



FOR IMMEDIATE RELEASE

## The World Barista Championship & World Brewers Cup Come To Melbourne

**SEPTEMBER 23, 2022** — The Melbourne World Coffee Championships (WCCs) will see nearly 100 national champions from all over the globe land in Melbourne, Australia, in the hope of coming out on top as the 2022 World Barista Champion and World Brewers Cup Champion. Hosted at the Melbourne International Coffee Expo (MICE) from September 27-30, competitors will serve coffees to judges in front of excited coffee fans on the world stage. This is the first time the World Coffee Championships have been in Melbourne since 2013, a city renowned for its coffee culture.

The WCCs take place annually and are the culmination of local and regional events hosted by sanctioned Competition Bodies from around the world. Between competitors, there's a chance to sample international specialty roasters at the WCC Brew Bar, Cold Brew Bar, and Espresso Bar. Register for a MICE ticket now to attend in-person, or stream the event from [melbourne.wcc.coffee](http://melbourne.wcc.coffee), catch up with video content on the WCC YouTube and social channels, and cheer along with the hashtag #MelbourneWCC.

The Melbourne WCCs marks the first event that we will be working with many of the qualified sponsors announced earlier in 2022; Barista Attitude, Victoria Arduino, Cafetto, BRITA, BWT water+more, and Breville. We look forward to working with them and seeing the innovations that these partnerships facilitate over the coming years.

### **World Barista Championship**

The World Barista Championship focuses on promoting excellence in coffee, advancing the barista profession, and engaging a worldwide audience with an annual championship event that serves as the culmination of local and regional events around the globe. Each year, competitors from around the globe each prepare 4 espressos, 4 milk drinks, and 4 original signature drinks to exacting standards in a 15-minute performance set to music. WCE Certified Judges from around the world evaluate each performance on the taste of beverages served, cleanliness, creativity, technical skill, and overall presentation. The ever-popular signature beverage allows baristas to stretch their imagination and the judges' palates to incorporate a wealth of coffee knowledge into an expression of their individual tastes and experiences. The top 15 highest-scoring competitors from the first round, plus the wild-card winner from the Team Competition, advance to a semi-final round. The top 6 competitors in the semi-final round advance to the finals round, from which one winner is named World Barista Champion!

### **World Brewers Cup**

The World Brewers Cup competition highlights the craft of filter coffee brewing by hand, promoting manual coffee brewing and service excellence. In this Championship, competitors prepare and serve three individual beverages for a panel of judges. During the first round competitors complete two coffee services – a compulsory service and an open service. For the compulsory service, competitors prepare three beverages utilizing whole bean coffee provided to them by the competition. For the open service, competitors may utilize any whole bean coffee of their choosing and must also accompany their beverage preparation with a presentation. The six competitors with the highest score from the first round will go on to compete in the finals round consisting exclusively of an open service. One competitor

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from the final round will be named the World Brewers Cup Champion.

The World Coffee Championships are supported by:

**World Barista Championship:** [Barista Attitude](#), [Victoria Arduino](#), [Cafetto](#), [BWT water+more](#), [Toddy](#), [Brewista](#), [Scotsman](#), [Hario](#), [Riverina Fresh](#), [Ally Coffee](#), [Force Tamper](#), [Breville](#), [Reg Barber](#)

**World Brewers Cup:** [Hario](#), [Breville](#), [BRITA](#), [Cafetto](#), [Mazzer](#), [Chemex](#), [Taf](#), [Akirakoki](#), [Aeropress](#), [Loveramics](#), [Brewista](#), [Ally](#), [Detpak](#), [BUNN](#)

**WCC Brew Bar:** BRITA, Cafetto, Mazzer, Detpak, Loveramics, Brewista, Chemex, Hario, Clever Dripper, Aeropress, BUNN, Datterra, Taf, Tres Maria Coffee, The Underdog, Veneziano Coffee Roasters, Toby's Estate, Offshoot Coffee, Ditta Artigianale, Criteria Coffee, Gardelli, Rogue Wave Coffee, Five Senses

**WCC Espresso/Team Bar:** Barista Attitude, Victoria Arduino, Cafetto, BWT water+more, Alpro, Mazzer, Brewista, Loveramics, Force Tamper, Detpak, Datterra, Riverina Fresh

**WCC Product Partners:** Rhinowares, Barista Supply

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## About the WCCs

The World Coffee Championships are produced by World Coffee Events (WCE)—the event management organization of the SCA, and the premier producer of events for the coffee community worldwide. WCE's mission is to develop events that engage the specialty coffee community and promote coffee excellence. The current portfolio involves the World Coffee Championships; 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 All-Stars program; and show features such as the Espresso Bar and the Brew Bar. 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

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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 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 2022 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 Breville**

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™.

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