

MICE 2022 returns after three years

Australia's largest dedicated coffee event is back!

There's just two weeks to go until the international coffee industry descends on Australia's coffee capital to celebrate all things coffee at the Melbourne International Coffee Expo (MICE) from **27 to 30 September**.

The return of MICE after three years of postponements due to the global pandemic guarantees to be bigger, better, and more rewarding than ever.

Held at the Melbourne Convention and Exhibition Centre, MICE will host more than 170 exhibitors representing all sectors of the global supply chain, including coffee producers and green importers, equipment manufacturers, roasters, café owners, and baristas.

"I'm thrilled to finally see the industry back in Melbourne for what is a must-attend event for the coffee industry," says MICE Show Director Lauren Winterbottom. "MICE is not just a celebration of the country's coffee industry but an international destination for the global market to see, appreciate and understand why our country continues to be a global coffee icon."

MICE is the largest dedicated coffee show in the Southern Hemisphere. It launched in 2012 with the purpose to connect buyers and sellers, and bring industry members together in the one space annually to do business. It is a one-stop-shop to the latest and greatest technology circulating the global coffee industry.

This year, the expo boasts two **Roasters Alleys** displaying a huge line-up of Australia's best roasters, and the new **Roasters Marketplace**, the ultimate coffee bar for customers to pull up a pew and grab a brew. Guests can also visit the expanded **Origin Alley** to learn more about where coffee comes from, meet with the growers from around the world, and talk to the traders who form the connection between the growers and the roasters.

MICE2022 will also showcase the very latest innovations from equipment and specialty beverage companies as part of the **Product Innovation Awards**.

For the first time since 2013, MICE will host the **World Barista Championship (WBC)** and **World Brewers Cup** Championship. Australia will become the only country outside of the United States to host the World Barista Championship and World Brewers Cup more than once.

Anthony Douglas of Axil Coffee Roasters in Melbourne will represent Australia in the WBC. Anthony, a Melbourne barista and coffee training manager, has been competing in the Australian championship for seven years, and was finally crowned the national champion in August.

"It's an incredible time to be an Australian representative at a home event," Anthony says.

The WBC is the preeminent international coffee competition that focuses on promoting excellence in coffee, advancing the barista profession, and engaging a worldwide audience with an annual championship event that serves as the culmination of local and regional events around the globe.

More than 50 champion competitors each prepare 4 espressos, 4 milk drinks, and 4 original signature drinks to exacting standards in a 15-minute performance set to music.

Harry Ko of from green bean importing company Bennetts, will represent Australia in the World Brewers Cup Championship.

"I started making coffee back in Korea, and since I've been in Melbourne, I've learned so much about coffee, it's cultural significance and how the city treats coffee. To be representing Australia at the Worlds in Melbourne – a huge coffee city – really means a lot to me," Harry says.

The World Brewers Cup competition highlights the craft of filter coffee brewing by hand, promoting manual coffee brewing and service excellence. In this Championship, competitors prepare and serve three individual beverages for a panel of judges.

For a media pass to the event, and to coordinate interviews on-site, contact Sarah Baker: sarah.baker@primecreative.com.au Office +61 408 549 464.

About Melbourne International Coffee Expo (MICE2022)

The Melbourne International Coffee Expo (MICE) is the largest dedicated coffee show in the Southern Hemisphere. MICE2022 will welcome more than 170 exhibitors, featuring the latest in espresso equipment, coffee brewing devices, exotic and expensive coffee beans, roasting equipment, and more. For more information visit www.internationalcoffeeexpo.com

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