



FOR IMMEDIATE RELEASE

Announcing the Coffee Retail Summit 2022; the Third Free-To-Attend Virtual Event for Coffee Retail Businesses.

January 10, 2022 – Following the success of the first and second Coffee Retail Summit events in 2021, the SCA is proud to announce the third virtual event of its kind, continuing a line of retailer-focused programming and content. This free-to-attend event will be delivered virtually with three days of presentations, lectures, and panel discussions on February 21, 23, and 25, 2022. Interested attendees can learn more and RSVP on retail.sca.coffee.

Following the disruptions and uncertainty caused by the COVID-19 pandemic, 2022 presents a great number of opportunities and challenges to retailers large and small. Coffee Retail Summit 2022 will explore how coffee retail businesses can use their unique position as hubs for connection, learning, and personal expression to overcome obstacles, adapt, and grow.

This summit's topics will include insights for companies considering international expansion, profiles of brands using new technology to deepen their in-person and digital relationships with customers, and strategies for building a healthy workplace culture in the midst of the "great resignation," among other topics chosen for their community impact potential and market relevance.

Each day of Coffee Retail Summit 2022 will focus on a different region and feature a set of speakers with experience in the markets they will be discussing. This summit will commence on Monday February 21, 2022, with a day examining the European market, followed by a day focused on the United States market on Wednesday February 23, 2022, and concluding with a day centered on the retail landscape in Korea on Friday, February 25, 2022. Attendees may opt to participate in all three days of the live summit, during which time presenters will take questions from the audience and attendees will engage in conversation via live chat, or they may choose to narrow their scope to the day that corresponds to the region of greatest interest to them.

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All of the content from the live events will be recorded and added to the Coffee Retail Summit library to live alongside sessions from the two previous Coffee Retail Summit events held in 2021.

Regarding Coffee Retail Summit 2022, SCA CEO Yannis Apostolopoulos says “As we begin a new year full of promise and uncertainty, the SCA wishes to continue its work in supporting coffee retail businesses who are so vital to our communities, our cities, and the international coffee industry. Coffee Retail Summit 2022 will of course address some of the challenges that lie ahead but will also provide vital information to those wishing to expand their businesses on an international scale as well as provide insights unique to the markets of Europe, North America, and Asia Pacific; further fostering the conversations, shared learning, and expansion of the global coffee retail community.”

This event and resource library would not be possible without the support of **Astoria** – global title sponsor of Coffee Retail Summit 2022 - who recognize the unique economic and cultural importance of coffee retail businesses within local communities and the global coffee industry. Speaking about their support of Coffee Retail Summit 2022, Astoria said: “Coffee retail operators are the backbone of our industry. They are driven by passion for coffee and hospitality, represented daily by their owner and staff alike. Most are small or medium sized businesses that learn through doing, relentlessly innovating. We aim to provide meaningful support to the creation of templates for successful business models: points of reference and tools to help operators navigate through change, while reducing business mortality rate, unfortunately increased by the pandemic.”

The first day of Coffee Retail Summit - which will take place on Monday, February 21, 2022 and will focus on the European coffee retail market - is proudly supported by BWT water+more. The second day of Coffee Retail Summit 2022 – which will take place on Wednesday, February 23, 2022 and will focus on the US market - is generously supported by Pacific Foods.

The SCA also wishes to thank Nuova Simonelli for their role as Lead Sponsor of Coffee Retail Summit 2022

If you would like to partner with us to support coffee retail businesses, please contact us at retail.sca.coffee/partner or sponsorship@sca.coffee

Learn more about Coffee Retail Summit at retail.sca.coffee.

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Note to Editors

[Download Coffee Retail Summit Promotional Graphics](#)

About Coffee Retail Summit

Coffee Retail Summit is a continuing series of free, virtual events and library of resources for coffee retail businesses. Launched in 2021 as a resource for coffee retail businesses during the COVID-19 global pandemic, Coffee Retail Summit 2022 is an expanded, international event focused on the three crucial regions of Europe, the United States, and Korea with topics devoted to international expansion, nurturing customer relationships, and navigating the continued challenges resulting from the COVID-19 global pandemic. All materials generated from Coffee Retail Summit events are added to a comprehensive resource library, filled with valuable content specifically tailored for coffee retail businesses. Visitors will be able to find previously paywalled research alongside lectures, podcasts, presentations, and long form writing. Learn more at retail.sca.coffee.

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. 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.

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