



## FOR IMMEDIATE RELEASE

### Three World Coffee Championships are Happening in Taipei This Week

**November 14, 2023** — Over 60 national champions from all over the globe will gather at the Taipei World Coffee Championships (WCCs) in the hope of claiming the title of world champion in one of the three skills-based competitions hosted at Taipei International Coffee Show, November 17 – 20, 2023.

The WCCs take place annually and are the culmination of local and regional events hosted by sanctioned Competition Bodies from around the world. Thousands of fans will cheer on their representatives in the World Latte Art Championship (WLAC), World Coffee in Good Spirits Championship (WCIQS), and World Coffee Roasting Championship (WCRC), in-person at the Taipei International Coffee Show; online by following the competition live streams at [taipei.wcc.coffee](https://taipei.wcc.coffee), or by watching performances on the WCC YouTube channel. The coveted title of World Coffee Champion can be a pathway to global coffee fame, with winners going on to run globally-renowned coffee businesses and ventures.

To join the live stream, simply visit [taipei.wcc.coffee](https://taipei.wcc.coffee) from Saturday, November 18, when all the action from the stage presentation of the WLAC Round One and later rounds will be available to watch. The WCRC live stream will run from 12:30 pm China Standard Time (CST) on November 18 and 20, and 10:30 am CST on November 19, with short highlights from the competition and competitor interviews. The WCRC stage also brings an opportunity to dive in to the SCA Coffee Value Assessment, including cupping exercises and a special presentation exploring "The Theory of Coffee Value Assessment" with Chad Wang, happening Monday November 20, at 1:00 pm CST.

This year's World Latte Art and World Coffee Roasting Championships are especially exciting as several format changes have been introduced, as overseen by the Competitions Strategic Committee—a volunteer leadership group tasked with developing strategic initiatives that support the competitions community and keeping the WCCs moving forward.

At the WCRC, these include changes to evaluation criteria to refocus on evaluating the coffees using logic from the SCA Coffee Value Assessment system. The WCRC updates introduce two new types of scoring scales, which along with the updated WCRC evaluation criteria, better align with the SCA Coffee Value Assessment. At the WLAC, competitors can now prepare their milk beverage course using plant-based beverages or other animals' milk.

The Taipei WCCs are supported by top sponsors: [Sanremo](#), [Macap](#), [Cafetto](#), [Savor Brands](#), [Giesen](#), [Oatly](#), [UCC](#), and [Loveramics](#).

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## About the SCA

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](http://sca.coffee).

## About the WCCs

The seven annual World Coffee Championships are produced by the SCA. The WCC portfolio includes the World Barista Championship, World Latte Art Championship, World Brewers Cup, World Coffee in Good Spirits Championship, World Cup Tasters Championship, World Coffee Roasting Championship, and the Cezve/Ibrik Championship; the WCC All-Stars program; and show features such as the WCC Bars. Learn more at [worldcoffeeevents.org](http://worldcoffeeevents.org).

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