

## **PRESS RELEASE – MARCH 2011**

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

#### **“South Africa in the Spotlight as Ishan Natalie from TRIBECA wins 2011 Africa Barista Challenge in Arusha, Tanzania”**



The Eastern African Fine Coffees Association (EAFCA) announces the completion of the 2<sup>nd</sup> Africa Barista Challenge ABC that took place in Arusha, Tanzania from 17<sup>th</sup> – 19<sup>th</sup> February 2011. Ishan Natalie, the 2009 & 2010 National champion from South Africa emerged the winner with 51% score.

Following closely in second place was Catherine Maringi from Kenya with 50%. In third place was Mark Okutta from Uganda and in 4<sup>th</sup> place were Syriah Mwanza from Zambia and Asmah Juma from Tanzania.

This competition was the second of its kind in Africa and a major highlight of the 8<sup>th</sup> African Fine Coffee Conference & Exhibition. The event was organised by the Eastern African Fine Coffees Association Secretariat (EAFCA) in collaboration with the Coffee Quality Institute (CQI - USA) The main equipment and cash sponsor was La Marzocco, Italy.

Various panels of local and international experts including the WBC champion Michael Phillips guided the baristas individually through the program that

included basic coffee cupping, PowerPoint presentations on the coffee industry in their specific countries, espresso tasting, the WBC Competition and a fun coffee trivia game show; and advised them on the areas they needed to uphold or improve before the WBC in June.

The main sponsor La Marzocco MD Mr. Kent Bakke addressed the delegates and reinforced his organization's continued support to EAFCA and the Barista movement in Africa for the next 5 years in cash and in kind.

The ABC competition has a comprehensive nature and weights the different categories of the competition according to importance and relevance. It is hoped to enhance team work among the African representatives and ensure deeper knowledge and exposure, leading to better performance at the World Barista Championships scheduled to take place in June 2-5, 2011 in Bogotá, Colombia.

### **Feedback from sponsors coffee experts and enthusiasts:**

"The lesson I took away from this trip is that even though the African barista community is under served in terms of resources to learn and train with, the passion is there, the industry at retail is just young still. I am still baffled as to why the Americas have not caught on to how good of an idea events like this are... The Nordic, Euro and Africa barista communities all have something now... time to catch up!" *Michael Phillips, Director of Education Intelligentsia Coffee & Tea, Inc, World Barista Champion 2010.*

"Congrats on an inspiring and well planned out event. One all interested in quality coffees should participate in. We at La Marzocco are proud to be a part in fact"

*Guido Bernardinelli, Managing Director La Marzocco srl*

"The Coffee Quality Institute (CQI) has been involved with the Africa Barista Championship and National Africa barista events for a number of years. The barista movement has an important impact in Africa to increase local consumption and awareness of coffee quality to the world, especially with the tourism industry. The ABC is the culmination of this annually and brings the coffee world closer to knowing Africa coffee qualities, which ultimately leads to higher prices and income to the producers". *David Roche, CQI Technical Director*

"I feel that EAFCA should bring all national bodies or organizing committees onto the ABC board, to be members of the organizing team and allow local judges to participate as a way of improving their capacity and preparation for WBC certification" *Edmund Kananura, Senior Quality Controller, Uganda Coffee Development Authority*

These activities recognize and reward the skills excellence of baristas, which will lead to better quality coffee overall. The environment provides them with a chance to meet with colleagues and share their experiences.

*Cindy Chang, Managing Director, World Coffee Events*

“EAFCA is proud of having held the 2<sup>nd</sup> Africa Barista Challenge. The ABC will enable EAFCA member countries enhance barista skills and promote appreciation of domestic coffee consumption. Building on the success of the 2<sup>nd</sup> ABC Championship, EAFCA will target to increase the number of countries participating from 6 to 11 over the coming years and put in place a structured training and competition procedure to consistently improve Barista skills in the African Region”. *Samuel Kamau, Ag. Executive Director EAFCA*

## **SPONSORS**

1. Eastern African Fine Coffees Association, EAFCA
2. Coffee Quality Institute, CQI
3. USAID- COMPETE
4. La Marzocco Italy- Banner Sponsor
5. Dormans Limited, Kenya
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7. Gavina USA
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## **About EAFCA:**

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

Established in 2000 and with its Secretariat in Kampala, Uganda, EAFCA members include producers, exporters, international importers, roasters, policy makers, transporters and trade representatives.

EAFCA collaborates with a host of development partners like USAID, CFC, European Union (EU), ICO, JETRO and others to increase the trade in fine and specialty coffees in the region, improve quality and boost domestic consumption.

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

**Our mission: To provide our membership highly valued services and build the linkages that drives the growth of Eastern African fine coffee.**

**See you at the 3<sup>rd</sup> African Barista Challenge during the 9<sup>th</sup> Africa Fine Coffees Conference & Exhibition, 16<sup>th</sup> – 18<sup>th</sup> February 2012, Addis Ababa, Ethiopia!**