



## FOR IMMEDIATE RELEASE

### Announcing the Coffee Retail Summit, a Brand New Virtual Event and Resource Library for Coffee Retail Businesses.

**March 11, 2021** — The Specialty Coffee Association (SCA) has announced Coffee Retail Summit ([retail.sca.coffee](https://retail.sca.coffee)), a new free virtual event and resource library for coffee retail businesses.

After a year of conducting COVID-19 community impact snapshot research, gathering community insights, and listening to better understand the needs of the retail business community, the SCA are excited to release its first-ever retailer-focused line of programming, made freely available with the support of key partners. Offered twice in its first year, Coffee Retail Summit will take place April 13-14, 2021 in the US Pacific time zone.

Over two days, the SCA will host a series of live lectures and discussions aimed at giving coffee retail chains and coffee shops the information they need to manage the myriad challenges facing their businesses today. These will gather the latest in community insights, scientific best practice, and market research as they explore topics focused on continuing to navigate the COVID-19 pandemic, the business of coffee, and the changing consumer experience.

Launching alongside the free two-day virtual event is a new online resource library filled with valuable content. Here, visitors will be able to find previously paywalled research alongside relevant lectures, podcasts, presentations, and compelling writing that will help coffee retail businesses face the challenges ahead.

"The launch of Coffee Retail Summit is particularly exciting for us as it marks the release of yet another project we have spent the past year developing in response to what we have heard from our industry," says Yannis Apostolopoulos, Chief Executive Officer of the SCA. "It puts the spotlight directly on the coffee retail business sector, a group that faced increasing challenges even before the pandemic hit, and represents our efforts to continue to decrease the number of barriers to access knowledge and resources within the global specialty coffee community."

Coffee Retail Summit's free-to-attend two-day virtual summit and perpetual library of resources would not be possible without the support of like-minded partners like Pacific Foods Barista Series, Coffee Retail Summit's inaugural Title Partner, who recognize the unique struggle coffee retail businesses are facing amid the pandemic.

"We've seen the coffee retail community battle challenge after challenge in the past year, and being able to support this initiative created to help with those challenges, felt obvious" says Debra Kaminski, Director of Marketing at Pacific Foods Barista Series. "We're excited to see the summit and the platform become a real resource for coffee retailers around the globe."

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Learn more about Coffee Retail Summit at [retail.sca.coffee](https://retail.sca.coffee).

If you would like to partner with us to support coffee retail businesses, please contact us at [retail.sca.coffee/partner](https://retail.sca.coffee/partner) or [sponsorship@sca.coffee](mailto:sponsorship@sca.coffee).

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#### Note to Editors

- [Download Coffee Retail Summit Promotional Graphics](#)

#### About Coffee Retail Summit

Coffee Retail Summit is a new free virtual event and resource library, for coffee retail businesses. Over two days, attendees can join a series of live lectures and discussions about the latest community insights, scientific best practice, and market research as they explore topics focused on continuing to navigate the COVID-19 pandemic, the business of coffee and the changing customer experience. The resource library is filled with valuable content specifically targeted at coffee retailers. Visitors will be able to find previously paywalled research alongside lectures, podcasts, presentations and long form writing. Learn more at [retail.sca.coffee](https://retail.sca.coffee)

#### 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](https://sca.coffee).

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