



FOR IMMEDIATE RELEASE

Coffee Roasters Guild and Brita Announce Scholarship for Sensory Summit EU

December 6, 2019 — The Coffee Roasters Guild (CRG) and Brita have announced a scholarship program for Sensory Summit EU taking place at the Coffee Excellence Center at Zurich University of Applied Sciences February 10-11, 2020.

Sensory Summit EU is a two-day conference designed to educate, inform, and inspire the specialty coffee sensory professional. Through intensive seminars and workshops, attendees receive valuable information and direct sensory experience (tasting, smelling, and sensory demonstrations) in every session.

Applications for the Brita Scholarship to attend Sensory Summit EU are now open. Two scholars will receive full tickets to attend Sensory Summit, including all sessions and practical experiences during the event, as well as accommodation, meals, and airfare to and from the venue in Zurich, Switzerland.

Thomas Wollburg, Brita’s Vice President of Strategic Sales Professional Filter, said, “Brita, one of the leading manufacturers in the business of water optimization and individualization, is proud to offer the opportunity of a scholarship program in cooperation with the CRG and the SCA for two coffee professionals. One of the two essential ingredients of delicious coffee is a water that has the ideal impact on the aroma profile of your coffee and thus its flavor. With our Brita Professional Filter Solutions, we support coffee professionals to ensure that they and their customers get the best out of their cup.”

The application deadline for the Sensory Summit EU Brita Scholarship is December 19, 2019. More information on the application criteria and how to apply can be found on the [Sensory Summit EU website](#).

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Notes

- Date: Sensory Summit EU: February 10-11, 2020 - Zurich, Switzerland
- [Sensory Summit Press Kit](#)
- [Brita Scholarship Application](#)
- [Speakers Bios and Photos](#)
- [Event Schedule](#)

About Coffee Roasters Guild

The Coffee Roasters Guild is the global trade guild of the Specialty Coffee Association dedicated to inspiring a diverse coffee roasting community through the development and promotion of the roasting profession. The CRG brings together specialty coffee roasters from around the globe with combined decades of experience, knowledge, and enthusiasm to grow the craft of coffee roasting. Learn more at <https://crg.coffee/>.

About Brita Water Filtration

With total sales of 474 million euros in business year 2018 and 1,827 employees worldwide (of which 924 are in Germany) the Brita Group is one of the leading companies in drinking water optimization. Its long-established brand Brita has a leading position in the global water filter market. The family-owned company based in Taunusstein near Wiesbaden is represented by 28 national and international subsidiaries and branches as well as shareholdings, distribution and industrial partners in 66 countries on all five continents. It has production sites in Germany, the UK, Italy and China. Founded in 1966, today the inventor of the household water filter jug develops, produces and distributes a wide range of innovative drinking water optimization solutions for private (water filter jugs, on-tap and mains connected systems as well as Brita Integrated Solutions for small and large electric appliances by renowned manufacturers) and commercial use (hospitality sector and vending) plus water dispensers connected to the mains for offices, schools, restaurants and the hygiene-sensitive care sector (hospitals, care homes). Since 2016 Brita has been working with Whale and Dolphin Conservation (WDC) to protect the world's oceans from plastic waste, and as such to protect whales and dolphins. Further information: www.brita.net.

About the Specialty Coffee Association

The Specialty Coffee Association 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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