



1st Africa Barista Championship-- FLYER *

Venue:	Sarova Whitesands Hotel Mombasa, Kenya
Location:	Tamanisha Hall
Dates:	Thursday, Friday & Saturday, February 11 th - 13 th 2010
Guest Trainer:	WBC Champion, Gwilym Davies, UK
Theme:	<i>“Engaging The Champions”</i>

Objectives of the Africa Barista Championship, ABC:

- **Share knowledge on the coffee industry in each country:** Providing a forum to get all the African representatives trained together and sharing their expertise, skills and experiences. This event will also give attendees the opportunity to learn about aspects in the coffee industry outside of their specific countries through the Barista’s presentations.
- **Capacity Building** - Improving the individual performances of the baristas - This will foster improvement of quality in all links of the value chain: From farm to cup. Learn from the experience of the current World Barista Champion on how to improve their presentations, knowledge and competition.
- **Enhancing teamwork** with all players in the coffee value chain. Involving baristas more in knowledge and understanding the importance of coffee growers and how to maintain and enhance the quality of the coffee they are receiving, along with cooperation from their roasters.
- **Build coffee connections:** Through the ABC EAFCA would like to ensure that we are connecting coffee professionals from diverse sectors of the industry by bringing them together in a fun event. This additional step we believe, will give the participating baristas from member countries a chance to be assessed by a diverse judging panel and audience, and is a great opportunity for them to market their fine coffee to the delegates from around the world. Additionally, create “camaraderie” among baristas from the different African countries, which will help them not only for the World Barista Championship but also for future learning and coffee events.
- To stimulate **domestic consumption** of coffee by allowing the public to taste quality coffee thereby developing loyalty and stimulating trade and consumption. Break the paradigms that all quality coffee is exported.
- **Product Development** - To introduce a variety of value added coffee beverages into the market through sharing ideas from various countries.

Wednesday February 10th

17:00	Barista Briefing Meeting at Tamanisha Hall	
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Thursday, February 11th

8:00 – 8:30	Welcome <input type="checkbox"/> Vision for the ABC & Sponsor acknowledgement <input type="checkbox"/> Presentation on WBC Championship	Bridget Carrington Cindy Chang
8:30 – 13:00	Curtain Raisers to ABC – 6 Mombasa Regional Finalists for KNBC 2010	45 minutes each, WBC Competition Format
13:00 –14:00	Lunch	
14:00 – 18:30	National Barista Champion Competition, WBC Format <ul style="list-style-type: none"> • Kenya • Tanzania • Rwanda • South Africa • Zambia • Uganda 	John Muli Asmah Juma Jean Bosco Kayitana Wayne – Ciro Solutions Syriah Mwanza Roberts Mbabazi

Friday, February 12th

9:00 – 10:30	Barista Workshop with WBC Champion; Q & A Session	All Baristas
9:00 – 10:30	NB Coordinators Meeting with CQI, COMPETE & WBC	Tentative Fahari Room
10:30 – 11: 00	Coffee Break	
11:00 – 13:00	Reversed Roles – Barista Judges competition, Judged by Barista Champions. Team of 3	Led By Gwilym Davies
13:00	Lunch	
14:00 - Evening	FREE	

Saturday February 13th

9:00 –10:30	PPT Presentations on Coffee Industry by Barista <ul style="list-style-type: none"> • South Africa • Tanzania • Rwanda 	Wayne – Ciro Solutions Asmah Juma Jean Bosco Kayitana
10:30 –11:00	COFFEE BREAK	

11:00 – 12:30	PPT Presentations on Coffee Industry by Barista <ul style="list-style-type: none"> • Kenya • Uganda • Zambia 	John Muli Roberts Mbabazi Syriah Mwanza
12:30 – 13:45	LUNCH	
14:00 – 17:00	Game Show - Coffee Trivia – All 6 Countries, Team Challenge	
17:30 All Day, Everyday	Announcement of Winners & Awards Autograph / Poster signing by WBC Champion	Gwilym Davies

* Please note that only **25 places** are available for this event, confirmations will be given on a first-come first served basis.