

# TEA & COFFEE

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*illycaffè:*

*An Obsession with  
Quality and a  
Passion for  
Sustainability*

- Packaging's Role in Single Serve
- Tea & Chocolate
- Women in Coffee: Part II
- What is Best for Coffee?



# NEW & NOTABLE

TEA & COFFEE REPORTS BREWING WORLDWIDE

## The Coffee Industry Converges in Seattle for Annual SCAA Event

The 26<sup>th</sup> Annual Specialty Coffee Association of America (SCAA) Expo and Symposium, known as “The Event,” took place at Seattle’s Washington State Convention Center April 23<sup>rd</sup>-27<sup>th</sup>. Starbucks Coffee Company served as the host sponsor, welcoming international attendees and exhibitors.

The Event began with a two-day Symposium that addressed issues pertinent to coffee stakeholders, including discussions around consumer communication and education to inform end users of the work producers, importers, exporters, and roasters are doing behind the scenes to ensure quality and sustainability. Satiating the demands of curious consumers is catalyzing a flurry of new retail models, apparent across Seattle in the forms of countless coffee shops and roasting facilities hosting tours, lectures and cuppings.

At The Expo’s opening ceremonies, Peru was celebrated as the host portrait country and the spirited Erna Knutsen, age 83, was honored with a Lifetime Achievement Award for her dedication to the specialty coffee industry. The 12<sup>th</sup> annual International Women’s Coffee Alliance (IWCA) breakfast further highlighted the crucial role women play in coffee industry, with the equally lively Chido Govera of Zimbabwe speaking to the ways pairing coffee with food crops can lead to resilience among the coffee lands’ most vulnerable populations.

On the Expo show floor, more than 750 exhibitors represented producers, exporters, importers, roasters, retailers, allied products and services, and supportive organizations. Harney & Sons Fine Teas Individual Serving Tea Capsule earned the title of Best New Product, Packaging.

In the US Coffee Championships Arena, 74 baristas, coffee brew masters, latte art pourers and cup tasters competed for national titles. Laila Ghambari of Seattle’s Cherry Street Coffee House became the new US Barista Champion. She will compete at the World Barista Championship, which will be held during the SCAE World of Coffee Event that takes place June 10<sup>th</sup> - 12<sup>th</sup> in Rimini, Italy.

In 40 lecture sessions, participants engaged in learning and conversations around topics ranging from direct trade business models to roasting tech-



The 26<sup>th</sup> Annual SCAA Symposium & Expo—The Event took place in Seattle in April.

<b>President</b>	Robert M. Lockwood
<b>Publisher</b>	Frederick A. Lockwood
<b>Executive Director</b>	Rob Lockwood
<b>Director of Exhibitions</b>	Frank B. Schuetze (Germany) Tel: +49 30 645 7212 Fax: +49 30 6409 1350 E-mail: fbsch@t-online.de
<b>Trade Show Manager Circulation Manager</b>	Mayuri Khemlani
<b>Trade Show Assistant</b>	Omaima Khan
<b>Accountant</b>	Roxanne Cordova-Melendez

### ADVERTISING REPRESENTATIVES

#### Austria, France, Switzerland, Germany, United Kingdom

Robert M. Lockwood  
Tel: +1-212-391-2060, ext. 109, Fax: +1-212-827-0945  
E-mail: robert@teaandcoffee.net

#### Benelux, Italy, Portugal, Spain, South America

Frederick A. Lockwood  
Tel: +1-212-391-2060, ext. 107, Fax: +1-212-827-0945  
E-mail: f.lockwood@teaandcoffee.net

#### Africa, Bulgaria, Caribbean, Central America, Greece, Scandinavia, Turkey

Rob Lockwood Jr.  
Tel: +1-212-391-2060, ext. 130, Fax: +1-212-827-0945  
E-mail: rob@teaandcoffee.net

#### Special Sales Representative

George E. Lockwood  
Tel: +1-413-548-9700, Fax: +1-212-827-0945  
E-mail: lockwood.george@gmail.com

#### Asia, Australia, Middle East, Oceania

Oliver Medcalf  
Tel: +1-212-391-2060, ext. 123, Fax: +1-212-827-0945  
E-mail: o.medcalf@teaandcoffee.net

#### North America

Scott Rogers  
Tel: +1-917-763-6478, Fax: +1-212-827-0945  
E-mail: s.rogers@teaandcoffee.net

#### Online Advertising, Sponsorships and Special Sales

Mark Siebel  
Tel: +1-212-391-2060, ext. 130, Fax: +1-212-827-0945  
E-mail: m.siebel@teaandcoffee.net

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3743 Crescent Street, 2nd Floor,  
Long Island City, New York 11101, USA  
Tel: +1-212-391-2060  
Fax: +1-212-827-0945  
Web Site: www.teaandcoffee.net



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Lockwood Publications produces the magazines: SMOKE, Smokeshop, Tobacco International, as well as the Ukers' Global Directory & Buyers' Guide

niques to adapting agronomic practices to suit different varietals. Attendees also participated in skill building workshops in classes ranging from green coffee grading to comparative cupping.

As a whole, The Event served as a forum for invaluable face-to-face conversation between existing partners and as a space for forming new industry relationships. Producers were able to meet existing buyers for the first time as well as secure new sales, but attendees from outside the

US were also intent on learning about the US's café culture. Jorge Luis Lagos Calix, a producer from Dipilto, Nicaragua, commented, "I'm not here looking for buyers. The main purpose of this trip is because my sister is opening a coffee shop in Estelí, Nicaragua, where she's going to serve coffee from our farms. She wants me to look for equipment and technology."

The Event was also an occasion to celebrate successful collaborations and announce new initiatives. Farmworkers

from Ipanema Agricola in Alfenas, Minas Gerais, Brazil, and Finca La Revancha in La Dalia, Nicaragua, made their first visits to the US in order to speak about the to the US to speak about the successful Fair Trade USA certification of their respective of estates through pilot projects extending new benefits to farmworkers. At the Coffee Quality Institute luncheon, Governor Sergio Fajardo of Colombia's Department of Antioquia spoke about the "Antioquia: Most Educated" initiative he's spearheading to encourage "education as the engine for social transformation" in the most populous and largest coffee producing state of Colombia.

The Event upheld its reputation as being a "forum of firsts," with Ethiopian producers who'd been selling to Starbucks for years making a pilgrimage to Pike's Place Market, while producers and roasters held private cupping sessions where new coffees hit palates for the first time.

In addition to serving as the host, Starbucks sponsored a tour to its facility in Kent, Wash. The "flexible" facility processes whole, ground and soluble (this summer) coffee, as well as tea.

The 2015 27<sup>th</sup> Annual SCAA Event will also be held in Seattle at the Washington State Convention Center and for the first time, will host the World Barista Championship.—RN

**Think Coffee Charts New Territory**

Entering one of Think Coffee's five Manhattan café locations seems akin to that of many other Greenwich Village coffee houses. There are tasty pastries and grilled cheese sandwiches for sale, college students clustering around tables covered with open textbooks, and people rushing out the door with lattes in hand.

This type of retail environment is the sole way in which many consumers experience coffee. Though Think's cafés may feel familiar, the back of house logistics and tree-to-cup supply chain structure are far from traditional.

Think Coffee is an outlier among cafés; it sources 100 percent of its green coffee. Think is not a roaster; it toll roasts with several roasters, including Plowshares in Hillburn, New York, Longo Coffee and



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