



FOR IMMEDIATE RELEASE

Pacific Foods Barista Series, Title Sponsor at Specialty Coffee Expo 2023

January 31, 2023 – The Specialty Coffee Association (SCA) is proud to announce that long-term partner, Pacific Foods Barista Series™, is the Title Sponsor of the 2023 Specialty Coffee Expo. Taking place at the Oregon Convention Center from April 21-23, 2023, Specialty Coffee Expo is the largest specialty coffee event in North America. The event features the latest industry products, exciting industry trends, and provides exclusive access to the newest products and companies in coffee.

"We at Pacific Foods Barista Series™ are delighted to welcome the specialty-coffee community back to our hometown of Portland, Oregon, for the 2023 Specialty Coffee Expo," says Debra Kaminski, Director Foodservice Marketing for Pacific Foods®. "We're proud to sponsor this event bringing the global industry together, and the fact that it's in Portland this year makes it all the more exciting."

Register today to join Pacific Foods Barista Series in Portland for 2023 Specialty Coffee Expo. Early bird discounts available through March 10, 2023. For information on badge options and pricing visit: coffeexpo.org/registration-information

Features at Expo

90% of this year's show floor is now sold with over 450 exhibitors getting ready to showcase their most innovative products and services in April. The [Roaster Village](#) is key meeting point at SCA trade shows, and the sold out Roaster Village is moving to a prominent area on the main show floor in Portland! This space provides a place for attendees to talk to smaller roasters and boutique green coffee importers who will be showcasing the latest trends in coffee sourcing, handling, roasting, brewing and distribution. New for 2023, the space will feature the Roaster Village Hub, supported by [Sanremo Coffee Machines](#) – this year's Diamond Sponsor and Roaster Village Title Sponsor. View the list of Roaster Village exhibitors at coffeexpo.org/roaster-village.

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Green Coffee Buyers & Sellers Program

The Green Coffee Buyers & Sellers Program returns for its second year at Specialty Coffee Expo 2023. The program is designed to facilitate the business relationships that have been the lifeblood of the event since its inception: the purchase and sale of green coffee that fuels the specialty coffee industry. The program is a resource that is available to registered Specialty Coffee Expo attendees free-of-charge thanks to the generous support from our sponsor [Barista Attitude](#). Learn more about the program at coffeexpo.org/green-coffee-buyers-and-sellers-program

Cupping Exchange

Producers, exporters, and coffee roasters looking for a dedicated space to cup and sample their coffees are invited to reserve a session in the Cupping Exchange. Booking a session keeps activities close to the heart of the Specialty Coffee Expo on the show floor, while avoiding expensive room rental fees and logistical issues when hosting a cupping event offsite. Companies have the opportunity to keep cuppings small and invite-only or open it up to all Expo attendees. More information about the Cupping Exchange and how to book a session are available at coffeexpo.org/cupping-exchange.

Best New Product Competition and Display

The Best New Product Competition recognizes the latest innovations in the specialty coffee industry across six competition categories. All submissions will be placed on permanent digital display on the [New in Coffee](#) platform. Submissions are open to 2023 Specialty Coffee Expo exhibitors from January 17 and close March 17, 2023.

More information about Best New Product is available on the event website at coffeexpo.org/best-new-product-competition

Coffee Design Awards

Great design serves an important function in distinguishing specialty coffee. The Coffee Design Awards celebrates innovation in design in four categories: coffee spaces, branding, packaging, and vessels. All submissions to the Coffee Design Awards will be placed on permanent display on the [Design in Coffee](#) platform. Submissions are open from January 17 to March 17, 2023.

More information about the Coffee Design Awards is available on the event website at coffeexpo.org/coffee-design-awards.

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Note to Editors:

- [Apply for a Media Badge](#)
- [Download Specialty Coffee Expo promotional graphics](#)
- [Download Photo Kit from Specialty Coffee Expo Boston 2022](#)
- [Download Pacific Foods Barista Series Photo Kit](#)
- [Pacific Foods Barista Series Website](#)
- [Specialty Coffee Expo Website](#)

About the Specialty Coffee Association

The Specialty Coffee Association (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. For more information, please visit sca.coffee.

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