



## FOR IMMEDIATE RELEASE

### Registration is Open for Re:co 2020 and the Re:co Fellowship Program

**June 18, 2020** — Registration is now open for the 2020 Re:co Symposium, recast as a global digital experience, and for applications for the Re:co Fellowship Program. The online symposium will take place July 16-17, followed by ongoing content and engagement activities.

A gathering of the greatest minds and most influential leaders in the coffee industry, the event is renowned for its high-level focus on the most important topics shaping the present and future of coffee. In its newly-imagined digital format, Re:co aims to grow in reach, accessibility, and impact.

Re:co will offer five session tracks this year, focused on the pressing challenges, obligations, and opportunities for our industry in an era of massive change. Talks from over 15 experts and industry leaders will focus on the impacts of COVID-19 on the specialty coffee market, the pressures it puts on an already challenged coffee supply chain, the role of innovation in moving forward, and the urgent need for action to address racial inequality across the value chain.

Throughout the program, there will be multiple chances to engage both speakers and attendees in the kind of deeper discussion that builds valuable bonds and connections. Re:co's signature coffee service and sensory experiences will also return to this year's program, re-cast for the home or office through curated kits shipped to participants.

To continue Re:co's commitment to welcoming and engaging many different leaders and voices, a new application window for 2020 Re:co Fellows is now open alongside registration, with applications due by June 26.

#### Re:co 2020 Session Topics:

- State & Future of Specialty Coffee
- Pathways between Farm and Consumer: Mapping Specialty Coffee
- The Changing Consumer Experience of Specialty Coffee
- Race, Specialty Coffee, and the Urgent Need for Progress
- Creating our Future: The Role of Innovation in Specialty Coffee

To meet the speakers and to register, visit [recosymposium.org](https://recosymposium.org).

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## Note to Editors

- [Download Re:co 2020 promotional graphics](#)

## Special Thanks to Our Sponsors

Re:co 2020 is made possible thanks to the generous support of our sponsors. Re:co's networking & discussion platform is being sponsored by Chemex. The State & Future of Specialty Coffee programming track is being sponsored by Simonelli Group. The Fellows Program is being sponsored by Pacific Barista Series, illy, and the Ernesto Illy Foundation. The Coffee Service is being sponsored by Danone. The Sensory Experience Program is sponsored by TODDY and Rishi Tea, with coffee provided by Stronghold. Additional sponsorship support is being provided by SAFE Platform, Curtis, Miir, Urnex, and RGC Coffee.

## About Re:co Symposium

Re:co Symposium is a unique event designed for high-level discussion, leading innovation and strategy development for those passionate and influential in the world of specialty coffee. Through engaging discussions, interactive experiences and a gathering of speakers from around the world, Re:co looks at all aspects of the specialty coffee market — from the challenges we face to solutions we can create to approaches for growth and development through collaborative conversations. Learn more at [recosymposium.org/](https://recosymposium.org/).

## 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).

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