



7TH AFRICAN FINE COFFEE CONFERENCE & EXHIBITION



Theme: A Celebration at the Gateway

11th – 13th February 2010 Mombasa, Kenya

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**Eastern African Fine Coffees Association (EAFCA)
Secretariat – Kampala, Uganda**

Premier Africa Barista Championships at Coffee Conference – Africa's Top Baristas to Display Their Expertise

Nothing like this has ever happened before and for the first time in 2010, Africa will boast of a continental barista champion who will have battled the best baristas on the continent for the coveted title of “Africa Barista Champion”.

Baristas are professional coffee makers and their expertly prepared coffees can be enjoyed in coffee retail shops and cafes. This prestigious competition is aimed at increasing domestic coffee consumption by training baristas in proper coffee preparation techniques.

This inaugural competition will be the first of its kind in Africa and will be one of the main highlights of the *7th African Fine Coffee Conference & Exhibition* on 11th – 13th February 2010. It will be held at the luxurious Sarova White Sands Beach Resort & Spa in Mombasa, Kenya, which will also be the venue for the conference and exhibition.

The event will evaluate the elements required to produce a great cup of coffee from technique and personal presentation to beverage quality and taste. Contestants will be judged by a panel of local and international

judges on their preparation of 3 different coffee drinks: cappuccino, espresso and a specialty signature coffee drink.

Africa will be eagerly waiting for the 2009/10 national barista champions from Ethiopia, Kenya, Malawi, Rwanda, South Africa, Tanzania, Uganda and Zambia to compete at EAFCA's **1st Africa Barista Championships (ABC)** to take home the glory and indeed make the whole of Africa proud!

The **Africa Barista Championships (ABC)** will be a very colourful event with lots of commentary, music and support from the competitors' fans and the public. It will be another remarkable chapter written into the annals of EAFCA's already rich history and is an event not to be missed!

About EAFCA:

The Eastern African Fine Coffees Association (EAFCA) is a regional non-profit, non-political, member-driven association representing the coffee sector in ten member countries of Burundi, Ethiopia, Kenya, Malawi, Rwanda, South Africa, Tanzania, Uganda, Zambia and Zimbabwe.

Established in 2000 and with its Secretariat in Kampala, Uganda, EAFCA members include both private and public sector coffee stakeholders including producers, exporters, international importers, roasters, policy makers, transporters and trade representatives.

Our vision: To Be the World's Leading Origin of Fine Coffees

Our mission: To Promote the Production, Quality, Consumption and Trade of African Fine Coffees.

EAFCA has hosted six successful *African Fine Coffee Conferences & Exhibitions*: in 2004 in Nairobi, Kenya; 2005 in Livingstone, Zambia; 2006 in Kilimanjaro, Tanzania; 2007 in Addis Ababa, Ethiopia; 2008 in Kampala, Uganda and 2009 in Kigali, Rwanda.

EAFCA is thrilled to be organizing yet another world class event that promotes productivity, quality, trade of fine coffees and their consumption.

Registration for the **7th African Fine Coffee Conference & Exhibition** is OPEN! Visit www.eafca.org or www.africanfinestcoffee.com to register for the conference and exhibition NOW.

Registration deadline: 15th January 2010

For further enquiries, please contact:

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