



FOR IMMEDIATE RELEASE

Registration is Now Open for the 2020 World of Coffee Trade Show in Warsaw, Poland

January 15, 2020— Visitor registration is now open for the 2020 World of Coffee trade show taking place June 18-20 at the PTAK Warsaw Expo in the Polish capital. World of Coffee is Europe's largest coffee trade show organized by the Specialty Coffee Association (SCA) and supported by Host Sponsor BWT water+more.

Traveling to a different European city each June, World of Coffee is the essential event for coffee professionals, drawing a loyal audience from the global specialty coffee community, more than 80% of whom return every year. The event has more than tripled in size and stature over the last six years, growing from 3,000 visitors and 45 exhibitors to over 11,000 visitors and 300 exhibitors.

Features at World of Coffee 2020

The backbone of World of Coffee is the dynamic 6,500 sqm exhibition featuring over 300 of the world's leading coffee and Horeca industry suppliers. Europe's largest coffee trade show is also a festival of innovation and learning featuring:

- The 2020 World Latte Art (WLAC), World Coffee in Good Spirits (WCIQS), World Cup Tasters (WCTC), World Cezve/Ibrik (WCIC), and the World Coffee Roasting Championships (WCRC)
- [Dozens of lectures](#) delivered by coffee professionals from around the globe
- [Two busy cupping rooms](#)
- [A week-long social program of parties and networking events](#)
- [The ever-popular Roaster Village](#)
- The coveted [Best New Product Awards](#) and [Design Lab Showcase](#)
- The SCA Shop

Early Bird Pricing

SCA members receive free registration for World of Coffee Warsaw through January 29 by using the registration link sent via email. Early bird registration rates for non-members are available until March 31 on the event website.

More information about World of Coffee Warsaw is available on the event website at <https://worldofcoffee.org/>.

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Resources

- [Request a media badge](#)
- [Download the WOC 2020 logo](#)
- [Download the WOC 2020 photo kit](#)

About the Specialty Coffee Association

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. 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 <https://sca.coffee/>.

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