



FOR IMMEDIATE RELEASE

Registration is now open for World of Coffee Milan, June 23-25, 2022!

May 4, 2022 — Visitor registration is now open for the 2022 World of Coffee trade show taking place June 23-25, 2022 in Italy, the birth place of espresso! World of Coffee is Europe's premier coffee trade show organized by the Specialty Coffee Association (SCA) and supported by Host Sponsor BWT water+more.

It's been three years since the industry was able to connect in-person at World of Coffee and its return is highly anticipated by the community. This year's show floor is jam-packed with over 200 of the world's leading coffee and Horeca industry suppliers showcasing their latest products. We look forward to bringing much-loved, as well as brand-new, show features to Milan, including:

- Best New Product Competition & Display
- Coffee Design Awards
- SCA Lectures and Workshops
- Cupping Rooms
- Roaster Village
- Green Coffee Buyers and Sellers Program
- Five World 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.

Dr Frank Neuhausen, General Manager of long-time Host Sponsor and exhibitor, BWT water+more states, "As clean, clear, and pure water is a vital resource to the specialty coffee industry, BWT water+more is proud to support World of Coffee 2022 as Host Sponsor. We look forward to welcoming visitors from all over the world back to the show floor in Milan this year, for the first time in three years!"

On the community excitement surrounding the upcoming event, SCA Chief Executive Officer, Yannis Apostolopolus states, "What a better place to reunite and reconnect after three years than the birthplace of the espresso. Thanks to the ongoing support from our dedicated sponsors, exhibitors, and visitors, the Italian coffee community, and volunteers World of Coffee returns with much-loved and brand-new features when we visit Milan next month. Looking to the future together in a place that holds so much coffee history."

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 from May 4, 2022 through to June 1, 2022.

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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 May 4, 2022 through 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](#)
- [Best New Product Competition & Display](#)
- [Coffee Design Awards](#)
- [New in Coffee](#)
- [Design in Coffee](#)

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,

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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.

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.

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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