



THE WBC FLIES TO COLOMBIA **Nuova Simonelli, WBC sponsor, is ready for** **a new challenge with Aurelia Competition**

For the first time in a coffee-producing country, for the first time in Colombia, in a picturesque but real journey from plant to cup.

From June 2 to 5 the coffee world will be focused on Bogota and the Expoespeciales Trade Show where the world barista championship will be held.

The event, which every year attracts a more qualified audience and many fans, is now in its twelfth year and, for the third consecutive year, relies on Nuova Simonelli technology, in particular on the "Aurelia Competition" espresso machine, to choose the 2011 barista world champion.

The Nuova Simonelli team is ready for a new challenge and will give maximum support to all the national champions competing in front of the WBC judges, as already confirmed by a promo video that is currently going crazy on all the major social networks.

But the best support for baristas will be, as always, from the remarkable technical qualities of the "Aurelia Competition" with its thermal stability, high reliability and ergonomics, enabling them to get the performance "of champions".

What design will the Aurelia Competition 2011 have? The new "Aurelia Competition" 2011 recalls the flavors, aromas and warm atmosphere of Colombia. An explosion of colors: brown, orange, green, lilac and blue are mixed in a charming and dynamic dance. Symbolism plays an important role in this, the twelfth edition of the WBC, because the host country, Colombia, is the heart of world coffee production. So the Aurelia Competition is designed with enriched images and colors that recall this country, which stretches from the Andes to the Coffee Zone. It is known for the production and harvesting of coffee, where tradition, folklore and art are the soul of the Colombian coffee .

The "Aurelia Competition" has an illuminated work surface using low energy LEDs, which improves visibility for the barista and creates a pleasing visual effect for the machine. On the side of the "Aurelia Competition" the World Barista Championship brand is displayed soberly and elegantly, which is in character and denotes the machine of champions.

And already there have been many requests to reserve a "WBC 12th Anniversary Limited Edition" with only 30 numbered pieces which will be exhibited during the championship in the Nuova Simonelli stand. The special limited edition version was created to celebrate the twelfth anniversary of the World Barista Championship.

As a special prize, the 2011 WBC champion will receive an Athena Lever coffee machine from the prestigious Victoria Arduino collection. The lever system, which recalls the ancient coffee tradition, has been rediscovered by baristas and is chosen by an increasingly number of professionals and coffee chains. This is also because it is used on training courses that Gwilym Davies, 2009 WBC champion, in collaboration with Nuova Simonelli, organizes around the world.