



EMBARGOED UNTIL THURSDAY, OCTOBER 29

Just Launched: Series 01 of The World Coffee Championship Podcast

October 29, 2020 (Dublin, Ireland)—The Specialty Coffee Association (SCA) has released the first episode of a new podcast dedicated to the World Coffee Championships. Across six weekly episodes, the World Coffee Championships Podcast (WCC Podcast) will offer a glimpse behind the scenes of the different World Coffee Championships, bringing to light some of the hidden stories woven in and around these annual skill-based competitions that serve as the culmination of local and regional events around the globe.

This first series of episodes is the culmination of a year's work exploring the history, impact, and evolution of the competitions through interviews with members of the large network of volunteers who make the annual events possible. The release of the series marks the first time the SCA produced a narrative, story-driven podcast, anchored by voices of the specialty coffee community.

Listeners are guided through each episode by a rotating cast of coffee competition expert co-hosts who have been a part of the World Coffee Championships across local, national, and international events who join the podcast's producer, James Harper of Filter Stories: Sara Al-Ali, Rie Moustakis, Anna Oleksak, Roukiat Delrue, Kimberly Yer, Sonja Bjork Grant, and Gloria Pedroza. The series also features interviews with 27 different members of the specialty coffee's competition community, representing various roles and perspectives across the World Barista Championship, World Latte Art Championship, World Brewers Cup, World Coffee Roasting Championship, World Coffee in Good Spirits Championship, World Cup Tasters Championship, and the Cezve/Ibrik Championship.

"The World Coffee Championships have been around for nearly 20 years, engaging thousands of coffee professionals and enthusiasts worldwide every year in local and international events--and it's these people, and their stories, that make these competitions so interesting and exciting to be a part of, year after year," said SCA Editor Jenn Rugolo. "This project was long in the making before COVID-19 arrived and canceled this year's events, so it feels particularly special to be able to share this with our community around the time we'd otherwise be getting ready to gather in Melbourne. We hope you have as much fun listening to this collection of stories as we had researching and creating it."

Each new episode of the WCC Podcast will publish weekly across November and into early December on the SCA Podcast channel and SCA News. This series of the WCC Podcast is made possible with support from our series sponsor, Victoria Arduino, and our episode sponsors: DaVinci Gourmet, URNEX, Scotsman, Loumidis Papagalos, and Licor43.

#####

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





Contact

Jenn Rugolo
Editor, Specialty Coffee Association
Email: press@sca.coffee

Note to Editors:

- New episodes of the WCC Podcast will be available at:
 - The SCA News' podcast page, sca.coffee/listen
 - The SCA Podcast channel, available on [Apple Podcasts](#), [Google Podcasts](#), [Spotify](#), [Stitcher](#), and [Transistor \(RSS Feed\)](#).
- [Download promotional graphics](#)
- Fans of the World Coffee Championships can also take part in [All-Stars Online Season Two](#): catch up with top-ranking competitors from the World Coffee Championships twice-weekly.

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 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.

About the World Coffee Championships and World Coffee Events

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.

About Victoria Arduino

Born in the early twentieth century amid social and cultural transformation, Victoria Arduino broke with tradition and focused on progress, a mission it carries forward today. Victoria Arduino advances coffee knowledge and innovates across design, technology, and performance to produce machines that nurture coffee professionals' passion for espresso excellence. For more information, visit victoriaarduino.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

