



**FOR IMMEDIATE RELEASE**

## **North America's Largest Specialty Coffee Tradeshow Welcomes Over 400 Exhibitors Bringing Cutting Edge Industry Products to the Show Floor**

**March 18, 2022** — The Specialty Coffee Association (SCA) welcomes over 400 Exhibitors to next month's Specialty Coffee Expo show floor in Boston, MA, April 8-10, bringing with them the industry's most cutting-edge products and showcasing leading innovation in specialty coffee. This year's event also features a sold out Roaster's Village, welcoming attendees to explore and taste coffees produced and roasted by some of the best roasters in the industry, and the highly anticipated 2022 U.S. Coffee Championships (USCC), an exciting three days of fast paced competitions where coffee's best Roasters, Tasters, Brewers, Baristas, Barkeepers and Latte Artists will compete for the USCC title in six national competitions.

This event, being the only one of its kind in North America, serves as the premier opportunity for diverse professionals in not only in coffee but also food and beverage, packaging, research, and agriculture to grow their businesses, learn from industry experts and network with specialty coffee's leading industry decision makers face to face. CEO Carlo De Sordi, representing Specialty Coffee Expo 2022 Sponsor, Sanremo Coffee Machines, says that this event provides them the opportunity to "encourage global coffee communities and promote coffee culture". De Sordi adds, "For our company these moments are essential because they allow us direct contact with our community, which means a lot to us."

As the industry's standard setter, the SCA has built a solid reputation over the last 30 years providing the most up-to-date, qualified information and community tools to succeed in specialty coffee. Long-time Expo Exhibitor and title sponsor of the event, Pacific Foods' Director of Foodservice Marketing, Debra Kaminski states, "Pacific Foods Barista Series is so excited to welcome the specialty-coffee community to Boston as the Title Sponsor of the 2022 Expo. The coffee world has had fewer opportunities to come together due to the challenges of recent years, and we will savor the chance to unite once again."

On the Coffee Community's excitement surrounding the upcoming event, SCA Chief Executive Officer, Yannis Apostolopolus states, "This year, more than ever, we are celebrating the heart of the specialty coffee community, whose passion and resilience continues to lead us through challenges and keeps us connected every day. Thanks to the ongoing support from our dedicated sponsors, exhibitors, and visitors we are excited to feature the much-loved show features of Expo, when we return to Boston next month. There is so much to celebrated when the coffee community comes together."

See a list of the major industry players Exhibiting on the show floor this year at <https://coffeexpo.org/whos-exhibiting>.

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As COVID-19 cases steadily decline in the Boston area, we are grateful for the opportunity to gather with newly adjusted [COVID-19 Entry Requirements](#). We invite you to join us in Boston as an Attendee or Exhibitor – there’s still time to register! More information at <https://coffeexpo.org/>

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#### Note to Editors

- [Promotional Graphics for Press](#)

#### About the Specialty Coffee Association

The SCA is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. The SCA’s purpose is to foster global coffee communities to support activities to make coffee a more sustainable, equitable, and thriving activity for the whole value chain. From coffee farmers to baristas and roasters, our membership spans the globe, encompassing every element of the coffee value chain. The SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building an industry that is fair, sustainable, and nurturing for all, the SCA draws on years of insights and inspiration from the specialty coffee community. Learn more at [sca.coffee](https://sca.coffee).

#### About Specialty Coffee Expo

The Specialty Coffee Expo was designed to be the coffee professional's one stop shop for everything they need to succeed in the coffee industry. As the industry's standard setter, the SCA has built a solid reputation over the last 30 years of providing the most up to date, qualified information and providing our members the tools to succeed.

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