



EMBARGOED UNTIL JANUARY 15 AT 6PM CET / 9AM PACIFIC

Stronghold is the 2024-2027 World Coffee Roasting Championship Official Production Roaster Sponsor

JANUARY 15, 2023 — The Specialty Coffee Association (SCA) is proud to announce that Stronghold is the Official Production Roaster sponsor for the 2024-2027 World Coffee Roasting Championship (WCRC), with the Stronghold SX9 provided for the 2024 WCRC. The production roaster is a vital piece of WCRC equipment, with national champions using it in their practice roasting, and production roasting for both single-origin coffees and blends.

The WCRC is the annual World Coffee Championship (WCC) event that recognizes excellence in coffee roasting, evaluating competitors on their coffee evaluation, preparation, blending, and overall skill across practice, sample, and production roasts. The competition has seen huge growth in recent years, with 130 competitors having participated in the eight editions since its inception in 2013.

The World Coffee Championships (WCC) are made possible thanks to the support and dedication of a wide array of organizations and individuals. Integral to that support are qualified sponsors, the manufacturers who provide the equipment and products that competitors use on stage. Along with supporting wider SCA programming, qualified sponsors sign multi-year agreements to support the strategic growth of the competitions and dedicate time and resources to ensure that every world championship competitor is using the same high-quality equipment.

"Stronghold is a fantastic partner, and we are delighted to welcome them as the official production roaster for the 2024-2027 World Coffee Roasting Championships, as we see this competition grow," said Yannis Apostolopoulos, SCA Chief Executive Officer. "Stronghold has been an excellent partner in several other SCA initiatives and events of the past few years, and we couldn't be more delighted to enter this long-term partnership with them."

"At Stronghold, we are dedicated to pushing the boundaries of roasting technology, with our environmental and sustainability goals in mind," said Jason Woo, Stronghold Chief Executive Officer. "As we usher in the era of all-electric commercial roasting, we are thrilled that our efforts have been acknowledged, being selected as the official production equipment for the prestigious World Coffee Roasting Championship. This marks a significant step forward for us, challenging the industry norm and bringing an economically and environmentally sustainable future to the global stage."

Stronghold will be supporting the World Coffee Roasting Championship as the official production roaster sponsor, beginning with the 2024 event hosted at World of Coffee Copenhagen, Denmark, in June. We look forward to an exciting partnership over the coming years.

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About the SCA

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.

About the WCCs

The seven annual World Coffee Championships are produced by the SCA. The WCC portfolio includes the World Barista Championship, World Latte Art Championship, World Brewers Cup, World Coffee in Good Spirits Championship, World Cup Tasters Championship, World Coffee Roasting Championship, and the Cezve/Ibrik Championship; the WCC All-Stars program; and show features such as the WCC Bars. Learn more at worldcoffeeevents.org.

About Stronghold

Stronghold Technology Inc. is the revolutionary force behind the world's first all-electric smart coffee roasters, pioneering the commercialization of championship-caliber electric roasters. Our innovative hardware design and intelligent roasting automation play a pivotal role in our mission to decentralize roasting and improve the quality of life and coffee across the entire industry. Since 2015, Stronghold has been recognized as the official equipment for many roasting championships, including Korea, China, the United States, and the World Championship, consistently extending our global influence. Now selected as the official production roaster for the 2024-2027 World Coffee Roasting Championships, this milestone marks a new chapter in our journey. We sincerely hope this new chapter brings us closer to achieving our vision – shaping a more sustainable, fair, and flavorful future for the coffee industry.

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