



**For Immediate Release**

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## **52 Nations to Compete at 2009 World Barista Championship in Atlanta**

**ATLANTA, GA** (April 10, 2009) – The world's best baristas representing 52 nations will converge in Atlanta next week to compete at the 10<sup>th</sup> annual World Barista Championship (WBC) in front of a live and online audience of spectators around the globe.

In three days of preliminary round competition at the Georgia World Congress Center beginning on April 16<sup>th</sup>, each competitor will prepare 4 espressos, 4 cappuccinos and 4 original signature drinks to exacting standards in a 15-minute performance set to music.

Seven WBC Certified Judges from an international pool of 45 will evaluate each performance, including the taste of beverages served, cleanliness, creativity, technical skill and overall presentation of the competitors.

The top 6 competitors from round one will advance to a final round of competition beginning at Noon on Sunday, April 19<sup>th</sup>. One winner will be named 2009 World Barista Champion in an award ceremony immediately following the competition.

The public is invited to taste beverages prepared to the standards of barista champions at 3 complimentary espresso bar stations inspired by 2008 World Barista Champion Stephen Morrissey of Ireland and sponsored by Datterra Coffee.

Admission to the competition is free.

A live video broadcast from the event and link to the official WBC blog sponsored by Barista Magazine can be found on the World Barista Championship website at [www.worldbaristachampionship.com](http://www.worldbaristachampionship.com).

### **About the World Barista Championship**

Jointly owned and operated by the Specialty Coffee Associations of America (SCAA) and Europe (SCAE), the World Barista Championship is the world's premier coffee competition. The first WBC competition took place in Monte Carlo in October 2000 and has since held annual competitions Miami, Oslo, Boston, Trieste, Seattle, Berne, Tokyo and Copenhagen.

This year's event is held in conjunction with the 2009 SCAA Annual Symposium and Exposition and sponsored by DaVinci Gourmet syrups, Nuova Simonelli, espresso machines, Mahlkoenig grinders, Urnex cleaning products and Everpure water treatment solutions.

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