



FOR IMMEDIATE RELEASE

Guatemala, Portrait Country at World of Coffee 2022!

May 25, 2022 — The Specialty Coffee Association (SCA) is proud to announce that Guatemala is this year's official Portrait Country at World of Coffee Milan. Taking place at MiCo - Milano Convention Center from June 23-25, 2022, World of Coffee is Europe's premier trade show for coffee professionals with visitors and exhibitors from over 85 countries planning to attend this year.

Each year, the SCA partners with a coffee producing country to highlight the work of its farmers and the unique characteristics of their coffees. This year, the SCA is delighted to welcome Guatemala, represented by the brand Guatemalan Coffees, as the official Portrait Country.

Juan Luis Barrios, President of Anacafé (Guatemalan National Coffee Association), shares, "It's great to be the portrait country at World of Coffee Milan this year, as we are able to showcase the dynamic and vibrant community that Guatemalan Coffees represents. We are excited to invite everyone to join us for Guat's Next!"

Register today to join Guatemala in Milan for the return of World of Coffee. Advance registration online is required, For more information on badge options and pricing visit: <https://worldofcoffee.org/registration-information>

More information about World of Coffee can be found below:

Features at World of Coffee

Over 200 of the world's leading coffee and Horeca industry supplies will be showcasing their latest products at World of Coffee. We look forward to bringing much-loved, as well as brand-new, show features to Milan, including:

- [Best New Product Competition & Display](#) – submissions open to exhibitors, deadline June 1, 2022.
- [Coffee Design Awards](#) – submission deadline June 1, 2022.
- [SCA Lectures Series](#)
- [Workshops](#) – brand new for 2022!
- [Cupping Rooms](#)
- [Roaster Village](#)
- [Green Coffee Buyers & Sellers Program](#) – brand new for 2022!
- Five [World Coffee Championships](#)

2022 World Coffee Championships

Over 100 competitors from around the world will be heading to Milan to compete in five World of Coffee Championships including World Latte Art Championship, World Coffee in Good Spirits Championship, World Cup Tasters Championship, World Coffee Roasting Championships and World Cezve/Ibrik Championship.

Green Coffee Buyers & Sellers Program

The Green Coffee Buyers & Sellers Program is a brand-new program that aims to support coffee producers, cooperatives, exporters, importers, and roasters in reconnecting with each other. The program is a resource that is available to registered World of Coffee attendees free of charge thanks to the generous support from our sponsor [Barista Attitude](#).

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More information about the Green Coffee Buyers & Sellers Program is available on the event website at <https://worldofcoffee.org/green-coffee-buyers-and-sellers-program>

Best New Product Competition and Display

The Best New Product Competition and Display recognizes the latest innovations in the specialty coffee industry. All submissions will be placed on permanent digital display on the [New in Coffee](#) platform. Submissions are open to World of Coffee Milan 2022 exhibitors through to June 1, 2022.

More information about Best New Product is available on the event website at <https://worldofcoffee.org/best-new-product-competition>

Coffee Design Awards

Great design serves an important function in distinguishing specialty coffee. This year Coffee Design Awards celebrates innovative design in packaging. All submissions will be placed on permanent digital display on the [Design in Coffee](#) platform. Submissions are open from to June 1, 2022.

More information about Coffee Design Awards is available on the event website at <https://worldofcoffee.org/coffee-design-awards>

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Contact:

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Resources:

- [Request a Media Badge](#)
- [Download the World of Coffee Milan 2022 logo](#)
- [Download the World of Coffee 2022 photo kit](#)
- [Download Guatemalan Coffees promotion kit](#)
- [Best New Product Competition & Display](#)
- [Coffee Design Awards](#)
- [New in Coffee](#)
- [Design in Coffee](#)

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. 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 a fair, sustainable, and nurturing industry for all, SCA draws on years of insights and inspiration from the specialty coffee community. For more information, please visit www.sca.coffee.

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