



## FOR IMMEDIATE RELEASE

### World of Coffee Trade Show Travels to Copenhagen in 2024 Alongside 2024 World Latte Art, World Coffee in Good Spirits and World Coffee Roasting Championships

**THURSDAY, JUNE 15, 2023** — Today, the Specialty Coffee Association (SCA) has announced World of Coffee Copenhagen 2024. World of Coffee Copenhagen will take place at Bella Center Copenhagen, June 27 to 29, 2024, and will feature the 2024 World Latte Art, World Coffee in Good Spirits and World Coffee Roasting Championships. This World of Coffee will run in addition to the SCA's annual World of Coffee trade shows in Dubai January 21 to 23, 2024 and the inaugural World of Coffee Busan, scheduled for May 1 to 4, 2024. This is the first time that the SCA has held three global World of Coffee trade shows in the same year.

As the world's foremost hub for culture, quality of life, sustainability, and the arts, Copenhagen's distinguished reputation extends to its specialty coffee culture. The city's progressive approach to business, technology, design, and trade further amplifies its standing as a global leader, making it an ideal destination for coffee enthusiasts and professionals to gather at Europe's premier coffee trade show.

Speaking about bringing World of Coffee to Denmark in 2024, SCA CEO Yannis Apostolopoulos says:

"The destination for Europe's premier coffee trade show in 2024 is the dynamic capital city of Copenhagen, Denmark. A global leader in culture, quality of life, sustainability, and the arts, the Danish capital is also renowned for its refined specialty coffee culture and approach to business, technology, design, and trade. He adds; "World of Coffee Copenhagen joins two other recently announced destinations in the World of Coffee 2024 portfolio: Dubai, United Arab Emirates in January, 2024 and Busan, Korea in May, 2024 and contributing to World of Coffee's global reach and accessibility."

Speaking on behalf of the city of Copenhagen, Denmark, Bettina Reventlow-Mourier, Deputy Convention Director, Copenhagen Convention Bureau says:

"As one of the most coffee consuming capitals in the world, we are very excited about welcoming World of Coffee and the World Coffee Championships to Copenhagen next year. Coffee has long been an integral part of life in Denmark, and just like our gastro experiences, there is a strong focus on sustainable innovation amongst the many world-class coffee shops, baristas, and roasts that constitute Copenhagen's flourishing coffee scene. We can't wait for the many delegates to get a taste of our city and hopefully be inspired during their stay."

And on behalf of the venue, Bella Center Copenhagen, Gemma Strutt, Director of Congress & Large Events adds:

"At Bella Center Copenhagen, we pride ourselves on Hosting Moments That Matter, so we are delighted to welcome World of Coffee in 2024, bringing the Specialty Coffee industry together. Coffee is a core part of our Responsible Hospitality culture, and Copenhagen will provide the perfect inspirational destination to meet and network. "

Prospective exhibitors are encouraged to register their interest in booking a booth on the World of Coffee Copenhagen show floor by submitting the contact form located at [worldofcoffee.org/contact](https://worldofcoffee.org/contact) .

**UK OFFICE**  
p+44 1245 426060

Oak Lodge  
Leighams R  
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





Attendee registration is set to open in early 2024.

**BWT water+more**  
**Official Host Sponsor of World of Coffee 2024 in Copenhagen**

SCA is also proud to announce the official Host Sponsor of World of Coffee 2024 Copenhagen: BWT water+more. Marking the continued partnership between SCA, World of Coffee, and BWT water+more, Dr. Frank Neuhausen, General Manager of BWT water+more states:

“World of Coffee Copenhagen 2024: A fantastic city with a great specialty coffee community! As Host Sponsor for World of Coffee 2024, we proudly continue our support for the Specialty Coffee Association and all people working within the coffee industry”

We will once again provide the best water on site for all exhibitors. As a water optimisation specialist operating internationally, we at BWT water+more have an overview of water quality and supply worldwide and we gladly support the global coffee community with knowledge and practice proven solutions.”

**Show Features: Copenhagen World Coffee Championships**

The World Coffee Championships (WCCs) are annual events that are the culmination of local and regional qualifiers, hosted by sanctioned Competition Bodies around the globe. An expected 96 competitors will be vying for the title of world champion across three skills-based competitions.

**World Latte Art Championship**

This competition highlights artistic expression while challenging the barista in an on-demand performance. Baristas are judged based on visual attributes, creativity, identical patterns in the pairs, contrast in patterns, and overall performance.

**World Coffee in Good Spirits Championship**

This competition promotes innovative beverage recipes that showcase coffee and spirits, and highlights the barista/barkeeper’s mixology skills.

**World Coffee Roasting Championship**

Competitors are evaluated on their performance developing a roasting profile that best accentuates the desirable characteristics of that coffee, matching that profile, and on the ultimate cup quality of coffees roasted.

Join in person or on the live stream and learn more at [wcc.coffee](https://wcc.coffee).

To learn more and enquire about available sponsorship positions and booth availability, email the team on [sponsorship@sca.coffee](mailto:sponsorship@sca.coffee)

###

**UK OFFICE**  
p+44 1245 426060

Oak Lodge  
Leighams R  
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





### SCA Media Contact

Meghan Elward-Duffy

Marketing Manager

Email: [press@sca.coffee](mailto:press@sca.coffee)

### Note to Editors

[Download World of Coffee Copenhagen 2024 Promotional Assets](#)

### About the Specialty Coffee Association

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 a fair, sustainable, and nurturing industry for all, the SCA draws on years of insights and inspiration from the specialty coffee community. Learn more at <https://sca.coffee/>.

### About the World Coffee Championships

The World Coffee Championships are produced annually 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.

### About BWT water+more

As a water optimization 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. We know what really counts—comprehensive protection for machinery against limescale and corrosion. And we have the vision for much, much more: more enjoyment, and more success—through our sensory water optimization, enabling baristas to reach unimaginable heights of flavor and celebrate boundless triumphs.

Anywhere in the world, and whatever the water situation. Modern water treatment that extracts maximum flavor from brown beans! And that is true everywhere and at all times, regardless of the point of use. For problem-free repeatability and boundless enjoyment. That requires comprehensive vision for the water situations around the world.

The technological advances by BWT water+more provide the ideal conditions for success in the hotel/restaurant/café sector. With clever filter systems and package solutions,

BWT water+more has the world's biggest product portfolio for optimizing water for specialty coffees, hot and cold beverages, baking, steaming, and dish-washing engineering.

**UK OFFICE**  
p+44 1245 426060

Oak Lodge  
Leighams R  
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





Founded in 2005, the water filter specialist is a member of the global Best Water Technology AG (BWT). Founded in Austria in 1990, the BWT Group is a leading player in the water treatment industry, with approx. 5,000 employees in 70 subsidiaries and affiliates. Learn more at [www.bwt-wam.com](http://www.bwt-wam.com)

**UK OFFICE**  
p+44 1245 426060

Oak Lodge  
Leighams R  
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

