



FOR IMMEDIATE RELEASE

Athens Confirmed as Host City for World of Coffee 2021

December 3, 2019— The Specialty Coffee Association (SCA) announced today a partnership with the Athens Metropolitan Expo to host World of Coffee in the Greek capital June 24-26, 2021. World of Coffee is Europe’s largest coffee trade show organized by the SCA and supported by Host Sponsor BWT water+more.

Traveling to a different European city each June, World of Coffee is the essential event for coffee professionals – drawing a loyal audience from the global specialty coffee community, more than 80% of whom return every year. The event has more than tripled in size and stature over the last six years, growing from 3,000 visitors and 45 exhibitors to over 11,000 visitors, and 240 exhibitors in 2019. The city of Warsaw, Poland will host the popular trade show in June 2020.

“The volunteers and staff of the SCA who make World of Coffee possible are delighted to return to Greece in 2021. Greece is a country with a thriving specialty coffee community, as exemplified in the work and activities of the volunteers who run the SCA Greece Chapter. We look forward to working with the Athens Metropolitan Expo to execute a world-class event and welcome the global specialty community to Athens,” said SCA CEO Yannis Apostolopoulos.

World of Coffee Athens will feature the 2021 World Barista Championship, World Cezve/Ibrik Championship, and World Cup Tasters Championship where nearly a hundred coffee professionals will compete for the coveted titles. The competitions are organized by World Coffee Events, the competition event management organization of the SCA.

More information on World of Coffee Athens and the competitions will be available in June 2020 at worldofcoffee.org. Registration for World of Coffee 2020, traveling to Poland, June 18-20, opens on January 13.

###

UK OFFICE
p +44 1245 426060

Oak Lodge
Leighams Road
Bicknacre
Chelmsford
Essex
CM3 4HF
United Kingdom

US OFFICE
p +1 562 624 4100

117 West 4th
Suite 300
Santa Ana
California
92701
United States



Contact

Vicente Partida
SCA Director of Communications
Email: press-woc@sca.coffee

Event Dates

- Warsaw, Poland: June 18-20, 2020
- Athens, Greece: June 24-26, 2021

Resources

- [Download World of Coffee logo](#)
- [World of Coffee website](#)

About Athens Metropolitan Expo

Petro Panias, Commercial Manager at Athens Metropolitan Expo, said, "Athens Metropolitan Expo is very proud to collaborate with the SCA on this great event. We are very excited to welcome the thousands of coffee specialists to our unique premises in a safe and pleasant area conveniently located near Athens International Airport."

Athens Metropolitan Expo is Greece's most contemporary venue and one of the largest and most functional centers for congresses, events, exhibitions and conferences in South East Europe. The venue is strategically located in Athens, the city with the most celebrated history in the world, with the Acropolis and its amazing museum, sight-seeing, great hotels, shops, restaurants and night life, all conveniently located in close proximity to the venue. Metropolitan Expo is conveniently situated next to the Athens International Airport, with easy access and spacious parking. Designed to the highest aesthetic and functional standards, it ensures flexibility, multiple functionality and environmental sensitivity. Learn more at <https://www.metropolitanexpo.gr/en/>.

About BWT water+more

Dr. Frank Neuhausen, Managing Director of BWT water+more Deutschland GmbH, said, "This special connection between BWT water+more and the international coffee community has existed for more than 12 years. We are also quite proud of the recognition that we receive from baristas around the world, based on our congenial cooperation. This dialogue with baristas continues to inspire new innovations and progressive product ideas. It creates exactly the tools that the coffee community needs and values."

The technology edge enjoyed by BWT water+more delivers the optimum requirements for success precisely with specialty coffees with clever water filter systems and reversed osmosis solutions. BWT water+more boasts the world's biggest product portfolio for optimizing water for hot and cold beverages. Founded in 2005, the water filter specialist is a member of the global Best Water Technology AG (BWT). Established in Austria in 1990, the BWT Group is Europe's leading player in the water treatment industry, with more than 3,800 employees in 70 subsidiaries and affiliates. Learn more at <http://www.bwt-wam.com>.

About the Specialty Coffee Association

The 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. Learn more at <https://sca.coffee/>.

UK OFFICE
p +44 1245 426060

Oak Lodge
Leighams Road
Bicknacre
Chelmsford
Essex
CM3 4HF
United Kingdom

US OFFICE
p +1 562 624 4100

117 West 4th
Suite 300
Santa Ana
California
92701
United States