



2025 World Barista Championship to Take Place at HostMilano

Milan, Italy - May 21, 2024 – The world’s premier competitive coffee event — the World Barista Championship — is coming to Milan, Italy, taking place at HostMilano, October 17-21, 2025. HostMilano, held at Fiera Milano (Rho), is the global epicenter for the Horeca and Food Service industry, offering an unparalleled platform for innovation, networking, and showcasing the latest trends in hospitality.

The World Barista Championship (WBC) returns to Milan after last being hosted at HostMilano in 2021. The WBC focuses on promoting excellence in coffee and advancing the barista profession, with baristas demonstrating their expertise in crafting innovative espresso-based drinks across the espresso, milk, and signature beverage courses. Each 15 minute performance is evaluated by Certified Judges on a range of technical and sensory attributes, and the cutting-edge approaches and tools used on the WBC stage have extensive and enduring impacts on the industry. This highly competitive championship attracts the finest baristas from more than 50 Competition Bodies who will present their skills, creativity, and coffee mastery in a bid to claim the coveted title of World Barista Champion. The WBC is one of seven World Coffee Championships — annual skills-based competitions produced by the Specialty Coffee Association (SCA), and hosted at some of the most important global coffee trade shows.

“We are proud and delighted to welcome the SCA to Host 2025.”, said Simona Greco, Fiera Milano SpA Owned Exhibitions Director. “This important partnership consolidates HostMilano as a global reference for the entire coffee world and testifies to Milan’s role as one of the great coffee capitals of the world. The World Barista Championship, the most prestigious among the World Coffee Championships, will bring many of the world’s top baristas to the exhibition, attracting new target audiences of coffee lovers among hospitality professionals, and providing an opportunity to preview the most exciting new trends. We look forward to working with the SCA to outline a calendar of events that is sure to be unparalleled.”

"Given it's scale and importance, HOSTMilano is the perfect location to hold the World Barista Championship" said Yannis Apostolopoulos, CEO of the SCA. "The Fiera Milano team's commitment to excellence aligns perfectly with our mission to elevate the barista profession and showcase the finest talents on a global stage. As we gather in this iconic city, we not only celebrate the art of coffee-making but also pay homage to the timeless tradition that continues to inspire coffee lovers worldwide."

Since the groundbreaking introduction of caffè espresso at the 1906 Milan International World’s Fair, the city has remained a beacon of coffee craftsmanship and innovation, earning its status as the Espresso Capital of the world. Embracing Milan's storied coffee culture, the 2025 World Barista Championship will serve as a grand celebration of the beverage that unites coffee enthusiasts worldwide. The WBC is supported by 2022-2025 Qualified Sponsors; Espresso Machine Sponsor, Barista Attitude; Grinder Sponsor, Victoria Arduino; and Water Filtration Sponsor, BWT water+more. For more information about the World Barista Championship and HOSTMilano 2025, visit www.sca.coffee and host.fieramilano.it.

About HostMilano

HostMilano is the world’s leading exhibition for the professional hospitality and food retail sectors. Now preparing its **44th biennial edition** (at fieramilano in Milan-Rho from 17 to 21 October 2025), it stands out for its unique format that combines a thorough overview of the entire industry, with vertical insights into each sector, organized in [macro-areas by value chain affinity](#). It is attended by **dozens of thousands of professionals** from all over the

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world, ranging from importers and distributors, large-scale retail buyers and purchasing managers, hoteliers and restaurateurs, to chefs, pastry chefs, top baristas, and contract interior designers. The exhibition layout will be completed by [an impressive program of events](#), including data and trend presentations, expert talks, show cooking events, and international contests and competitions.

Salone Internazionale del Caffè (SIC) at Host

Historically, **coffee** has been one of the **main strengths** of HostMilano since its first editions. Because of its importance, the dedicated area sports its own brand identity as [SIC – Salone Internazionale del Caffè](#). The entire coffee value chain, from raw beans to the bar counter, is represented at SIC: **selected roasters, importers, producers and industry players from five continents, as well as the world’s top brands** all come to HostMilano, the place where the entire coffee business meets.

About the SCA

The Specialty Coffee Association is the largest global coffee trade association dedicated to making coffee better by fostering a global coffee community and supporting activities to make specialty coffee a thriving, equitable, and sustainable endeavor for the entire value chain. Through collaboration and progressive approaches, it supports the industry through research, standards, education, and events. Working around the world, the SCA elevates worldwide standards, providing value and connectivity to the growing global community. To learn more, visit sca.coffee or follow @specialtycoffeeassociation on social media.

About the WCCs

The World Coffee Championships are produced by the SCA. The World Coffee Championships portfolio includes seven annual skills-based competitions; the World Barista Championship, World Latte Art Championship, World Brewers Cup, World Coffee in Good Spirits Championship, World Cup Tasters Championship, World Coffee Roasting Championship, and the Cezve/Ibrik Championship; the WCC All-Stars program; and show features such as the Espresso Bar and the Brew Bar. Learn more at wcc.coffee

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