



FIERA MILANO



**Press Office
Fiera Milano**

Rosy Mazzanti
Simone Zavettieri
+39 0249977457
+39 335 69992328
press.host@fieramilano.it

**Press Office
Il Quadrifoglio
Italy**

Mirella Mosca
+39 02 36596033
ufficiostampa@quacom.it
Other countries
Francesca Legnani
+ 39 02 36596033
press@quacom.it

Fiera Milano S.p.A.
+39 02 49977134
fieramilano@fieramilano.it
fieramilano.it

Press office

COFFEE: HOSTMilano CELEBRATES THE RESTART OF THE WHOLE INDUSTRY BY HOSTING THE SCA WORLD COFFEE CHAMPIONSHIPS 2021

- *SCA partnership: World Barista Championship, World Brewers Cup and World Cup Tasters Championship on the agenda*
- *In the 2021-2024 forecast, the Coffee Machine Vending sector will record one of the highest growth rates.*
- *The entire black bean supply chain at one event thanks to the simultaneous staging of TUTTOFOOD*
- *In total there will be more than 800 events in the program*

Milan, 21 July 2021. It is the event par excellence in the world of coffee, and this year it will be staged at **HostMilano**, the global equipment hub (**at fieramilano, from 22 to 26 October 2021**), which, like never before in its 42nd edition, will be the place-to-be not only for the entire world of the black bean, but more generally for the entire Ho.re.ca. sector. An event where more than 1100 exhibitors have already been confirmed (from 40 countries, with an international participation rate of almost 40%), and which, not by chance, was chosen by the Specialty Coffee Association (SCA) to host the top events in the Coffee, Tea, Bar, Coffee Machines, Vending sector, the **SCA 2021 World Coffee Championships - World Barista Championship, World Brewers Cup and World Cup Tasters Championship**.

Coffee: the relaunch starts at Hostmilano

The data says so, and the agreement signed with SCA confirms it. As for the other areas in which the event will be divided (next to **Coffee, Tea, Bar, Coffee Machines, Vending**, which counts for **33% of the total number of exhibitors**, there will be the top Italian and international companies in the Professional Catering, Bakery, Pizza, Pasta; Ice Cream, Confectionery and Furniture, Technology, Tableware sectors), the relaunch of the black gold world will begin at Host 2021.

"We are delighted to host the SCA 2021 World Barista Championships, World Brewers Cup and World Cup Tasters Championship this October. This news is further confirmation that this will be a crucial event for the relaunch, the place to be from which the world of hospitality will kick off stronger and more vibrant than ever, under the banner of innovation, sustainability and training. In particular, the SCA championships within SIC, the historic International Coffee Exhibition, which has always been a reference point for the coffee industry, round off a unique offer both in terms of the level of the exhibitors and the events represented. The date for everyone is 22-26 October, in person and in confidence", said **Simona Greco**, Global Exhibitions Director at Fiera Milano SpA.

"It is a pleasure to announce that the 2021 edition of the World Barista Championship, World Brewers Cup and World Cup Tasters Championship will be hosted at Hostmilano. I have always thought that taking part in the Fiera Milano



FIERA MILANO



**Press Office
Fiera Milano**

Rosy Mazzanti
Simone Zavettieri
+39 0249977457
+39 335 69992328
press.host@fieramilano.it

**Press Office
Il Quadrifoglio**

Italy
Mirella Mosca
+39 02 36596033
ufficiostampa@quacom.it
Other countries
Francesca Legnani
+ 39 02 36596033
press@quacom.it

Fiera Milano S.p.A.
+39 02 49977134
fieramilano@fieramilano.it
fieramilano.it

event would bring great added value. It will be especially so at a time like this, when our community will finally be able to meet again in person," added **Yannis Apostolopoulos**, SCA Chief Executive Officer.

In particular, according to the ExportPlanning data, the first quarter of 2021 has already shown a strong recovery of the out-of-home sector as a whole, both in terms of world trade and exports of Made in Italy. For the period 2021-2024 then, the forecasts based on the latest issue of the International Monetary Fund's World Economic Outlook, speak of a **return to accelerated development rhythms**, where among the most dynamic sectors will be the Coffee Vending Machines sector, with an average annual +7% in the value of world trade in euros and +7% in terms of Italian exports.

From the grain to the cup, all in one event

Coffee from A to Z. If one of the event's historic stars had to be present in the Rho Fiera exhibition halls next October, this year the whole world of the black bean will have one more reason to be there. For companies such as Gruppo Cimbali, Nuova Simonelli, Evoca Group, Blendtec, Marco Beverage System, Hausbrandt, Caffè Borbone, Gruppo IMA, Brambati, Global Coffee Industries, Ahlstrom-Munksjo, or for the most important international trade associations, the simultaneous holding of **TUTTOFOOD**, the reference hub for the agri-food ecosystem, will make it possible to exploit the synergies between two similar and complementary worlds. All this will put the spotlight on the relaunch of the entire supply chain: from the raw material to roasting, from grinders to espresso, Cold Brew and filter machines; from vending to the cup, to the finished product in all its forms, including large-scale distribution. For everyone, it will be an opportunity to take a close look not only at the latest innovations in professional equipment, but also to spot the trends that are shaping a sector in full evolution, including new consumer needs, the spread of contactless technologies and IoT-related solutions, from payment systems to sustainability.

Bar Cafe: all the events to mark in your diary

More than 800 events are on the agenda, including performances and national and international competitions that will see the participation of the greatest chefs, professionals from the world of coffee and masters of ice cream, chocolate and pastry. As always, for the major players in the world of professional hospitality, the must-see events during the five days of the event include the great showcase of the **SMART Label - Host Innovation Award**, the award that has become an international benchmark for everything related to innovation, organised by Fiera Milano and HostMilano in collaboration with POLI.Design Consortium of Politecnico di Milano with the patronage of ADI - Italian Association for Industrial Design. The spotlight will also be on "**Pasticceria di Lusso nel Mondo**" by Iginio Massari, the concept devised by the Master of Italian and international pastry, which will put one next to the biggest names in the sweet world at a global level.

But unique competitions and events, capable of attracting the interest of media and professionals, will also be on the agenda of the Coffee Bar sector. The various events will be organised by ALTOGA, the National Association of Coffee Roasters and Importers and Food Wholesalers, with the **7th Grand Prix of Italian coffee**, organised by Aicaf Accademia Italiana Maestri del caffè: the programme includes a



FIERA MILANO



**Press Office
Fiera Milano**

Rosy Mazzanti
Simone Zavettieri
+39 0249977457
+39 335 69992328
press.host@fieramilano.it

**Press Office
Il Quadrifoglio**

Italy
Mirella Mosca
+39 02 36596033
ufficiostampa@quacom.it
Other countries
Francesca Legnani
+ 39 02 36596033
press@quacom.it

Fiera Milano S.p.A.

+39 02 49977134
fieramilano@fieramilano.it
fieramilano.it

challenge between the best aspiring Italian baristas, who will be asked to compete in new preparations closely linked to Italian food and wine.

The **Second Italian Latte Art Grading Championship** aims to find the best milk producers in Italy. The winners of this competition will be admitted to the second edition of the **Wlags Battle (World Latte Art Grading System Battle)**; the prize will go to the barista with the most precise "hand" in making the patterns required by the competition rules. The Coffee Programme will be closed by **Coffee Addition - The itinerary event and coffee tasting corner**, organised by Aicaf Accademia Italiana Maestri del caffè and ALTOGA; an annual event among the pavilions of the fair, which this year will make use of the innovative flair of Gianni Cocco, ready to discover new recipes using coffee, chocolate, cocoa, spices and other local ingredients.