

MELBOURNE INTERNATIONAL COFFEE EXPO



12–14 MAY 2024

Melbourne Convention and Exhibition Centre

P +61 (3) 9690 8766

W www.internationalcoffeexpo.com

E internationalcoffeexpo@primecreative.com.au

MICE announces Australia's Favourite Coffee Award

For the first time in 2024, the Melbourne International Coffee Expo (MICE) will host an on-site competition to crown Australia's Favourite Coffee.

Australia's Favourite Coffee Award will be the first competition in Australian history solely judged by consumers and café owners, allowing them to live the life of a coffee judge for a day.

"This is an award for the people, and judged by the people of MICE," says MICE Show Director Lauren Chartres.

"We know how discerning Australia's coffee customers can be. They're the real test, the toughest critics, and a real portrayal of what it takes to cut through to the Australian market."

The competition will be open to all roaster exhibitors, with any category of coffee eligible to enter.

Visitors will vote for their favourite coffee throughout the event from 12 to 14 May at the Melbourne Convention and Exhibition Centre. The roaster with the highest number of public votes via the MICE app, or through QR codes at roaster's stands, will win the title of Australia's Favourite Coffee.

Participation at MICE has never been more accessible to roasters of every size, with Roasters Marketplace offering entrance-level exhibiting options. This includes stands that come fully equipped with Linea Classic S machine, Wally Milk Steamer, along with ancillary equipment and technical support. La Marzocco is proudly supporting Roaster's Marketplace at MICE.

"For the first time, we're ensuring that roasters of every size can take part in MICE, to showcase all the exciting up-and-coming brands to the market," Lauren says. "MICE is proudly an Australian event and this year we want participating roasters to have the chance to win ultimate bragging rights in what will be a hotly contested event."

The awards will run in addition to the annual MICE Product Innovation Awards, which celebrate innovation, and products that make a positive impact to the growth of the industry.

For more information to enter the competition, download the exhibitor guide

(insert exhibition guide download form) or contact Kate.Jennings@primecreative.com.au