



**FOR IMMEDIATE RELEASE**

## **Four World Coffee Championships Come to World of Coffee Athens This June**

**MARCH 9, 2023** — An expected 140 national champions from all over the globe will gather at the Athens World Coffee Championships (WCCs) in the hope of claiming the title of world champion in one of the four skills-based competitions hosted at World of Coffee Athens, June 21-24.

The WCCs take place annually and are the culmination of local and regional events hosted by sanctioned Competition Bodies from around the world. Thousands of fans will cheer on their representatives in the World Barista Championship, World Brewers Cup, World Cup Tasters Championship, and Cezve/Ibrik Championship in-person at World of Coffee Athens; online by following the competition live streams at [athens.wcc.coffee](https://athens.wcc.coffee), or by watching performances on the WCC YouTube channel. The coveted title of World Coffee Champion can be a pathway to global coffee fame, with winners going on to run globally-renowned coffee businesses and ventures.

This year's World Barista Championship (WBC) and World Brewer Cup (WBrC) are especially exciting as several format changes have been introduced, as overseen by the Competitions Strategic Committee—a volunteer leadership group tasked with developing strategic initiatives that support the competitions community and keeping the WCCs moving forward.

At the WBrC, these include changes to evaluation criteria to refocus on evaluating a competitor's coffee brewing skills, and the introduction of a semi-finals round. At the WBC, competitors can now prepare their milk beverage course using plant-based beverages or other animals' milk, and can brew their espresso using a range of group head temperatures. The WBC updates introduce two new types of scoring scales, which along with the updated WBrC evaluation criteria, better align with where our coffee value assessment systems are headed.

Between competitors, there's a chance to sample international specialty roasters at the WCC Coffee Bars. Registration for World of Coffee opens soon, with volunteer registration now available. If you can't make it to Athens, stream the event from [athens.wcc.coffee](https://athens.wcc.coffee), catch up with video content on the WCC YouTube and social channels, and cheer along with the hashtag #AthensWCC.

The Athens WCCs are supported by returning top sponsors including Barista Attitude, Victoria Arduino, Cafetto, BRITA, BWT water+more, Sage, Hario, Mazzer, and Loumidis Papagalos. We are also delighted to have Alpro join as the first WBC plant-based beverage sponsor. We look forward to working with them again in Athens and seeing the innovations that these partnerships facilitate 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](http://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](http://worldcoffeeevents.org).

### **About Barista Attitude**

Tempesta is the latest chapter of the Storm Barista Attitude project. Inspired by the sentiment of bravery that explorers demonstrate when facing the unknown, this project couples maximum performance with uncompromised design, staging the barista's talent at its absolute best. Driven by the core values of openness and inclusion, Storm Barista Attitude originated from collaborative efforts between internal and external stakeholders harmoniously integrating manufacturing know-how, barista expertise, and operator experience, thus resulting in a very intuitive, heavy-duty, workflow-friendly range of espresso machines and grinders. Tempesta represents the highest expression of competitive performance within this range, conceived for high volume locations and tuned for competition purposes. Find out more at [barista-attitude.com](http://barista-attitude.com) and on Instagram at [@barista.attitude](https://www.instagram.com/barista.attitude).

### **About Victoria Arduino**

At Victoria Arduino we carefully nurture the passion for excellence in all espresso coffee lovers with the most advanced coffee knowledge, the best technology and design since 1905. We love working alongside our partners who strive for success through coffee excellence and the principles of ethical, social, and environmental responsibility. Victoria Arduino, inspired by your Passion. Learn more at [victoriaarduino.com](http://victoriaarduino.com).

### **About Alpro**

Alpro Barista, crafted for baristas, by baristas, makes it easy to create the perfect plant-based serve, every time. Revolutionise your repertoire and reinvent your coffee! From Oat to Almond, Soya to Coconut, there's a whole lot more to coffee when you pair it with plant-based. Whatever the origin of your coffee, however light or dark the roast, there'll be an Alpro Barista that's the perfect partner. More variety, more taste, and more healthy honest to goodness. Learn more at [barista-unfiltered.com](http://barista-unfiltered.com).

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### **About BWT water+more**

As a water optimisation specialist operating on an international footing, we at BWT water+more have an overview of water situations worldwide and support the international barista scene with our full know-how. Founded in 2005, the water filter specialist is a member of the global Best Water Technology Group (BWT water+more). Founded in Austria in 1990, the BWT water+more Group is Europe's leading player in the water treatment industry, with approx. 5,000 employees in 70 subsidiaries and affiliates. Learn more at [BWT-wam.com](http://BWT-wam.com).

### **About Cafetto**

Cafetto is proud to be an official sponsor of the World Coffee Championships. We love coffee and our involvement with passionate coffee people. What better way to promote the industry than to support those who actually brew this magical beverage. Learn more at [cafetto.com](http://cafetto.com).

### **About BRITA**

BRITA is proud to be the official water sponsor of the 2023 World Cup Tasters Championship and World Brewer Cup. We are very pleased to continue our long and successful partnership with the SCA. BRITA looks forward to sharing its water filtration expertise with the specialty coffee community. Learn more at [brita.net](http://brita.net).

### **About Sage**

Over the past 90 years Breville® has grown to become an iconic global brand, delivering kitchen products to over 70 countries around the globe. The company sells under the Sage® brand in Europe, and under the Breville® brand in the rest of the world. Breville® enhances people's lives through the delivery of brilliant innovation and thoughtful design based on deep consumer insights, empowering people to do things more impressively or easily than they'd thought possible in their own home and ultimately allowing them to Master Every Moment™. Learn more at [sageappliances.com](http://sageappliances.com)

### **About Mazzer**

Mazzer is a family company based near Venice, Italy. Founded as a precision mechanic workshop between the two World Wars, the company wouldn't be called "Mazzer" until 1948, when Luigi Mazzer began producing professional grade coffee grinders and burrs. Mazzer does not only assemble, but also internally designs and produces all components connected to the grinding process in order to guarantee the highest level of quality and durability of grinders and burrs. Mazzer has the production capacity of a highly-specialized team of technicians, as well as a workshop with the latest machinery and technologies, allowing to produce very complex components that are then transformed into simple tools for the barista. Learn more at [mazzer.com](http://mazzer.com).

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