



**FOR IMMEDIATE RELEASE**

**A Showcase of Specialty Coffee Innovation and Community at HostMilano 2019**

**July 30, 2019**— The Specialty Coffee Association (SCA) and Fiera Milano have announced a joint project to feature the best of the specialty coffee industry at HostMilano 2019, taking place in the Italian city this October 18-22. HostMilano is the world’s leading trade fair dedicated to the catering and hospitality industries.

The partnership between the SCA and Fiera Milano will focus on HostMilano’s vast coffee and tea area where the SCA will design an interactive space for visitors to network and take part in a showcase of innovation in specialty coffee.

The SCA’s space at HostMilano will feature a fully-equipped coffee bar serving specialty coffees throughout the duration of the show and will host talks and panels featuring specialty coffee professionals from Italy and around the world.

Current and prospective SCA members will have access to a comfortable lounge in which to network or relax during the show and will have the chance to explore a hall of products and coffee spaces that have received the SCA's Design Lab award in recent years.

Fiera Milano Exhibitions Director Simona Greco said, “The coffee sector is experiencing a very exciting moment, with growing attention towards single origins, sustainable farming, coffee-based mixology, new extraction methods, and increasingly technological machines. SIC, our historic coffee event at HostMilano, will enable professional visitors to both preview innovation from the manufacturers in the halls and discover the new trends in the many coffee-themed initiatives. The SCA's interactive space at this year's event will add further value to our program, featuring delicious specialty coffees, talks by coffee professionals, and a display of the best design in coffee right now.”

SCA Executive Director Yannis Apostolopoulos said, “HostMilano is one of the most important international events in the coffee industry where companies present their latest innovations in a wide range of product categories. We at the SCA have a long-standing relationship with Fiera Milano and are delighted to work with them on this year’s project to promote the values of specialty coffee.”

Tickets for HostMilano 2019 are available now on the event website at <http://host.fieramilano.it/en/pre-registration>.

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## Notes to Editors

- [HostMilano Photo Kit \(Dropbox\)](#)
- [HostMilano Press Kit](#)
- [HostMilano Press Registration](#)

## About HostMilano

HostMilano is the world's leading trade fair dedicated to catering and hospitality – a reference for professionals of the global away-from-home market and a privileged marketplace for quality business. Marking its 41<sup>st</sup> biennial edition in 2019, HostMilano gives professional visitors the opportunity to preview everything a successful bar or restaurant needs, from raw materials to semi-finished products, from machinery to equipment, from furnishings to tableware. Ever since the first edition, the international coffee exhibition SIC has been a staple of HostMilano and is the must-be event for baristas, coffee professionals, and coffee connoisseurs from all over the world. Learn more at <http://host.fieramilano.it/en>.

## About Fiera Milano Spa

Fiera Milano is one of the world's leading trade fair organizers, with a specific focus on products 'Made in Italy', including food and beverages. Fiera Milano helps companies expand their business opportunities in Italy and abroad, communicate most effectively with reference markets, build on human capital through continuous professional training, and share knowledge at high-profile conferences. Expertise, excellence in business-to-business exhibitions and cutting-edge facilities and services, as well as its successful management of top-level international conferences, all make Fiera Milano the ideal partner for industry, entrepreneurial, and professional associations from all over the world. Learn more at <http://www.fieramilano.it/en/home>.

## 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. 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 <https://sca.coffee/>.

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