



FOR IMMEDIATE RELEASE

Registration is Now Open for the 2022 Specialty Coffee Expo & Re:co Symposium in Boston!

January 24, 2022 – Registration is now open for both the 2022 Specialty Coffee Expo and Re:co Symposium, taking place in Boston, Massachusetts, USA, this April. Expo is North America’s largest specialty coffee trade show, and takes place in the Boston Convention & Exhibition Center from April 8-10. Re:co Symposium precedes Expo, running April 6-7, at the adjoining Westin Boston Seafront. Re:co addresses the most pressing topics facing our industry today, with expert speakers, sensory experiences, live discussion, networking, and engagement opportunities.

Specialty Coffee Expo

Specialty Coffee Expo returns to Boston in 2022! Specialty Coffee Expo is the largest specialty coffee event in North America, featuring the latest industry products, exciting industry trends, and provides exclusive access to the newest products and companies in coffee. Specialty Coffee Expo 2022 is proudly supported by Pacific Barista Series as Title Sponsor and Sanremo as Diamond Sponsor. The SCA is also thrilled to announce Costa Rica as the 2022 Portrait Country of Specialty Coffee Expo 2022.

Alongside our sponsors, we can’t wait to welcome you to Specialty Coffee Expo 2022 and we’re looking forward to seeing you in Boston – to reconnect, rebuild, and restart in the months and years ahead.

Features at Expo

Over 400 exhibitors showcase their most innovative products and services at Expo with many competing for [Best New Product](#) and [Coffee Design Awards](#). On the Expo show floor, visitors can network with professionals from across the industry, including roasters, retailers, producers, importers, and baristas. The [Cupping & Tasting Rooms](#) will provide the opportunity to sample coffees from a variety of regions, while the Roaster Village & Market will bring roasters and consumer-focused products to the Activities Hall, alongside the U.S. Coffee Championships. Those seeking education experiences will find dozens of lectures by industry experts as well as workshops and courses from the SCA’s educational programs, covering a wide array of topics of interest to coffee professionals.

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U.S. Coffee Championships

The 2022 Specialty Coffee Expo will host the [U.S. Coffee Championships](#) organized by the staff and volunteers of the SCA U.S. Chapter. Coffee professionals from across the United States will compete in Boston in the U.S. Cup Tasters, U.S. Coffee in Good Spirits, U.S. Roaster, U.S. Barista, and U.S. Brewers Cup Championships plus the premier U.S. Latte Art Competition.

Registration and Hotels

Early bird registration rates at Expo are available until March 4, 2022 and visitors may take advantage of special hotel rates by booking their rooms through the [Expo reservations webpage](#).

A Safe Expo Experience

Creating a safe experience during Expo this year is our main priority. A number of precautions will be put in place in order to offer a safe environment for both attendees and exhibitors, including physical distance guidelines, increased cleaning routines, sampling regulations, and more. The COVID-19 safety measures in place are led by a designated COVID-19 Safety Officer and are subject to change as we continue to track the situation and receive guidance from the state and local health authorities, the CDC, and WHO. More information on COVID-19 safety at Specialty Coffee Expo is available at coffeexpo.org/covid19-safety.

More information about the Specialty Coffee Expo is available on the event website at coffeexpo.org.

Re:co Symposium

After two years as a virtual event, we are delighted to be bringing Re:co back to audiences in 2022—as both an in-person and online event. By offering both ticket options, Re:co aims to continue the growth in reach, accessibility, and impact, that arose with the digital-only editions in 2020 and 2021.

A gathering of the greatest minds and most influential leaders in the coffee industry, Re:co is renowned for its high-level focus on the most important topics shaping the present and future of coffee.

Over the past 30 years, the concurrent internet-led waves of coffee and globalization have had a profound impact on our coffee consumption habits. The coffee market has increased by more than 60% over the past two decades, driven by an increase in domestic consumption and emerging markets, leading our preferences to not only shift, but fragment.

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This year's Re:co Symposium program will revisit our basic assumptions about specialty coffee and its consumers through the lens of increasing fragmentation and the accompanying opportunities it brings to redress market dynamics: What is specialty coffee? Who is consuming it, and how? What attributes are becoming increasingly valuable?

Attendees will come together for plenary sessions designed to address these questions, and their implications for the future of our industry, before separating into their choice of breakout sessions, where they'll have the chance to focus on their specific interests across lectures, question-driven discussion groups, structured networking, and sensory experiences.

Registration is now open for in-person tickets at reco.symposium.org, with further details on digital tickets coming soon. In-person Re:co tickets include access to the Specialty Coffee Expo, and early bird pricing is available until March 4, 2022.

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Contact

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Note to Editors

- [Download Specialty Coffee Expo Boston Promotional Graphics](#)
- [Download Photos from Specialty Coffee Expo 2021 New Orleans](#)
- [Coffee Expo Website](#)
- [View the EXPO 2022 COVID-19 Safety Page](#)
- [Download Re:co Symposium Promotional Graphics](#)
- [Download Photos from Re:co Symposium 2019 Boston](#)
- [Re:co Symposium Website](#)

Press that are interested in onsite coverage of Specialty Coffee Expo are welcome to apply for Media Badge access at coffeexpo.org/press-resources.

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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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