



FOR IMMEDIATE RELEASE

SCA Announces First Event of the 2020 Sensory Program: Sensory Summit at UC Davis

October 16, 2019 – Sensory Summit, a two-day conference designed to educate, inform, and inspire the specialty coffee sensory professional, will return to the purpose-built Sensory Theatre inside the Robert Mondavi Institute at the University of California Davis January 30 – February 1, 2020. The 2020 event marks both the conference’s third instance UC Davis as well as the first in a series of Sensory events that will take place across the globe in 2020.

This year’s event, presented by both academics and practical coffee professionals, will focus on recent research in extraction, post-harvest processing, fermentation, green coffee defects, multisensory perception, and consumer preferences. The intensive two day program of seminars and workshops will provide attendees with valuable information and direct sensory experiences (tasting, smelling, etc.) in every session. Confirmed speakers include:

- Professors Jean-Xavier Guinard and William D. Ristenpart of the UC Davis Coffee Center
- Research Scientists Sophia Zhang and Florac De Bruyn
- Post-doctoral Fellow Molly Spencer
- Post-doctoral Researcher Fabiana Carvalho
- Graduate Student Researchers Mackenzie Batali, Andrew Cotter, and Sarah Yeager

More speakers and subsequent Sensory Program events will be announced in the coming weeks. Registration for the UC Davis event, limited to 100 attendees, will be open from October 15, 2019, with early bird ticket pricing available until December 14, 2019. For more information or to register, visit sensorysummitus.coffee.

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Contact

Vicente Partida
SCA Communications Director
Email: press@sca.coffee

UK OFFICE
p +44 1245 426060

Oak Lodge
Leighams Road
Bicknacre
Chelmsford
Essex
CM3 4HF
United Kingdom

US OFFICE
p +1 562 624 4100

117 West 4th
Suite 300
Santa Ana
California
92701
United States

www.sca.coffee





Notes to Editors

Sensory Summit UC Davis: January 30 – February 1, 2020

- [Sensory Summit Press Kit](#)
- [Speaker Bios and Photos](#)
- [Event Schedule](#)

About the Specialty Coffee Association

The Specialty Coffee Association (SCA) is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. 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.

About Probat

Since 1868 PROBAT has stood for pioneering solutions in the processing of coffee. We have become the world market leader in machinery and systems for the coffee and food industry. We employ over 900 people around the world at sites in the USA, Brazil, Italy, Scotland, India and Canada. We also share a passion for coffee and a fascination for technology with representatives in over 40 countries. Each one of these is an important brand ambassador for PROBAT. Learn more at probat.com.

UK OFFICE
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