Australia measure out their lives with polished coffee spoons.

AUSTRALIAN BARISTA CHAMPIONSHIPS

Drink preparation.

Perth's Ronald Ngo, tall with a shock of green in his high black hair, compares

such competitions to a choreographed dance: each move must have a purpose, every step a design. It sounds beautiful, I say. "I have vomited," he confesses. "The pressure gets too much and your stomach gets queasy."

He looks around at his fellow competitors: one scoffs a banana to block stress hormones; Sydney's Hazel de los Reyes, from Coffee Alchemy in Marrickville, holds out her hands to check them for shaking. Some baristas have been known to sneak shots from hip flasks to steady their nerves. "This isn't just a hobby for any of us. You put your life and career into one cup of coffee," Ngo says.

Adding to the pressure this year is the prospect of competing at home in the world barista championships, which will be held in Melbourne in May. Hazel de los Reyes represented Sydney at national level. Photo: Simon Schluter

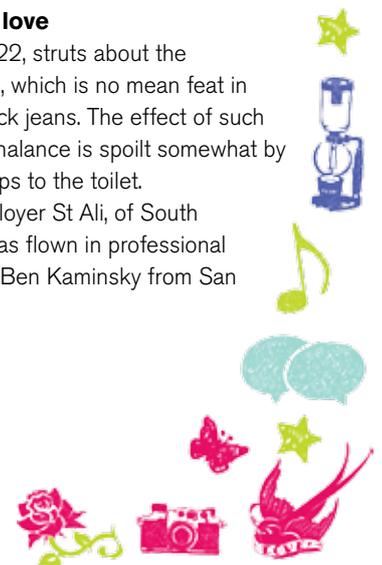
"Some people have been sick with the stress; they shake uncontrollably or just run around aimlessly," local lad Matt Perger says. "My heart rate doesn't exceed 60 beats per minute. I am generally pretty stress-free and methodical."



Turn on the love

Matt Perger, 22, struts about the showgrounds, which is no mean feat in skin-tight black jeans. The effect of such studied nonchalance is spoiled somewhat by his several trips to the toilet.

Perger's employer St Ali, of South Melbourne, has flown in professional coffee taster Ben Kaminsky from San



TUESDAY 5.03.2013

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WEB CLIP

GOOD FOOD

(CONTINUED)



WORLD BARISTA CHAMPIONSHIP™



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Francisco as his coach. Together, they have been tasting upwards of 80 coffees a day, experimenting late into the night with grinders, fat content in milk and tamping techniques. St Ali co-owner Ross Quail reckons that for every hour of work over the past two months, Perger has spent six more training for this competition. Perger is a "coffee professional", Quail says. "His role is to rediscover the truth."

To be the best barista you must "catch a coffee in one moment, be perfect for 15 minutes", Quail says. The night before the national heats, he critiques Perger's performance. "You're lacking a little bit of emotion. Turn on the love, boy," he says. "I can do that," Perger replies.

The next morning there is a queue for piccolo lattes at the showground's free coffee bar. First on stage are competitors from three chain coffee stores. Maddisson Whitechurch, from a Gloria Jeans franchise in Fremantle, dedicates her performance to her late father. "I can taste a little bit of dad in this coffee," she says.

Sarah Do, 19, from Krispy Kreme, tells the judges her signature drink was inspired by the store's slogan: "Coffee and donuts

since 1937." But the winner is Muffin Break's Michael Byrne, who announces he is contemplating leaving the coffee game for professional weightlifting.

12 drinks in 15 minutes

The rules of the World Barista Championship or WBC (not to be confused with the World Boxing Council) fill 20 pages of small font. Competitors must make 12 drinks in 15 minutes: four espressos, four cappuccinos and four creative "signature drinks". Baristas must explain the flavour notes and "mouth feel" of their coffees to seven judges with clipboards, who pore over their every move.

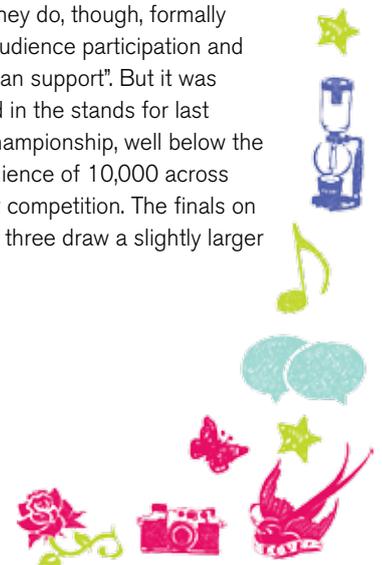
The greatest weight of points is awarded for flavour. But the best barista might be undone on technicalities. In an upstairs room, the judges take points from some competitors for wrinkled aprons or "poor sanitary practices". One entrant scores low for creativity in his signature drink. "I thought the flavour overall was pretty generic," a judge says. "I mean coffee and chocolate? Whoop di doo."

The complexity of judging the black brew

is lost on the average cafe-goer. Kaminsky compares barista competitions to dog shows. "You watch judges look at carefully primed dogs, trainers who have spent years with their dogs to train them to be perfect examples of their breed," he says. The best competition baristas agonise over every detail, from the shine on their water glasses to their choice of backing tracks. "Generally you're looking for songs that are upbeat. If you're tasting coffee while listening to a sad song it is probably not going to taste as good," Perger says. "Anything can sway the scores: the music, my table settings, my clothes. If I was ugly, my scores would probably be lower as well. If I had a hunchback, they would probably not like my espressos as much." To be fair, the WBC rules contain no prescriptions on whether a barista is easy on the eye. They do, though, formally "encourage audience participation and enthusiastic fan support". But it was a small crowd in the stands for last weekend's championship, well below the expected audience of 10,000 across the three-day competition. The finals on days two and three draw a slightly larger

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reception, including comedian Ben Lomas, who is mining material for a comedy festival routine on Melbourne's coffee culture. "Coffee has become an accessory - when did that happen?," he says. Lively competition in the coffee tasting and latte art competitions stirs the most applause. Several baristas making latte art are almost undone by nervous, shaking hands. Some people in the crowd find their avant-garde creations equally challenging, among them milk foam depictions of Batman, a redback spider and a perplexing "peacock on fire".

Coffee is bad for the nerves

Four of the six competitors in Sunday morning's barista finals are former national champions. Among them is de los Reyes, who has been awake with nerves since 4am. Two months out from the championship, after winning the NSW finals, she suffered a crisis of confidence. Surrounded by sticky, sickly green and red and orange concoctions, lightly roasted coffee beans and dirty cups, she sat on her roastery floor and stayed there for two hours. "Nothing's working, nothing's

yummy, nothing is tasting right, everything is disgusting," she thought at the time. "I sat there thinking 'I have nothing. Nothing.'" She once battled writer's block similarly while crafting a fantasy book about coffee trees, like the ones that grew in her grandmother's backyard in the Philippines. "I guess coffee happens regardless of whether I will it or not. Even if I don't want to think about coffee, I think about it all the time," she says.

Finally, she settled on a routine that incorporated a hazelnut and cherry fizz creation, as tribute to her Bolivian beans and their soft-drink-loving coffee farmer. Winning the national title in 2005 helped her business and reputation, she says. "I needed to make coffee a viable, profitable business for myself, so competition was one way of getting recognition. We had had quite a lot of comments that 'this is the best coffee I have ever had that's been made by an Asian'. So competition was one way of being taken seriously."

Stallone versus Lundgren

There are two types of baristas, I am told: instinctive talents, such as de los Reyes,

and precise, scientific wunderkinds, such as Perger. In celluloid terms, it's like Sylvester Stallone fighting Dolph Lundgren in Rocky IV, except with frothy milk in place of fists.

Victorian competitor Craig Simon, the 2012 national champion, puts himself in the former category. He prepares for competition by visualizing his entire routine, a skill he learnt while touring with bands as a drummer. "You see yourself and hear yourself doing it perfectly without limitations," he says.

"I will do my routine in my brain, that way I can practise before I go to bed, in the middle of the day, on the train. I can practise all the time."

For several months he has been playing out his coffee routine in his head, then checking his heart rate to make sure it stays stable. Ahead of his final performance on Sunday, he is alone backstage. He walks in circles for the full 15 minutes, mumbling to himself.

Two-time national champion David Makin, a fellow Melburnian, of Axil Coffee Roasters, in Hawthorn, says at this stage of the competition it is a mental game.



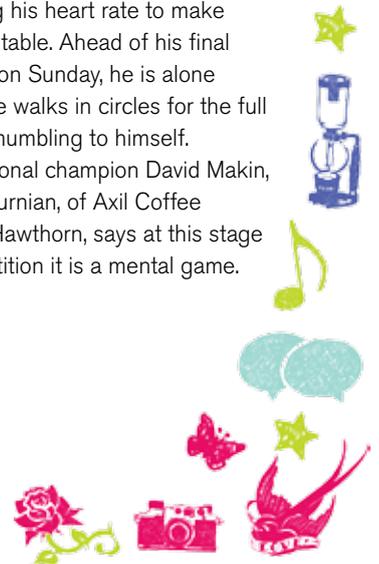
WORLD BARISTA CHAMPIONSHIP™



WORLD BREWERS CUP™

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"The final is not about making the best coffee, it's about who the judges want to send to the world championships. If you come across as f--king arrogant, it will count against you - they've got to like you." He distinguishes between competition baristas and cafe baristas. "Just because you can get up and present 12 coffees in 15 minutes doesn't mean you can be put into a cafe that does 1000 cups of coffee a day, or doesn't mean you are good at remembering customers' names." Perger has not pulled a coffee for a customer for more than a month. Before he performs, his girlfriend hands out "Team Perger" sweatshirts and caps to his supporters in the crowd. Kaminsky hugs him and whispers in his ear: "This is the future of speciality coffee." What follows is an almost faultless routine based around novel methods for grinding beans and for using the espresso machine. As part of his signature drink, Perger uses an eye dropper to pipe macerated plum onto teaspoons, which he then caramelises with a blowtorch. The judges are impressed and award Perger the national title. He "captured the best of the

coffee and brought it out in the cup", head judge Saxon Wright says. "It's a lot of elbow grease, a lot of hours," Perger says. "For the nationals, it is three months after hours in the training room until 11pm, doing run throughs, tasting the coffee. It feels insurmountable at the start once you know what it takes." Being the best requires no less than taking a customer who has popped in for a humble latte and having them leave inspired, he says. "You are trying to create an experience for them. You are trying to show them you have customer service, you have passion. "You need to ask yourself if they were in a cafe with you, would they walk away inspired?" And then he walks away, too. It's time to start training for the world championships in May.



TUESDAY 5.03.2013

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WEB CLIP HOSPITALITY MAGAZINE



US BARISTA GRABS 2013 WORLD BARISTA CHAMPIONSHIP

27 May, 2013 Alexandra E. Petri

US barista grabs 2013 World Barista Championship Matthew Perger, barista at St Ali's in Melbourne, came second in the World Barista Championships. This year's championships were held in Australia for the first time from 23 May to 26 May. Image: Good Food

<http://www.hospitalitymagazine.com.au/beverage/u-s-a-barista-wins-2013-world-barista-championship>

Australia has played host for the first time to the 2013 World Barista Championships but it was the US that snatched the top honours.

At the grand final of the WBC in Melbourne yesterday it was Pete Licata of Parisi Coffee in the US who won first place in the 14th annual championships, with Australian barista Matthew Perger of St Ali in Melbourne placing second. The celebration of the barista was held in conjunction with the Melbourne International Coffee Expo at the Melbourne Showground from May 23 to 26. The competition saw a total of 51 barista competitors, with just six competitors making it into Sunday's final round to perform before a crowd of 1,000 people at the city's showgrounds.

"I feel great - flattered to come out on top of these people who are absolutely amazing baristas," Licata, who works as a barista in Kansas City told The Age. All six finalists were required to make a cappuccino, an espresso and a signature drink while giving a 15 minute presentation about coffee by explaining the story behind their chosen coffee beans

and why they've gone with their particular roasting style.

During his presentation, Licata focused on the hands the coffee bean passes through on its journey from crop to cup.

In addition to creating a cappuccino and an espresso, Licata's chose Colombian Cup of Excellence as the coffee for his signature drink, which used chilled espresso, palm sugar syrup and an aromatic, bitter infusion of orange peel, lemongrass and quinine to highlight the acidity, sweetness and bitterness of the coffee.

Perger, who placed third in the 2011 World Barista Championships, said his presentation was "risky", as his signature drink used a light filter roast of a Colombian Finca Santuario coffee that was ground to a coarser filter grind and given a long extraction through an espresso machine to make what he called a "lungo".

Taking a different route from Licata, Perger then asked the judges to make the signature drink themselves from a menu with three different recipes.

Other finalists from the World Barista



Championships include:
Colin Harman, Ireland, 3FE
William Fernandez, El Salvador, Viva Espresso
Nick Clark, New Zealand, Flight Coffee – Speciality Coffee Roasters
Francesco Sanapo – Italy, Independent



MONDAY 27.05.2013

REGION: Online

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WEB CLIP HOSPITALITY MAGAZINE

MELBOURNE INTERNATIONAL COFFEE EXPO 2013

The Melbourne International Coffee Expo will this year play host to both the World Barista Championships and the World Brewers Cup.

<http://www.hospitalitymagazine.com.au/events/melbourne-international-coffee-expo-2013>

This will mark the first time the prestigious international competitions are held in Australia, which is only fitting considering the expo is the country's largest event designed specifically for the coffee industry.

The expo caters to all coffee industry professionals, from baristas through to small business owners, and exhibitors include coffee roasters, equipment suppliers and packaging suppliers.

The expo will provide a wealth of networking opportunities, along with highly informative roasting workshops and cafe tours.

The four day event will be open to trade only from 23 – 24 May, and it will open its doors to the public from 25 – 26 May.

Over the course of the last two days coffee lovers and aficionados alike will gain insight into the latest coffee trends, and they will have the opportunity to witness the world's top baristas in action as they compete against one another in the World Barista Championships and World Brewers Cup.

Hours

Thursday, 23 May (trade only) - 10:00 to 6:00

Friday, 24 May (trade only) - 10:00 to 6:00

Saturday, 25 May - 10:00 to 6:00

Sunday, 26 May - 10:00 to 6:00

Click here to register!



MAY 2013

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WEB CLIP

LOST AT E MINOR

MELBOURNE SPECIALTY COFFEE MAP BY BROADSHEET

As a coffee enthusiast, I am super delighted to see that Melbourne International Coffee Expo has returned and it's now Australia's largest coffee-dedicated event. The expo will bring together the World Barista Championship, the World Brewers Cup, the...

<http://www.lostateminor.com/2013/06/08/melbourne-specialty-coffee-map-by-broadsheet/>

As a coffee enthusiast, I am super delighted to see that Melbourne International Coffee Expo has returned and it's now Australia's largest coffee-dedicated event. The expo will bring together the World Barista Championship, the World Brewers Cup, the inaugural Global Coffee Review Symposium and Australia's largest dedicated-coffee trade show. The event was held at the Melbourne Showgrounds from the 23rd to 26th of May. To celebrate this special occasion, Broadsheet has kindly created a map of the city's top specialty coffee houses with all the relevant information, such as address, opening hours and a small description.

About the Author

Darwin is a Melbourne-based marketing and sales professional. He has a penchant for coffee, New York bagels, and zombies. His other interests include music, modern art, smart comedy and films.



FRIDAY 7.06.2013

REGION: Online, AU

TYPE: Internet UGC - Australia

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WEB CLIP TIME OUT MELBOURNE

MELBOURNE INTERNATIONAL COFFEE EXPO

25-26 May, Ascot Vale, Cafés, Coffee, Expos & Conventions, Food & Drink
AN EXPO FOR CAF-FIENDS

First published on 22 Mar 2012. Updated on 27 May 2013.
This event has finished

<http://www.au.timeout.com/melbourne/restaurants/events/3084/melbourne-international-coffee-expo>

Caffeine fiends, rev your coffee grinder engines for 8000 square metres of coffee tradeshow action at Australia's biggest coffee expo ever. Entry is free for those in the trade, but any (cuppa) Joe can try out the latest and greatest beans. Forget long blacks: it's all about siphon, cold drip, and pour-over coffee. If you think you're a dab hand at a home-made cappuccino, watch in awe as the best baristas face off in the World Barista Championships and the World Brewers Cup that are being hosted in Melbourne for the very first time.

In a pretty great initiative, KeepCup will be offering a free cup washing station to help reduce rubbish and raise awareness for sustainability. They'll also be donating 10 cents for every cup washed to Coffee Kids, a charity that seeks to improve conditions for families in coffee communities around the world. So BYO cup. Otherwise you're a double jerk.



THURSDAY 16.05.2013

REGION: Online



PLATINUM SPONSORS



WEB CLIP SPRUDGE



THE BEST COFFEE BREWER ON PLANET EARTH: ERIN MCCARTHY, WORLD BREWERS CUP CHAMP!

By Illewellyn Sinclair 25 May 2013

<http://sprudge.com/meet-the-worlds-best-brewer-erin-mccarthy-brewers-cup-champ.html>

Breaking here live from Melbourne, we're overjoyed to report that 2013 United States Brewers Cup Champion Erin McCarthy has sealed the deal on the world's biggest stage – he's your 2013 World Brewers Cup champion! Erin traveled, competed, and won (!) alongside his dedicated brewing coaches Katie Carguilo (Counter Culture Coffee, 2012 United States Barista Champion) and Sam Penix (Everyman Espresso, US regional certified judge). All were there to share in the revelry and excitement, and let's be real here, go ahead and count us among them – we're just overwhelmed and excited for Mr. McCarthy, who now wears the crown as Planet Earth's premiere coffee brewer. Here's a complete breakdown of the 2013 World Brewers Cup Championship rankings:

6. Tibor Varady (Espresso Embassy, Hungary)
5. Carolina Franco de Souza (Lucca Cafes Especialias, Brazil)
4. Sang Ho Park (Square Mile Coffee Roasters, United Kingdom)
3. Josh Tarlo (Pig Iron Coffee Roasters, Canada)
2. Jung InSung (Koreait College, South Korea)
1. Erin McCarthy (Counter Culture Coffee, United States)

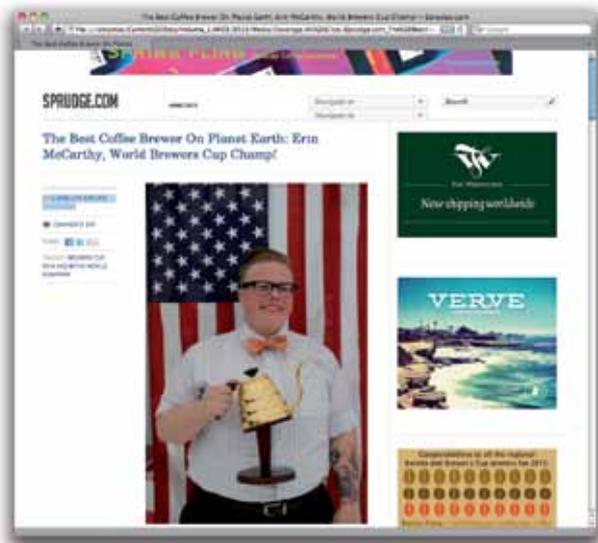
Mr. McCarthy competed (and won!) using Counter Culture's roast of Hacienda Esmeralda Geisha, a "linolot" produced by the groundbreaking Peterson Family at their farm in Boquete, Panama. Here's Erin's winning brew method:

The Gear: Kalita Wave Three Kettles (two flow restricted)

The Ingredients: 24 grams of Esmeralda Lino Lot (roasted by Counter Culture Coffee) Coarse grind, fines sifted: "We sifted them fines, gurl." – Katie Carguilo
380ml of water, just off boil

The Recipe:

Use high flow kettle for the first half of brewing.



45 second bloom

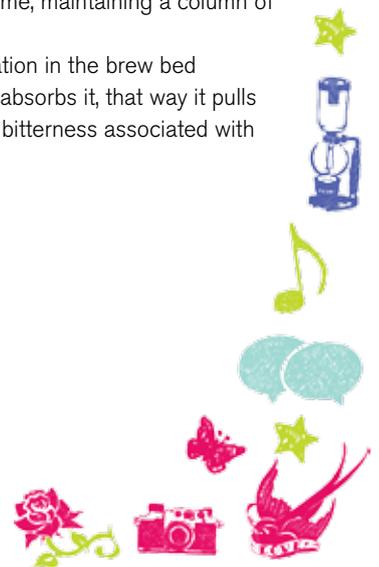
Use flow restricted kettles two at a time, maintaining a column of water above the grounds

The flow restricted kettle "limits agitation in the brew bed because the column of water on top absorbs it, that way it pulls out sweetness of coffee and not the bitterness associated with over extraction"

Total brew time: 3:30

SATURDAY 25.05.2013

REGION: Online



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WEB CLIP SPRUDGE

(CONTINUED)



THE BEST COFFEE BREWER ON PLANET EARTH: ERIN MCCARTHY, WORLD BREWERS CUP CHAMP!

By llewellyn Sinclair 25 May 2013

<http://sprudge.com/meet-the-worlds-best-brewer-erin-mccarthy-brewers-cup-champ.html>

To give the routine a little razzle dazzle, Erin used a gorgeous hand-built wood tray. With the help of Counter Culture Coffee's designers and Katie Carguilo, Erin developed this beautiful signage: Erin McCarthy is a machine technician at Counter Culture Coffee in New York City. Mr. McCarthy has been brewing coffee for the last ten years, getting his start at Gimme Coffee in Ithica, as well as spending a year in Athens, Georgia as a roaster for 1000 Faces. He moved back to New York City in 2009, four years ago.

Over some Bulliet bourbon, we asked Mr. McCarthy a few pointed questions:

Now that you're the best brewer in the world, what are you going to do next?

"Go to Dollywood!"

You told us that when you won the US Brewers Cup.

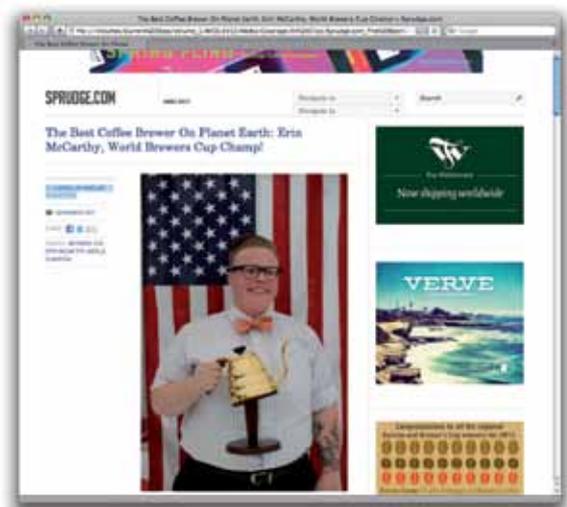
"I did? Oh, well I haven't had time. Actually, I am going to New Zealand with Sam Penix from Thursday to Thursday."

Awesome! Auckland?

"Auckland, yeah, and we're going to try to get to Wellington."

Fabulous.

Kiwis – if you're reading this, and you'll be 'round New Zealand, you ought to strongly consider getting together with Mr. McCarthy and Mr. Penix. If you're keen to take these two out for a nice time, email us at champsinNZ@sprudge.com.



SATURDAY 25.05.2013

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WEB CLIP CURRENT



THE MICE IS RIGHT FOR SUNBEAM'S LATEST SPONSORSHIP VENTURE

Published on Thu, 02/05/2013, 01:37:12, By Patrick Avenell

<http://www.current.com.au/2013/05/02/article/The-MICE-is-right-for-Sunbeams-latest-sponsorship-venture/MJRQQPBTOY.html>

Sunbeam has announced its sponsorship of the 2013 Melbourne International Coffee Expo (MICE2013), being held at the Melbourne Showgrounds on 23-to-26 May 2013. According to its website, MICE2013 will be a coffee exhibition and conference like none other in Australia or possibly the world. "MICE2013 will bring together the World Barista Championship, the World Brewers Cup, the inaugural Global Coffee Review Symposium and Australia's largest dedicated coffee trade show for a once in a lifetime event.

"In hosting the World Barista Championships and World Brewers Cup, the MICE2013 will be the culmination of decades of hard work that have seen the Australasian industry develop what is now being recognised as one of the strongest specialty coffee scenes in the world."

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Sunbeam general manager, marketing, John Turnbull said this was a perfect opportunity to showcase Sunbeam's coffee machine appliances.

"Sunbeam is extremely proud to sponsor and be a part of such an important event for the coffee industry, he said. "Sunbeam is one of the leaders in innovation of domestic coffee machines and makes commercially inspired products available to every Australian household.

"While Sunbeam is renowned for its extensive range of kitchen and domestic appliances, MICE2013 will provide the perfect opportunity for us to also showcase our flagship coffee machine, the EM7000 Cafe Series Espresso Machine."

Sunbeam joins Pura, Espresso Mechanics, Equal, Iveco, Cafetto, Jet Technologies, Vitasoy and BeanScene as a Platinum sponsor. Exhibitors include Breville, Jura Australia and Lavazza. Meanwhile, Sunbeam has this week be celebrating another



successful partnership with Channel Seven's hit cooking show My Kitchen Rules.

"Sunbeam's diverse range of appliances lends itself so well to Australia's highly successful reality cooking shows," Turnbull said. "Our products are designed with passionate home cooks in mind so programmes such as My Kitchen Rules showcase our ethos of tailoring products to the needs of everyday Australians."

Tags:

brevillejura-australialavazzamic2013my-kitchen-rulesunbeam



THURSDAY 2.05.2013

REGION: Online

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WEB CLIP THE REPORTER

BARISTA TO GROUND UP THE COMPETITION...EASY AS 123

Tara Miko, 3rd Apr 2013 6:00 AM

<http://www.thereporter.com.au/news/making-that-perfect-cup-of-coffee-in-the-morning-h/1814554/>

MAKING that perfect cup of coffee in the morning has turned into a life's passion for Pump@123 barista Deb Findlay. After taking top honours in Toowoomba for the people's choice category, Ms Findlay will today head to Brisbane to beat the best up-and-coming baristas at the Baristar Search as part of the Melbourne International Coffee Expo.

"I was amazed at how many people got behind me," she said. "I'm more excited because I'm looking forward to meeting people who are right into the industry and the specialty coffee side of things.

"I'm looking at it as an opportunity rather than a risk." Toowoomba barister Deb Findlay from Pump 123 is heading to Brisbane today to compete in the state finals of the Baristar Search competition. Toowoomba barister Deb Findlay from Pump 123 is heading to Brisbane today to compete in the state finals of the Baristar Search competition. Bev Lacey

Ms Findlay will be challenged to make five different coffees in 10 minutes, and has the full support of cafe owner Tracie Batzloff. "Deb is so passionate about coffee and no coffee ever leaves her hand unless it is 100% perfect," she said.



THURSDAY 2.05.2013

REGION: Online



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WEB CLIP TIME OUT

WORLD BARISTA CHAMPIONSHIPS 2013

23-26 May, Ascot Vale, Coffee,

The world's top competition for baristas is hitting Melbourne in May. Here's what it's all about...

<http://www.au.timeout.com/melbourne/restaurants/events/7206/world-barista-championships-2013>

The World Barista Championships are the Olympics of coffee – a battle royale between the most gunslinging coffee conjurers in the universe.

Now, for the first time, this high-octane competition is coming to Melbourne.

Melbourne has been trying and failing to win the bid to host the WBC for seven years. Crazy given we Melburnians know our city is the centre of the coffee world. Then again, until the inaugural Melbourne International Coffee Expo of last year, Australia didn't have a proper platform to push its caffeine agenda.

We've always had food and wine shows," says MICE director Clint Hendy, "but coffee was always tucked in a corner." What MICE did was gather Australia's coffee industry together to distil what made Melbourne a town of bean fiends.

The 2012 Expo not only connected specialist roasters with keen consumers but had spectacular competitions run by the Australasian Specialty Coffee Association (AASCA).

This consumer-trade show so impressed WBC reps, Melbourne was a shoo-in to host the big event in 2013. Hendy deftly handballs the praise: "We couldn't have got there without the support of the industry." Or the consumers, who at last count in 2012 were necking 2.1 billion coffees a year in cafés nationwide. The WBCs will showcase competitors from 50 countries pushing for the title of 2013 World Barista Champion. Be sure to cheer Australia's entry, Matt Perger, 22. Third in the 2011 WBC, this coffee prodigy studied the dark art in Copenhagen and Norway



before landing in Melbourne with Market Lane and, now, the St Ali group. Lachlan Ward from Sensory Lab (another St Ali venue) will be competing in the Brewer's Cup, where competitors showcase their mastery of pourovers and other filter coffee techniques. The WBC also finds coffee roasters and equipment specialists touting wares, and every coffee buff in town jittering around the

MONDAY 6.05.2013

REGION: Online



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WEB CLIP TIME OUT

(CONTINUED)

WORLD BARISTA CHAMPIONSHIPS 2013

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<http://www.au.timeout.com/melbourne/restaurants/events/7206/world-barista-championships-2013>

room. "There's a bar, and lounges for anyone who's had too much caffeine," says Hendry.

How the competition works:

Find and grind. Toast and roast. Tamp and clamp. Sip and trip. Being a barista at the WBC is a serious business. For starters, it's a race against the clock. Competitors (one finalist from 50 countries) have 15 minutes to prepare one cappuccino, one espresso and one fancy-pants signature drink for each of the four judges. That's 12 drinks in 15 minutes! It's not just about free-pouring a perfect rosetta or achieving the perfect taste either. Competitors need to know and communicate the story of their beans to justify why they've gone with their roasting style. Aside from this flare-bartending-meets-science-meets-art competition there's the Brewers Cup – where competitors have ten minutes to prepare a brewed coffee, be it a siphon, or pour-over.

World Barista Championships are part of Melbourne International Coffee Expo 2013.



MONDAY 6.05.2013

REGION: Online



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WEB CLIP

SOUTHERN HIGHLAND NEWS



THE CREAM RISES TO THE TOP

By Eliza Winkler, June 5, 2013, midnight. Matt Perger in action. Photo FDC

<http://www.southernhighlandnews.com.au/story/1548509/the-cream-rises-to-the-top/?cs=268>

BARISTA Champion, Matt Perger (formerly from Bowral) has proved to be the cr me de la cr me in the global coffee kingdom, coming in a sweet second at the 2013 World Barista Championships.

Last week thousands of coffee fans poured into the Melbourne Showgrounds to watch barista's from all over the globe battle it out for the world title.

Contestants from 53 countries came together for the four-day event, as part of the Melbourne International Coffee Expo. The competition promoted the excellence of coffee and advancing the barista profession.

A variety of contemporary coffee techniques were performed over the course of the event and the biggest trend for 2013 was the cooled espresso. Each contestant had 15 minutes to serve up a cappuccino, espresso and their signature drink, which is then judged by a panel of four.

Mr Perger stepped outside the box using brand new grinding and extraction techniques that fused espresso with the more traditional filter coffee.

He impressed judges with a deconstructed flight of different extractions as his signature drink. Mr Perger went even further by using specially made milk, produced by a boutique dairy farmer in Victoria, who fed the cow 'freckles' a special diet that would produce a certain flavour.

Matt cultivated his appreciation for coffee working casually at the Bradman Museum Caf while attending Oxley College and then moved to Melbourne to further pursue his passion. He now works for Specialty St Ali Roasters in Melbourne teaching, developing new techniques and travelling the world buying and trying new produce. Continued Page 3

Proud mother, Leigh Perger of Moss Vale said Matt's main focus was 'breaking new barriers' and unveiling the 'mystery' behind the increasingly popular espresso.

"He is extremely innovative in his approach and he looks at it from a



scientific point of view," she said.

"A former Australian barista champion said Matt was the Heston Blumenthal of coffee.

I just think, I can't imagine what is going to come next, when already he has done so much."

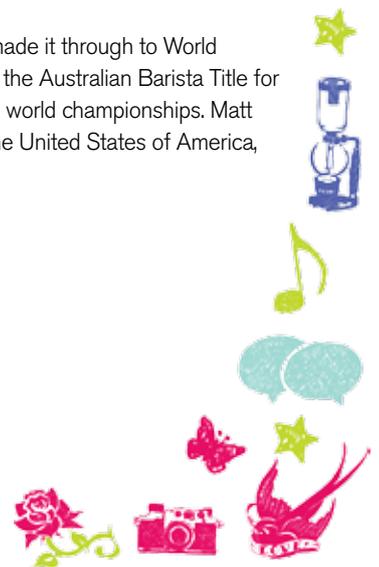
This will be the third time Perger has made it through to World Championships and he currently holds the Australian Barista Title for 2013 - a prerequisite for entry into the world championships. Matt came close behind Pete Licata from the United States of America, who placed first.

WEDNESDAY 5.06.2013

REGION: Online, AU

SECTION: Other

TYPE: Internet News - Australia



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WEB CLIP UGC AUSTRALIAN FOOD NEWS

AUSTRALIAN INTERNATIONAL COFFEE AWARDS 2013 WINNERS ANNOUNCED

June 11, 2013, Sophie Langley

<http://www.ausfoodnews.com.au/2013/06/11/australian-international-coffee-awards-2013-winners-announced.html>

Victoria's Cartel Coffee Roasters has been named as Champion Australian Roaster in the inaugural Australian International Coffee Awards (AICA). New Zealand's Toasted Espresso has been named as Champion International Roaster.

Announced at the opening day of the 2013 Melbourne International Coffee Expo (MICE2013) in May 2013, the Royal Agricultural Society of Victoria (RASV) presented two champion roaster trophies and three best in class trophies to local and international coffee roasters as part of the AICA.

A total of 174 medals were awarded – four gold, 30 silver and 140 bronze. Cartel Coffee Roasters also took out Champion Filter Coffee for its Cartel Roaster Sumatran Lintong.

Champion Espresso was awarded to New South Wales coffee company, Belaroma Coffee Roasting Company, for its Belaroma Single Origin. Champion Milk Based Coffee was presented to Queensland company The Coffee Roaster Pty Ltd for its TCR 33-BYS. "Australia is recognised globally for its outstanding coffee and its reputation as an international coffee capital has been further strengthened with the introduction of the AICA, which has been embraced by

the coffee community both in Australia and abroad," said Mark O'Sullivan, RASV CEO. The AICA is Australia's first international coffee roasting competition. It attracted 603 entries from more than 130 coffee roasters globally. Entries were judged by a panel of 28 experts, including highly-acclaimed barista and consultant Emma Markland-Webster, over three days at Melbourne Showgrounds.

Organisers of the AICA said the awards provide coffee roasters with an opportunity to have their coffee assessed and benchmarked by industry experts. Entrants also receive "valuable feedback" and are able to market their coffee with the AICA's seal of excellence.

The 2013 AICA champion trophy winners are:

- Champion Australian Roaster Trophy – Cartel Coffee Roasters, Victoria, Australia
- Champion International Roaster Trophy – Toasted Espresso, Takapuna, New Zealand
- Champion Espresso – 'Belaroma Single Origin Kenya Mukurwe AB', Belaroma Coffee Roasting Company, New South Wales, Australia
- Champion Milk Based Coffee – 'TCR 33-BYS', The Coffee Roaster Pty Ltd, Queensland, Australia



Coffee trends in Australia

The way Australians drink coffee has changed in the last decade. A report from market research organisation Roy Morgan Research suggested that consumption of barista-made coffee was on the rise, with fresh coffee purchases increasing from 24 per cent to 26 per cent between 2003 and 2011.

The report, 'The State of the Nation',

TUESDAY 11.06.2013

SECTION: Other

TYPE: Blog/ Internet UGC - Australia



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WEB CLIP UGC AUSTRALIAN FOOD NEWS

AUSTRALIAN INTERNATIONAL COFFEE AWARDS 2013 WINNERS ANNOUNCED

June 11, 2013, Sophie Langley

<http://www.ausfoodnews.com.au/2013/06/11/australian-international-coffee-awards-2013-winners-announced.html>

also found that a total of 55 per cent of Australians aged 14 or over went to a cafe for coffee or tea in previous three month period, up from 48.4 per cent in March 2003.

Mobile coffee cart franchise, Cafe2U, says that the continued growth in popularity of barista-made coffee has also seen the market for mobile coffee vans "boom".

Meanwhile, the Roy Morgan report suggested that Australians seem less excited about instant coffee. It found that in the five-year period leading up to June 2011, the number of Australians who purchased instant coffee in an average four-week period declined from 47 per cent to 43 per cent.

"The figures show that coffee palettes are maturing and members of the workforce are willing to leave work to get a decent coffee in place of having an instant coffee," said Derek Black, Managing Director of Cafe2U.

"However, being busy, workers might not always find the time to get to a cafe. Mobile coffee businesses such as Cafe2U are thriving in this current climate because we can bring this barista service directly to the worker. They can save time without compromising on quality," Mr Black said.

But the instant coffee sector has still seen growth in the last few years. According to data from global market research organisation Nielsen published in Retail World Grocery Guide 2012, the grocery value of instant coffee in 2012 was \$673.9 million, up 2.9 per cent from the previous year. Sales volume also saw a growth of 5.9 per cent.

According to the Nielsen data, Nescafe was the most popular brand of instant coffee in Australia, with 60.9 per cent value share and 59.6 per cent volume share in 2012. Moccona was the next biggest brand in the instant coffee market, with 23 per cent value share and 16.6 per cent volume share. Other popular brands in 2012 included International Roast, Jarrah and Lipton.



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WEB CLIP

PERTH NOW



BRISBANE COFFEE EXPERTS FROTHING OVER WHICH MILK MAKES BEST BREW

Frothing over best milk for coffee Source: News Limited BRISBANE coffee experts are urging caffeine fiends to rethink their orders, with soy milk losing its halo as the go-to dairy alternative. Health nuts are now embracing rice, oat and almond milk varieties, but which one is best for...

<http://www.perthnow.com.au/news/national/brisbane-coffee-experts-frothing-over-which-milk-makes-best-brew/story-fnii5v6y-1226663309605>

BRISBANE coffee experts are urging caffeine fiends to rethink their orders, with soy milk losing its halo as the go-to dairy alternative. Health nuts are now embracing rice, oat and almond milk varieties, but which one is best for your coffee? Purists such as Luke Shilling, a barista of 13 years, initially refused to serve soy milk at his cafe, Ltd Espresso in Fortitude Valley. "I only offered full cream milk because I wanted to provide what's best for the coffee, but I quickly learnt that ideals don't always match reality," he said. "People reacted with shock more than anything else. In today's day and age, we're so used to getting what we want, and we get taken aback when we're told no." Mr Shilling has since relented and offers soy, lactose-free and low-fat options. Milk has come a long way from the white liquid in a glass bottle that was once delivered to your door. These days, supermarkets carry an average of 150 varieties.

"We've always offered soy but we had people bringing in their own milk alternatives and asking us to texturize it," she said. "Rice and almond milks aren't great for flavour or appearance so we realised that we needed to introduce another option." Mrs Wolfe trialled rice, almond, low-fat, fresh and long-life lactose-free milks at different temperatures. "We found that the shelf-stable low-fat Zymil milk actually performed better than the full-fat and fresh lactose-free milks, based on flavour, appearance and how it affected the quality," she said. Mr Shilling says many customers opt for soy because they are lactose-intolerant. "Why did we just decide a couple of years ago that this would be our only dairy alternative?" he said. "The soy milk has a chemical reaction with the coffee, and starts to curdle, and it doesn't bring out the best characteristics of the bean." Mr Shilling has encouraged his customers to try something different.



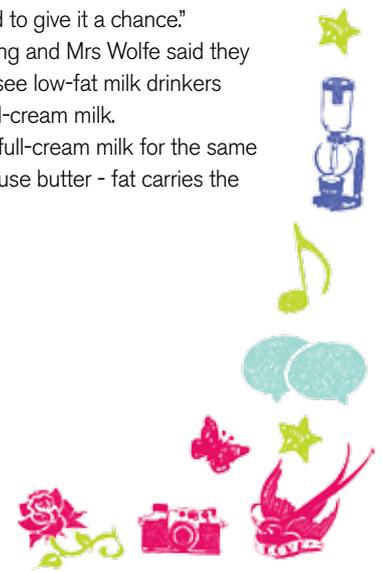
"I've managed to convert 50 per cent of our soy drinkers to black coffee," he said. "You just need to give it a chance." Both Mr Shilling and Mrs Wolfe said they would like to see low-fat milk drinkers reconsider full-cream milk. "Baristas like full-cream milk for the same reason chefs use butter - fat carries the

FRIDAY 14.06.2013

SECTION: Other

REGION: Online, AU

TYPE: Internet News - Australia



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WEB CLIP

PERTH NOW

(CONTINUED)



BRISBANE COFFEE EXPERTS FROTHING OVER WHICH MILK MAKES BEST BREW

Frothing over best milk for coffee Source: News Limited BRISBANE coffee experts are urging caffeine fiends to rethink their orders, with soy milk losing its halo as the go-to dairy alternative. Health nuts are now embracing rice, oat and almond milk varieties, but which one is best for...

<http://www.perthnow.com.au/news/national/brisbane-coffee-experts-frothing-over-which-milk-makes-best-brew/story-fnii5v6y-1226663309605>

flavour," he said.

Mrs Wolfe agrees.

"A double ristretto with full cream milk is the pinnacle of quality," she said.

WHAT'S THE BEST MILK FOR COFFEE?

Full cream: Always best, as the fat contents carries flavour. Non-homogenised, such as Maleny Dairies or Queensland (brand) milk is best, but avoid ones with a cream top as the coffee may be too oily.

Almond or Rice: Really thin when texturised and heated, so won't have the silkiness of real milk. The taste of the rice or almond will come through and butt heads with the espresso flavour, and the super-sweetness of the milk tends to overpower.

Soy: Can curdle when overheated, and the acidity level of the coffee can react in a negative way, like putting lemon juice on raw fish. The chemical reaction can cause a clumpy appearance.

Lactose-free: Still has the silky texture of standard milk, but can be a little less sweet

as the natural sugars cook off when heated. Room-temperature long life milk will work between than fresh, cold milk when heated.

Skim: Go for low-fat, rather than no-fat milks, which are too thin and doesn't have any fat to carry the flavour. Lesser fat does make the coffee taste stronger.

How to choose: Try making a full-fat and low-fat coffee and compare them side-by-side.



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REGION: Online, AU

TYPE: Internet News - Australia



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WEB CLIP

WEB THE WEEKLY REVIEW



WORLD BARISTA CHAMPIONSHIP™



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BARISTAS GIVE BEST SHOT ON WORLD STAGE

By Melissa Cunningham 03:20:AM 28/06/2013

<http://www.theweeklyreviewcity.com.au/story/1603982/baristas-give-best-shot-on-world-stage/?cs=24>

FOR Lachlan Ward, making coffee isn't just a job; it's a perfectly poured work of scientific art.

What began as a part-time job working as a barista three years ago has become a way of life.

The St Albans resident, 24, lives, breathes and excels in his artform as head barista of the acclaimed Sensory Lab in Melbourne CBD, a cafe owned by Melbourne coffee institution St Ali Coffee Roasters.

According to Ward, the secret formula to making the perfect coffee begins with a careful blend of freshly harvested seasonal coffee beans.

"There is a science to making a perfect coffee," he insists. "You need to understand what's going on in your espresso machine, you need to be in tune with what you are doing.

"A lot of the time it's by eye, by careful observation. But there is also a quantitative science behind what we do, a chemical equation."

The budding barista had modest beginnings in coffee-making, starting out at a Humble Pie Cafe in New South Wales when he was 17. It was there he discovered his love of making coffee.

But Ward has come a long way since then. Earlier this year, he finished third in the Victorian Brewers Cup competition and went on to win the national Brewers Cup. Last month, he represented Australia at the World Barista Championship – in the Brewers Cup category – held for the first time in Melbourne.

Ward spent six months training for the gruelling championship in which he competed against 52 international baristas. Each competitor performed a meticulously detailed routine in front of a live audience at a jam-packed indoor area at the Melbourne Showgrounds.

The competitors were examined by seven judges and had just 15 minutes to make four espressos, four cappuccinos and four of their own signature drinks. Points were awarded for taste, technique, look, professionalism, accuracy and consistency. "It was an electric buzz of really inspiring people who were pushing the boundaries on how we make and think about coffee," Ward says. "The beauty of it was the competition room was full of people who were just as inspired and interested in coffee as I am. "We were making coffee for the most receptive customers we will ever have,



competing against the best baristas the world has to offer."

Ward finished eighth in the world.

He now has his sights set on travelling next year to Kenya and Ethiopia, home of the original coffee trees.

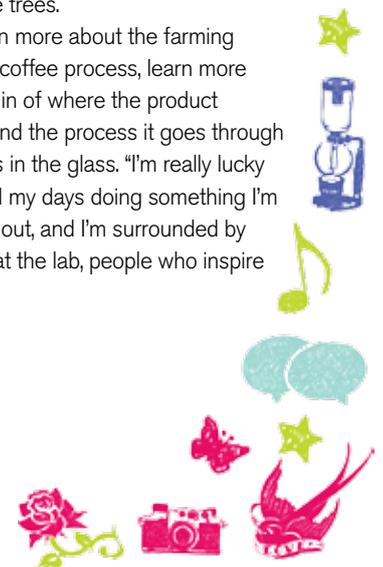
"I want to learn more about the farming aspect of the coffee process, learn more about the origin of where the product comes from and the process it goes through before it lands in the glass. "I'm really lucky in that I spend my days doing something I'm passionate about, and I'm surrounded by good people at the lab, people who inspire

FRIDAY 28/06/2013

SECTION: Other

TYPE: Internet News - Australia

REGION: Online, AU



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WEB THE WEEKLY REVIEW

(CONTINUED)

BARISTAS GIVE BEST SHOT ON WORLD STAGE

By Melissa Cunningham 03:20:AM 28/06/2013

<http://c.moreover.com/click/here.pl?z9168782816&z=1650248907>

me and who seek to be the best at what they do."

Fellow St Ali barista Matt Perger also competed in the championship, finishing second in the world behind American newcomer Pete Licata. SEE Matt Perger in action in our picture gallery of the World Barista Championships at the Showgrounds

Perger was crowned NSW barista champion in 2010, Australian champion in 2011, and finished third at the world barista championship in 2011. He's worked for Melbourne coffee institutions Market Lane Coffee and Axil Coffee Roasters.

St Ali sponsored professional coffee taster Ben Kaminsky from San Francisco to be Perger's coach in the lead-up to the competition. Ward and Perger were joined by Canadian barista Josh Tarlo, 25, who travelled from Toronto to represent his country and finished third in the world.

Tarlo has been a barista for six years for Pig and Iron Coffee Roasters and works at the Lit Espresso Bar in Toronto. He qualified for the championship after winning the Canadian Brewers Cup championship in April. Tarlo says the key to excelling in the coffee-making trade is falling in love with all aspects of the process.

"You need to fall in love with the biology of the coffee, the customer service aspect, the

experience of making," he says.

"You need to be passionate about what you do because coffee is a very subjective thing. What's a good coffee to one person may not be a good coffee to somebody else. You need to know what the consumer wants, whether they want a rich strong coffee or something sweet and chocolaty.

"I see myself as the last step in a very long process, so if I mess up I feel like I'm letting down all the hands that have touched those beans along the way."

Owner of St Ali Coffee Roasters, Sal Malatesta says Melbourne was selected to host the championship because it is leading the global "coffee renaissance". Malatesta says acclaimed baristas like Perger, Ward and Tarlo are pioneering a new brewing method which is sending shockwaves through the global coffee scene.

St Ali was selected to represent Australia in the championship for the fourth time this year and finished second behind America and ahead of Ireland, which came third.

St Ali are veterans in the international coffee scene, winning the world championship last year and finishing in the top three in the world in 2011 and 2010.

Malatesta says the vibe at this year's expo was "electric, emotional and patriotic".

He predicts specialty coffee circles will continue

to progress in a move away from commercial coffee roasters.

St Ali recently purchased a coffee farm in Columbia, and Malatesta says he's working in partnership with local farmers in South America to revolutionise coffee in Melbourne.

He says he wants to go to the regions of origin for coffee beans and invest in understanding farming and harvesting techniques to seek out the best-quality product.

"We are seeing a trend in the deconstruction of brewing equipment and revisiting old brewing methods in Melbourne," he says.

"Commercial-grade roasters are already seeing that this specialty movement is not a fad; it's a coffee movement. "There is a huge passion for specialty coffee in Melbourne, driven by eight to 10 individuals who are paving the way and are committed to linking the soil to the cup."

For Malatesta, coffee isn't just business; it's a way of life. "Coffee is a drug and with every drug there's a ritual," he says.

"That ritual has been part of my life for as long as I can remember. "It isn't a part-time business, it's a lifestyle choice."



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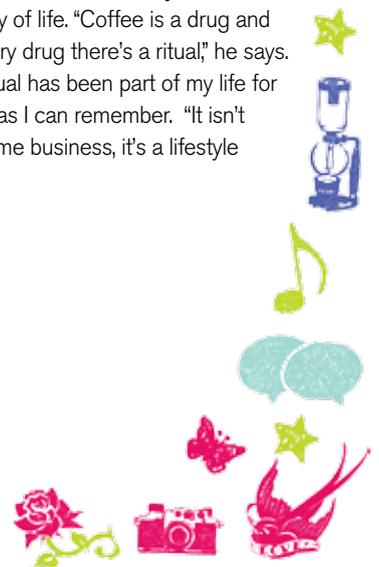
FRIDAY 28/06/2013

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WORLD BARISTA CHAMPIONSHIP™



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NO DAILY GRIND, COFFEE A SWEET SMELL OF SUCCESS FOR MELBOURNE YOUTH

By Prue Bentley

file:///Volumes/Current%20Data/Volume_1/MICE/2013/Media/Coverage/Web-ABC-Melbourne-No-daily-grind-coffee-a-sweet-smell-of-success-for-Melbourne-youth-020813.html

A group of disadvantaged young Melbournians are finding their strengths in a killer cup of coffee. In a nondescript Abbotsford warehouse, there's some last-minute cramming going on. But this is not for any regular test and there are no books or computers, just a big, shiny, industrial coffee machine. Grace is 17 and has just never really fit in at a regular school. "I moved when I was little quite a lot and then moved to India and moved back and moved out again so I'm finally in one place, hopefully."

She's completing her high school studies through an alternative VCAL program with Melbourne City Mission's, Melbourne Academy.

Instead of regular classrooms, the academy offers what they call 'learning spaces' across sites in the CBD, Braybrook and North Fitzroy. For young people who've become disengaged with traditional education, it's a way to get them back on track to a qualification.

The academy's coordinator Narelle Coulthard says they're always looking for new ways to get their students involved in vocational training and after a chance meeting with a coffee expert the program "The Brew Crew" was born.

She explains it's a way to take "some of our young people who have struggled maybe to

find where they fit within the community and match them with some of the best baristas in the world."

In a coffee-loving city like Melbourne, she says these sorts of skills open up a range of opportunities.

"You walk around the streets and they are laden with cafes... it's those engagement skills they're learning and those vocational skills and what it means to interact with other people, interact with the public, interact with employers.

They're the skills that are really important"

After some brief, intense training the five members of the Brew Crew will compete against each other, and they'll be judged according to the strict International World Barista Championship guidelines.

Grace has been teamed up with Craig Simon, the 2012 Australian Barista Champion who gave up his full-time career as a touring musician when his passion for coffee took over seven years ago.

"Coffee for me started out as a way to earn a bit of extra money and it's very quickly become my passion, I love it. I have a lot of fun doing all aspects of coffee."

He admits he loves sharing his knowledge with the next generation.

"We have a good time, it's really relaxed and friendly and she's learning really well and

she's really interested in the learning process and that as a teacher gives me a lot of energy to want to share all the knowledge that I've learnt."

Grace doesn't know whether she wants to become a champion barista but she says that just learning the skills involved in making a decent coffee has helped her to become more confident.

For a girl who until recently had hardly even drunk a cup of coffee, Grace can now not only identify a good coffee from bad, but different flavour profiles as well.

She says this is why this kind of schooling is finally working for her, "here we get the opportunity to learn many different things and try different skills... I've been here three months and look how far I've gotten already."

The Brew Crew competition is on Friday, 2 August 2013 between 6-8pm at the St Ali Family HQ, South Melbourne

1 AUGUST, 2013 3:05PM AEST

REGION: Online



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SECTION 03: BLOG COVERAGE



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BLOG CLIP

COFFEE SUPREME



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THE CREAM RISES TO THE TOP

<http://www.coffeesupreme.com/blog/3351/melbourne-international-coffee-expo>

Four days of coffee, coffee, and more coffee. The 2nd annual Melbourne International Coffee Expo was held over the 23rd -26th of May, showcasing the very best in what the Australian coffee market has to offer. From coffee roasters and machinery to revolutionary brewing equipment and packaging solutions, it was all there in abundance for industry and lay people alike to come and drink in.

This year's event saw a considerable growth on 2012, thanks in part to a greater number of exhibitors, but primarily as it also played host to the World Barista Championship and the World Brewers Cup. These are both keenly followed events where the world's best Baristas and brewers travel from all corners of the globe to battle it out for the esteemed title of World Champion.

The four days were broken into two halves; two industry days and two public. The two industry days allowed café owners, coffee roasters, and people generally associated with coffee to come and investigate new products, technologies, coffees, and potential ideas for their businesses.

The public days saw the numbers of attendees inflate, as thousands of people flocked to the show grounds to be part of it all. Visitors were able to test products, buy merchandise, watch competitions, and drink coffee until their hearts were content (or arrhythmic).

After a couple of months of hard work preparing for the event, our trans-Tasman

team came together for four days of flaunting our little corner of the industry. We had the pleasure of representing Chemex on our stand, where we were able to help bring their story to the world and articulate why we love their products so much. We had the great pleasure of hosting Eliza Grassy, Vice President of Chemex Corp, who had travelled down under from Massachusetts to spend the week kicking about with us.

We chose two delicious Colombian coffees to showcase Chemex with- Perla Del Sur and the El Desarrollo. These two then combined to produce the Nariño Blend, which we put through our Slayer Espresso machine. Both of these coffees came to us via our friend Willie of Heart Coffee in Portland. Willie also made the trip to Melbourne to spend some time with our team, talking all things coffee, roasting, and brewing.

The World Barista Champs came to a head on the Sunday, with the finals being played out between the top six Baristas. The home ground advantage gave Australian Matt Perger a big fan base, filling the stands, while the Kiwi population living in Melbourne came out in great numbers to support their boy Nick Clark. At the end of the day Pete Licata of the United States came out on top taking away the Championship, with Matt Peger second, and William Hernandez of El Salvador rounding out the top three. It was great to see this event being held in the Southern hemisphere for the first time.



We're pretty sure the strong coffee culture in Australia and New Zealand will ensure the return of the WBC many more times in the future.

With the dust settled after a comprehensive week of coffee and festivities, we can now look towards MICE 2014.

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WEDNESDAY 5.06.2013

REGION: Online

TYPE: Blog



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BLOG CLIP

DIMATTINA BLOG



MICE 2013
Author Kyle Petrie

http://dimattinacoffee.com.au/blog/entry/mice_2013

The Australian coffee industry is thriving! And this has never been more evident than over the weekend as Melbourne played host to the largest industry event to date, MICE 2013. It was a who's who of the Australian coffee industry as exhibitors presented expo goers with the latest in new products and trends. Whether you were interested in equipment, coffee, tea, chai powder or packaging just to name a few..this event had it all. There were also a lot of new roasters and exhibitors, new to the market and breathing life into the industry!

At Dimattina Coffee we were determined to showcase some of our latest single origins and blends but also highlight our history and tradition. We did this by purchasing and restoring an old 1960's VW (which was used as a coffee delivery van many years ago) and made this the focal point of our stand. Loaded up with a La Marzocco GB/5 and our newly acquired direct trade Nicaraguan La Esperanza we were wrapped that we were able to offer something truly unique and judging by the number of photos taken of the Kombi by the patrons...they were too. It was a massive hit.

For our resident coffee purists Kaya McCarthy and Jonathan Parkes a highlight of the expo was to be the introduction to and the cupping session of the Colombian El Roble HR61, the world's third most expensive coffee per kilo (\$285/kilo green).

The event was hosted by the team at Proud Mary's who had bid aggressively at auction in order to get their hands on one of the world's finest coffees and bring it to MICE for this exclusive opportunity. The cupping was exclusive to 60 people only (4 sets of 15 people). Thankfully as part of the cupping each person who attended was given 150g to take home and try for themselves, preferably as a pour over or aero-press which we can't wait to try.

The crowds poured in over the weekend as the World Barista Championships were also taking place in conjunction with MICE. It was the first time Melbourne would be hosting the championships and all the pressure was on Australia's very own Justin Timberlake look alike, Matt Perger. With an outstanding and unique routine Matt would go on to finish runner up to the USA's Pete Licata in front of close to 1000 home town spectators and by an incredibly narrow margin. Matt's second place finish follows his 3rd place finish in 2011 and his World Brewers Cup victory last year and further cements him as Australia's premier barista. All in all, an action packed weekend! It was great to get out to new cafes such as Annoying Brother (North Fitzroy), My Other Brother (Camberwell) and Code Black (Brunswick) and see how the Melbourne cafes operate. So much is going on in the Australian coffee scene and its events/



weekends like these that just reinforce our passion for coffee and for what we do. Our advice, make sure you get in nice and early and book your flights to Melbourne for MICE 2014 because if you love coffee as much as we do then it's a must.

TUESDAY 4.06.2013

REGION: Online

TYPE: Blog



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BLOG CLIP

FIVE SENSES COFFEE

TAKING BUSY TO A WHOLE NEW LEVEL

By Ashley Brian on Saturday, 25 May 2013 at 8:51 pm

<http://www.fivesenses.com.au/blog/2013/05/25/day-3-mice-opens-up-to-the-public-day>

We were a little apprehensive about Day Three of MICE. After two exceptionally busy industry-only days, we were preparing for an onslaught of people as the exhibition opened to the public, taking 'busy' to a whole new level.

Of course, the espresso bar was flat out. And why wouldn't it be? The four group, matt black powder-coated Synesso literally stopped people in their tracks and drew them to the counter. It was fantastic to see the crowd of people constantly filling the five metre stretch of brew bar to get a taste of our fresh arrivals from Central America, East Africa and India. Those waiting hovered in line, keeping their ears tuned to their closest brew bar barista for insider snippets of information on the origins before being served themselves. But enough about us! In addition to our bubble here at MICE, there's also this other little event going on next door called the World Barista Championships (you may have heard of it?) More about the finals tomorrow, but in the meantime here are the six finalists in no particular order:

Pete Licata – USA

William Hernandez – El Salvador

Matthew Perger – Australia (Go Team Perger!)

Nick Clark – New Zealand

Colin Harmon – Ireland

Francesco Sanapo – Italy



SATURDAY 25.05.2013

REGION: Online

TYPE: Blog



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BLOG CLIP

GASTROLOGY

2013 WORLD BARISTA CHAMPION ANNOUNCED

<http://gastro-logy.blogspot.com.au/2013/05/2013-world-barista-champion-announced.html>

A few minutes ago, World Coffee Events (WCE) announced Pete Licata from the USA, the champion of its 2013 World Barista Championship hosted at the Melbourne International Coffee Expo (MICE) in Melbourne, Australia.

Finalists

- Australia's Matt Perger from St Ali performed brilliantly, winning second place. The 2013 World Barista Final results are:
- Pete Licata, United States from Parisi Coffee
- Matthew Perger, Australia from St Ali
- William Hernandez, El Salvador from Viva Espresso
- Colin Harmon, Ireland from 3FE
- Nick Clark, New Zealand from Flight Coffee - Specialty Coffee Roasters
- Francesco Sanapo, Italy

A total of 51 National Barista Champions took part in the competition and the 2013 World Barista Championship is in Australia for the very first time as part of MICE, Australia's largest coffee show.

The finals of the 14th World Barista Championship entertained coffee fans from Australia and around the world. The 800 seat grandstand at Melbourne Showgrounds was filled and it has been live streamed by many unique viewers around the world.

For more information visit: www.worldbaristachampionship.org/.

You can view videos from MICE and the 2013 World Barista Championship at: <http://new.livestream.com/wbc2013>



SUNDAY 26.05.2013

REGION: Online

TYPE: Blog



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BLOG CLIP

GASTROLOGY

EVENT REVIEW: 2013 MELBOURNE INTERNATIONAL COFFEE EXPO

<http://gastro-logy.blogspot.com.au/2013/05/event-review-2013-melbourne.html>

In the midst of the excitement building around the World Barista Championships that will be held in Australia for the first time in history, Gastrology bloggers were invited to a one-of-a-kind presentation last night to witness what makes Matt Perger Australia's top barista.

Having won coffee competitions at the state and national level, Perger will be representing Australia at the World Barista Championships where he will be competing against over 55 other national champions at the Melbourne International Coffee Expo from 23 -26 May 2013.

For the competition, Perger has to prepare four espressos, four cappuccinos, and four coffee-based "signature drinks" for a panel of six judges – all in just 15 minutes!

We witnessed Perger show off his coffee-making skills at this exclusive media event and were privileged to hear Perger discuss the training it takes to become a Barista Champion, and the stardom that could follow if he takes the world title. With a history of success behind Perger (having placed third at the 2011 World Barista Championships in Colombia) we know he will do Australia proud. Australia's reigning Brewers Cup Champion Lachlan Ward was also present and demonstrated what exactly an alternative brewing method is.

Both Perger and Ward work for St Ali Coffee Roasters.

Images courtesy of BeanScene Magazine



WEDNESDAY 8.05.2013

REGION: Online

TYPE: Blog



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BLOG CLIP

THE AGE - GOOD FOOD

BUDDING BARISTA BATTLE

<http://www.theage.com.au/photogallery/good-food/budding-barista-battle-20130524-2k69c.html>

Through a gauntlet of coffee tests, the nation's top five budding baristas battle it out for the crown of Australia's inaugural coffee challenge – Baristar – at Lavazza's 2013 Melbourne International Coffee Expo stand. The five lucky latte lovers from each state complete a set of tasks created to test their specific barista skills, the 'perk' of their personality and their creative flair in the ultimate battle of the beans.



SUNDAY 26.05.2013

REGION: Online

TYPE: Blog



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BLOG CLIP

FIVE SENSES COFFEE

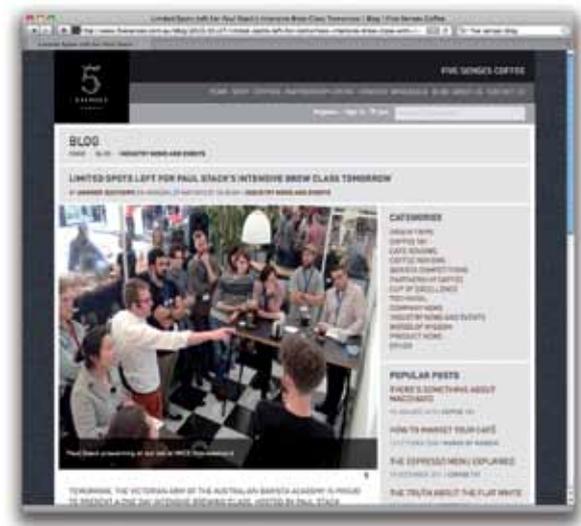
LIMITED SPOTS LEFT FOR PAUL STACK'S INTENSIVE BREW CLASS TOMORROW

By andrew easthope on Monday, 27 May 2013 at 10:48 am

<http://www.fivesenses.com.au/blog/2013/05/27/limited-spots-left-for-tomorrows-intensive-brew-class-with-paul-stack>

Tomorrow, the victorian arm of the australian barista academy is proud to present a one day intensive brewing class, hosted by paul stack (marco beverage systems).

The class has a strong practical focus, and will cover a diverse range of topics including great instructions on how to brew across a range of filter and automatic brewers, refractometry, brew charting, brew tasting (negative and positive brews will be analysed) as well as detail on the brewing process, a chemical overview of what's happening and analysis of flavour changes through the life of a brew. The full day class will include lunch and refreshments. Places are extremely limited, so please register your interest with andy easthope (andy.Easthope@fivesenses.Com.Au) to secure a spot.



MONDAY 27.05.2013

REGION: Online

TYPE: Blog



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BLOG CLIP MY CITY MELBOURNE

MELBOURNE INTERNATIONAL COFFEE EXPO

Posted on May 27, 2013 by mycitymelbourne

<http://mycitymelbourne.net/2013/05/27/melbourne-international-coffee-expo/>

It was one big caffeine hit over the weekend as Melbourne Showgrounds played host to the coffee expo and barista championships

The Expo

The coffee bean isn't actually a bean, it's the seed of a fruit. A seed that office workers crave each morning, a seed that people will socialize over and whom people can't operate without. Rocking up to the Showgrounds, the first trick was to enter the coffee expo and not the shooters exhibition in the next pavilion. The only shot I wanted was a double espresso and the smell of roasted coffee beans coming out the Grand Pavilion was enough to assure me I was going in the right direction. Every aspect of the coffee experience was catered for, from the beans to the machines and in attendance was everyone who plays a part in making Melbourne the coffee capital of Australia. They were all here and all here to give you a cuppa. A favourite was Code Black Coffee in Brunswick Street who endeavoured to make sure that everyone who walked past their stall was at least offered a coffee— a nice touch considering once you paid your \$20 entry, all coffee was included. It was a great day and its on every year,

so if you get a chance to go next year, I recommend taking the opportunity. As well as downing a few café style flat whites I took this opportunity to learn more and taste some of the less traditional ways of drinking coffee in this country.

There was three process single farm blends , the fruity espresso, siphoned coffee, pour overs and cold drips. A rather fascinating demonstration on what can be achieved with such an innocuous looking seed.

The Championships

While the expo is on every year, the Barista and Brewers Championships are more like the Olympics of coffee-making with contestants from all over the world battling in a variety of categories.

I made it to the stands for the "pour over" competition and while I don't think coffee-making will ever take off as a spectator sport, you have to hand it to them for trying with a commentator, live online video coverage and in the case of the Swiss national champ, a cheer squad with flags and banners.

There was a variety of prizes; everything bar an award for the barista with the funniest name, much to the disgust of the Russians who sent over Vasilii Ladygin.

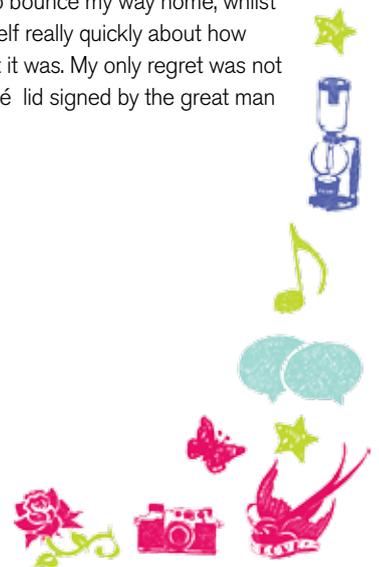


Afterwards you could try the competition coffees which I started doing before vaguely remembering that caffeine as opposed to water is not a drink you need 2-litres a day of. Thus I stopped at 1.5-litres and made the decision to bounce my way home, whilst talking to myself really quickly about how great an event it was. My only regret was not getting my latté lid signed by the great man Ladygin.

MONDAY 27.05.2013

REGION: Online

TYPE: Blog



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BLOG CLIP

IRON CHEF SHELLIE



LAVAZZA A MODO MIO & CHOCOLATE COFFEE TRUFFLE POTS

Posted by Iron Chef Shellie on June 10, 2013

<http://ironchefshellie.com/2013/06/10/lavazza-a-modo-mio-chocolate-coffee-truffle-pots/>

I've harped on about not being a coffee person HEAPS of times before. Only having a coffee perhaps... 3 times a year? Hm... yeah... I think I've been reborn... since High Coffee, I enjoy coffee now. And not some watered down latte with 3 sugars... oh no... the stronger the better, and don't even attempt to offer me sugar. I refuse to get addicted to it though, which is probably what put me off coffee to begin with. I didn't want to be one of those people who can't function without their morning coffee.

I was invited to attend the Lavazza A Modo Mio class at the recent MICE (Melbourne International Coffee Expo). Since I was a coffee n00b, I was a bit snobbish when it came to capsule/pod machines. I used to make the coffees at my first job at a bakery (that was about 10 years ago now!). I also make the coffees at my Grandma's house, with coffee beans, and the traditional manual milk frother. The concept of capsules didn't seem like the purist approach to making coffee which I didn't like. Well, did this class change my mind.

The pods are foil sealed ground coffee; this means they stay fresh. If you were to open a foil sealed bag, or freshly grind your beans, you need to use the whole amount ASAP

for optimum freshness, where as you can keep capsules around for a while as they are individually sealed.

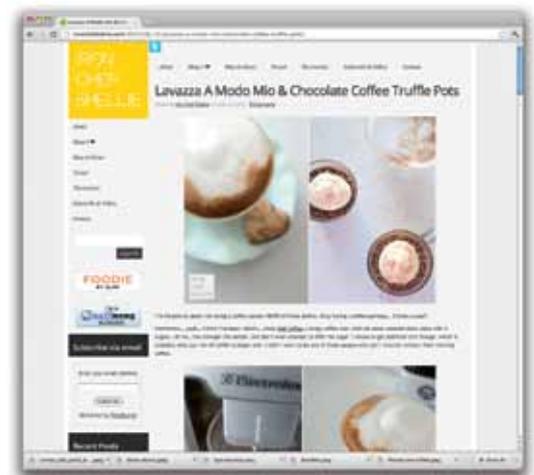
The machines we played with replicate the pressure of the big, professional machines 'Modo Mio' translates to 'My Way' - this means you can program the machine to suit the way YOU like YOUR coffee. Instead of using the pre-programmed buttons, you can program the machine to produce the amount of coffee you like.

Lavazza capsules contain 7.5g of coffee per capsule, where as other brands *cough* Nespresso *cough* only 5-6 grams per pod.

You can also get hot chocolate sachets to use with the milk frother

There are 8 different varieties available, so there will be no doubt you'll be able to find one to suit your tastebuds; including a decaf one for those interested. I'm still working my way through them all, so I can't really tell you which one my favourite is, but I'm liking Divinamente and Magicamente.

I was also lucky enough to be given a machine (thanks Lavazza <3) I've been trying my hand at latte art. I've been failing big time, but I am determined to get there!just not in one day, as I don't want to drink 30425434 coffees!



The model I have is the Lavazza A Modo Mio Premium Milk which has a handy automatic milk frother on the side. With the touch of a button I have perfectly warmed and frothed milk. It can also cold froth milk if I fancied and ice coffee or ice chocolate instead. This model retails for \$299.99. They also have a less expensive model on the market Lavazza A Modo Mio Premium for \$249.99. Of course I couldn't help but make a coffee dessert with my new gadget. This one is one easy mousse to make, with tasty results!

MONDAY 10.06.2013

SECTION: Other

TYPE: Blog/ Internet UGC - Australia



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