



FOR IMMEDIATE RELEASE

Registration is now open for World of Coffee Athens, June 22-24, 2023!

May 9, 2023 — Visitor registration is now open for the 2023 World of Coffee trade show taking place June 22-24, 2023, at Athens Metropolitan Expo in the historic city of Athens, Greece. World of Coffee is Europe's premier coffee trade show, organized by the Specialty Coffee Association (SCA) and proudly supported by Host Sponsor BWT water+more.

Following the success of World of Coffee Milan 2022, World of Coffee Athens 2023 is predicted to be the biggest and best World of Coffee event yet with over 300 exhibitors and 10,000 attendees from over 80 countries around the world. We look forward to bringing World of Coffee's ever-popular show features to Athens, including:

- Best New Product Competition
- Coffee Design Awards
- SCA Lectures and Workshops
- Cupping Rooms
- Roaster Villages
- Green Coffee Buyers & Sellers Program
- Four World Coffee Championships:
 - World Barista Championship
 - World Brewers Cup
 - World Cup Tasters Championship
 - Cezve/Ibrik Championship

On the community excitement surrounding the upcoming event, SCA Chief Executive Officer, Yannis Apostolopoulos says:

"This year, the Specialty Coffee Association is preparing for the largest World of Coffee trade show ever with more attendees, show features, and exhibitors than ever before. As one of the world's oldest cities, Athens, Greece is a city where the classical era meets modernity with unparalleled hospitality. It is a city with an established tradition of coffee culture and a capital for the modern specialty coffee industry, making it a natural host city for World of Coffee in 2023."

Dr Frank Neuhausen, General Manager of long-time Host Sponsor and exhibitor, BWT water+more states:

"We are looking forward to meeting all partners along the coffee chain at the World of Coffee in Athens, supporting all exhibitors on site with our water solutions for coffee and

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showing all visitors how individually treated water supports their efforts to achieve the perfect cup of coffee. As an internationally specialist of water optimization, we at BWT water+more have an overview of the global water situation and support the international barista scene with all our know-how. And a show like the World of Coffee is the perfect playground for this!

With our leading technology and as the inventor of sensory-oriented water optimization for the coffee industry, BWT water+more offers the world's largest portfolio of filter solutions and optimization systems with which users can optimally prepare any local drinking water for coffee preparation - both in terms of maximum machine protection and the best possible extraction of flavours.”

Portrait Country: Guatemala

Each year, the SCA partners with a coffee producing country to highlight the work of its farmers and the unique characteristics of their coffees. In 2023, we welcome back Guatemala, represented by the brand Guatemalan Coffees as official Portrait Country of World of Coffee Athens. Attendees are invited to discover the diversity and complexity of coffees produced in this vibrant Central American nation.

Regarding this partnership, José Tulio González, President of Anacafé (Guatemalan National Coffee Association) says:

“As this year’s Portrait Country, we are thrilled to bring the enthusiasm and excitement of Guatemalan Coffees to the coffee scene in Greece and of course Europe, being able to showcase what makes Guatemalan Coffees so special and what we are doing to lead the coffee industry with a dynamic and innovative approach. We look forward to seeing you on the show floor and join us for Guat’s Next!”

Roaster Villages at World of Coffee

Due to demand and exceptional popularity, World of Coffee Athens will host two Roaster Villages for the very first time - **Roaster Village West** and **Roaster Village East** – both centrally located on the show floor to celebrate Europe and the world’s best small and medium-sized coffee roasting companies and wholesalers. The Roaster Villages at World of Coffee 2023 are proudly supported by Rocket Espresso Milano and La Marzocco.

Educational Opportunities at World of Coffee

World of Coffee Athens will also feature an extensive offering of educational opportunities, including hands-on **Workshops** for advancing practical skills and knowledge, refining sensory acuity, tactics for business development, sourcing, and sustainability. World of Coffee will also host informative, live **Lectures** by experienced industry professionals, academics, and trusted authorities on subjects including organic sciences, emerging technologies, management and marketing, human resources and staff management, company culture, sustainability, and climate change.

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World of Coffee Athens is made possible with support of its commercial partners and sponsors. With special thanks to Host Sponsor BWT water+more, Diamond Sponsor Dimello, and Portrait Country Guatemalan Coffees.

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Resources:

- [World of Coffee Athens 2023 Logos](#)
- [Roaster Villages](#) (worldofcoffee.org)
- [Best New Product Competition & Display](#)
- [Coffee Design Awards](#)
- [Green Coffee Buyers & Sellers Program](#)

About BWT water+more

As a water optimization specialist operating on an international footing, we at [BWT water+more](#) have an overview of water situations worldwide and support the international barista scene with our full know-how. We know what really counts—comprehensive protection for machinery against limescale and corrosion. And we have the vision for much, much more: more enjoyment, and more success—through our sensory water optimization, enabling baristas to reach unimaginable heights of flavor and celebrate boundless triumphs.

Anywhere in the world, and whatever the water situation. Modern water treatment that extracts maximum flavor from brown beans! And that is true everywhere and at all times, regardless of the point of use. For problem-free repeatability and boundless enjoyment. That requires comprehensive vision for the water situations around the world.

The technological advances by BWT water+more provide the ideal conditions for success in the hotel/restaurant/café sector. With clever filter systems and package solutions,

BWT water+more has the world's biggest product portfolio for optimizing water for specialty coffees, hot and cold beverages, baking, steaming, and dish-washing engineering.

Founded in 2005, the water filter specialist is a member of the global Best Water Technology AG (BWT). Founded in Austria in 1990, the BWT Group is a leading player in the water treatment industry, with approx. 5,000 employees in 70 subsidiaries and affiliates. Learn more at www.bwt-wam.com.

About the Specialty Coffee Association

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The 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. 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 a fair, sustainable, and nurturing industry for all, SCA draws on years of insights and inspiration from the specialty coffee community. For more information, please visit www.sca.coffee.

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