



FOR IMMEDIATE RELEASE

Specialty Coffee Expo 2021 is heading to New Orleans September 30 – October 3, 2021

May 5, 2021 — The Specialty Coffee Association is pleased to announce that Specialty Coffee Expo will return September 30 to October 3, 2021 in the city of New Orleans, Louisiana. Many of the popular Expo features will return with new COVID-19 safety measures in place.

Alongside both long-time and new exhibitors in the Exhibits Halls, returning show features include the Best New Product Awards, Coffee Design Awards, Roaster Village, US Coffee Championships, and more.

"We are extremely excited to be welcoming our community to a physical trade show again after over a year of not having met in person", says Yannis Apostolopoulos, Chief Executive Officer of the SCA. "The effective health and safety guidelines and regulations we are putting in place prioritizes the safety of attendees and exhibitors, and allows us to bring back much-loved Expo features."

More information about how the show will transform in order to maximize the safety of attendees and exhibitors, will be provided in the upcoming months as the state and local health authorities, the Center for Disease Control, and the World Health Organization continues to update guidelines.

Registration for Expo will open on June 1, 2021, with discounted pricing available through August 18, 2021.

Make sure you don't miss out on information, by subscribing to the Expo mailing list at coffeexpo.org.

UK OFFICE
p+44 1245 426060

Oak Lodge
Leighams R
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





Contact

Kimberley Bates
Marketing Manager
Email: press@sca.coffee

Note to Editors

- [Download Expo promotional graphics](#)
- [Coffee Expo Website](#)
- [View the Expo 2021 COVID-19 Safety Measures Page](#)

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.

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