





## Intro page

The World Cup Tasters Championship awards the professional coffee cupper who demonstrates speed, skill, and accuracy in distinguishing the taste differences in specialty coffees. Coffees of the world have many distinct taste characteristics and in this competition format the objective is for the cupper to discriminate between the different coffees.

Three cups are placed in a triangle, with two cups being identical coffees and one cup being a different coffee. Using skills of smell, taste, attention and experience, the cupper will identify the odd cup in the triangle as quickly as they can.

A total of eight triangles are placed in each round. The top eight competitors with the most correct answers and the fastest time proceed to the next semi finals round. The top four competitors will compete again in the finals round to determine the next World Cup Tasters Champion.

**Join us at the Melbourne International Coffee Expo (MICE2014) from 15 - 18 May, or watch the event via livestream at [www.worldcuptasters.org](http://www.worldcuptasters.org)**

The World Cup Tasters Championship is produced by World Coffee Events.

## Special thanks to...

**World Coffee Events (WCE)** would like to thank its generous sponsors. Without them, these events would not be possible. THANK YOU to our 2014 competition sponsors!

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## 2014 World Cup Tasters Championship

This year's event is held in conjunction with the **Melbourne International Coffee Expo (MICE)** from **15 - 18 May 2014**.

### WORLD CUP TASTERS COMPETITION SCHEDULE

Friday May 16	11.00am - 13.30pm	Round one, day one
Saturday May 17	11.00am - 12.10pm	Round one, day two
Saturday May 17	15.00pm - 16.00pm	Semi-Finals
Sunday May 18	13.00pm - 14.30pm	Final Round and awards ceremony

**Want to be a future Cup Taster champion?** Try a blind cupping triangulation during competition hours at the WCTC stage area.



When former World Barista Champion Tim Wendelboe first gave Australian barista Tim Varney a taste of filter coffee at his Oslo coffee shop, he wasn't a fan to say the least.

"As an Australian, I didn't drink much filter coffee... I'd tasted it plenty of times before, but regrettably, didn't appreciate it," says Tim. "So when I first got [to Oslo] and Tim [Wendelboe] served me a filter coffee, I responded, 'I don't really like it, is that bad?' It's crazy to think that for somebody who really wanted to work with coffee, the idea of filter was foreign to me."

## Behind the roast

**AS 33 CUP TASTING COMPETITORS TAKE TO THE STAGE TO BATTLE-IT-OUT FOR THE TOP POSITION, THE WORK OF 2014 CUP TASTING CHAMPIONSHIP ROASTER TIM VARNEY WILL BE PUT TO THE TEST.**

However, after seven years roasting coffee, Tim says filter is now his preferred way of drinking coffee.

"For me now, I think that's how coffee should be drunk, completely as filter. I sometimes enjoy espresso, and every now and then I'll have a cappuccino, but for me they are secondary to the clarity that you can get with filter coffee," he says.

This year Tim is responsible for the roasting of all the World Cup Tasting Championship (WCTC) coffees. "I've watched [the competition] evolve for the past 10 or so years, and I've developed close friendships

coffees so I could develop my appreciation and knowledge for green coffee."

For Tim, the biggest challenge in this new role will be the limited space for mistakes. "The small sample sizes mean there is little room for error," he says. "Consistency and clarity are paramount, but I'll be approaching the responsibility as I would any other roast."

For the 33 competitors participating in this year's WCTC, Tim says taste preference and a heightened level of tasting proficiency are the key qualities needed to win the title. "This year competitors can expect

**"As an Australian, I didn't drink much filter coffee... I'd tasted it plenty of times before, but regrettably, didn't appreciate it."**

because of the travel this competition allows," says Tim. "I wanted to sign up for the challenge of roasting all the

beautiful examples of the diversity of coffee," he says. "The WCTC is ever evolving, every improving, and it's



exciting to watch.”

Tim began his journey in the coffee industry 15 years ago. He started out at il Fornaio in the suburb of St Kilda in Melbourne, where he learned how to “make coffee really quickly”, before moving to London and working as a quality auditor for Illy for three years. It was during his time in London that Tim learned of Tim Wendelboe opening a coffee shop in Oslo and he flew straight over to meet him.

That initial meet-and-greet turned into a job interview and Tim was offered a Bar

Manager position. Gradually the Melbourne-born barista worked his way up the chain to Manager and Head Roaster of Tim Wendelboe.

“I became interested in roasting because it felt like the natural progression for me within coffee, from barista to manager to roaster,” he says.

But Tim adds that his most memorable coffee experience is winning the Nordic Roasters Cup three years in a row.

“This was particularly great as it concreted the work Tim Wendelboe was doing with the sourcing and direction of roasting in coffee. It highlighted our consistency and level of desire to produce the Nordic countries’ best coffee and only encouraged us to improve even more,” he says.

“Competition is a great tool, as bizarre as it sometimes is, to drive you to improve and build your expertise and knowledge. The competition is judged by 220 other peers, so it’s extra nice to know that people you share the industry with appreciate what you do.”

Now roasting for Patricia Coffee Brewers in Melbourne, Tim says the exciting part of

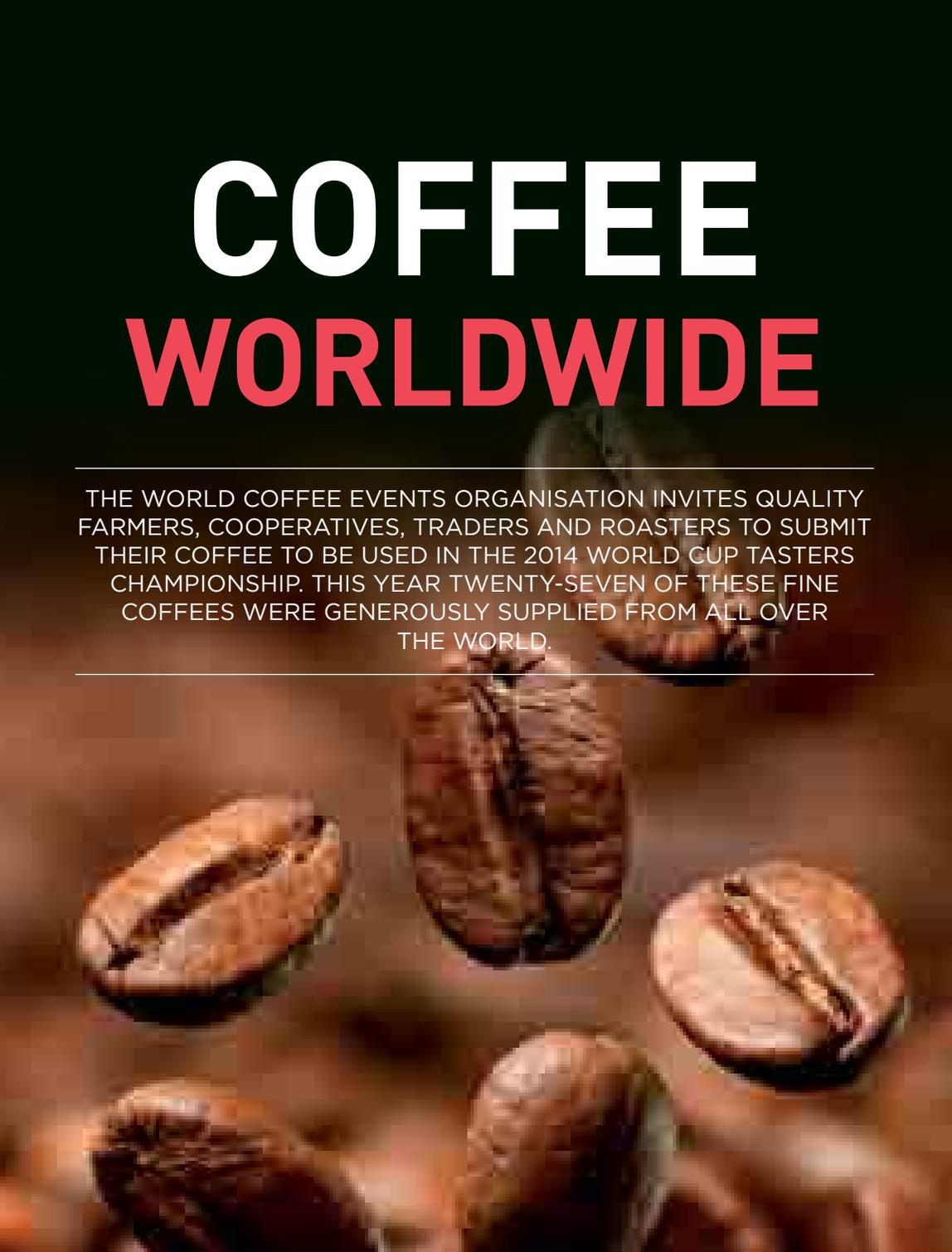
his work is still largely due to the ever-evolving quality of coffee, learning how to improve green coffee and its close relationship to wine - his other passion.

“It’s a young exciting industry to be in... we’re at a time where we can actually see improvements to coffee and that’s an exciting prospect. Whenever I visit Melbourne I’m always so interested in how the general public approach coffee, and how we’re dealing with it - I know that Melbourne roasters and baristas are eager for people to taste filter coffee,” Tim says. “What’s more, people are starting to care about how their coffee is sourced, and are willing to pay a little bit more for their green or roasted coffee.”

At this year’s WCTC Tim will be sitting on the sidelines, observing the world’s best cup tasters as they sample the coffee he has so delicately roasted. But he’ll also be showing his support for two cup tasting champions in particular. “[I’ll be cheering for] Norway, my second home and Australia, new/old home,” he says.

# COFFEE WORLDWIDE

THE WORLD COFFEE EVENTS ORGANISATION INVITES QUALITY FARMERS, COOPERATIVES, TRADERS AND ROASTERS TO SUBMIT THEIR COFFEE TO BE USED IN THE 2014 WORLD CUP TASTERS CHAMPIONSHIP. THIS YEAR TWENTY-SEVEN OF THESE FINE COFFEES WERE GENEROUSLY SUPPLIED FROM ALL OVER THE WORLD.



## Coffee estates



### BRAZIL - ANGELANDIA, MINAS GERAIS

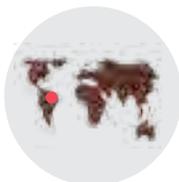
**Producer:** Donisete Geraldo Leite, Marcos Soares Rezende and Ricardo Ribeiro Tavares

**Supplier:** Fazenda Matilde (Cafebras Cafes do Brasil)

**Farm description:** Producers Donisete Geraldo Leite, Marcos Soares Rezende and Ricardo Ribeiro Tavares say that Matilde Farm inspires them to produce the best coffee. They believe this coffee is special, not only for its magnificent taste, but because it's cultivated by loving hands. The plantation is protected and sheltered by a planted forest. Matilde Farm also produces Mahogany Coffee. This coffee brings out the best of Minas Gerais beans, combined with one of the finest woods in the world - African Mahogany.

**Coffee Description:** Citric acidity, full body, fruity, long and pleasant aftertaste.

[www.cafebras.com/en/](http://www.cafebras.com/en/)



### BRAZIL - CERRADO, MOGIANA

**Coffee:** Full Bloom Arabica

**Producer:** Daterra Coffee

**Supplier:** Daterra Coffee

**Farm description:** Daterra's plantation in the Cerrado, Mogiana region of Brazil is located at an average altitude of 1150 metres above sea level with a stable temperature of around 25°C. The dry season during harvest makes the Cerrado, Mogiana region unique for the best Arabica coffees. Plantations are divided into 215 mini farms and further subdivided to ensure the most accurate monitoring of rainfall, cultivation procedures and productivity.

Daterra means "from the earth" in Portuguese, and it is from there - the earth - that Daterra cultivate with respect to the environment, technology and good people. Their high quality green coffee beans are exported and consumed all over the globe.

**Coffee description:** Full Bloom Arabica presents great acidity, and a nice fruity flavour. It is very sweet with some dark berry and chocolate notes.

[www.daterracoffee.com.br](http://www.daterracoffee.com.br)



### BRAZIL - SERRA DE MANTIQUEIRA MOUNTAINS

**Coffee:** Ipanema Coffee Micro Lot 005 Mundo Novo Natural

**Producer:** Fazenda Rio Verde

**Supplier:** HA Bennett & Sons

**Farm description:** This coffee is naturally processed and harvested from Fazenda Rio Verde in the Serra Mantiqueira mountain ranges. The Mundo Novo varietal is grown between 800 to 1350 metres above sea level. Fazenda Rio Verde has been in existence for more than 100 years and is a true natural sanctuary where coffee occupies just over 40 per cent of the total area. The estate is owned by Ipanema Coffees, who are a specialty coffee trader and producer in Brazil, known for their high quality cup profiles. HA Bennett & Sons are exclusive distributors of Ipanema coffee to the Australian market.

**Coffee description:** The coffee cups with sweet berry notes, cream and chocolate. It boasts a full, smooth, syrupy body with a soft and juicy berry acidity coming in mid palate and through to the finish.

[www.hab.com.au](http://www.hab.com.au)



### BURUNDI - NORTH KIRUNDO PROVINCE

**Coffee:** Burundi Cafex Micro Lot #1891

**Producer:** Cafex

**Supplier:** HA Bennett & Sons

**Farm description:** The Burundi Cafex Micro Lot #1891 is a naturally processed coffee grown between 1450 to 1600 metres above seal level in the North Kirundo province of Burundi. It has been specially selected from farmers in the region for its distinctive fruit characteristic and superior quality. This micro lot is the first naturally processed specialty coffee to be exported from Burundi, and HA Bennett & Sons are proud to be able to offer it to Australian roasters. For almost 100 years, Bennetts has been the bridge between Australian businesses and coffee producers across the world.

Cafex's washing station processes coffee from 487 farmers in the region. Cafex also helps to improve the quality of life for the people in the Kirundo province through employment opportunities, access to medical care and education.

**Coffee description:** This coffee cups with bright, sweet candy notes up front, moving to intense flavours of juicy raspberry, dark cherry and chocolate. It displays clean, tangy, berry fruit acidity and a lingering toffee and honey texture and flavour to finish.

[www.hab.com.au](http://www.hab.com.au)





## COLOMBIA - ANATOLÍ, CUNDINAMARCA

**Coffee:** Blanca Anatolí

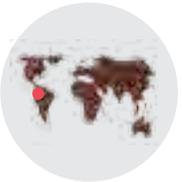
**Producer:** Colombia La Palma & El Tucan

**Supplier:** Latorre & Dutch Coffee

**Farm description:** This farm is situated 1619 metres above sea level and produces Caturra, Typica and Catuai varieties.

**Coffee description:** This coffee cups a score of 92. It is produced Aeronic, without water. It is a bright coffee with a rounded body, and flavour notes of vanilla and peach.

[www.latorredutchcoffee.com](http://www.latorredutchcoffee.com)



## COLOMBIA - ANATOLÍ, CUNDINAMARCA

**Coffee:** Rosalbina, Anatolí

**Producer:** Colombia La Palma & El Tucan

**Supplier:** Latorre & Dutch Coffee

**Farm description:** The Anatolí farm is located in the town of Cundinamarca, located 1620 metres above sea level. This region produces Caturra, Typica and Catuai varieties that are processed Aeronic, without water.

Latorre & Dutch Coffee Traders strive to raise the bar of café culture and push its farmers and themselves to the limit to produce the best possible products. Latorre & Dutch specialise in total traceable and quality certified single farm, micro lot and gourmet coffees. All its products are linked and negotiated directly with small farmers or communities and then bought through co-ops to ensure fair trade and social projects are completed in these remote areas around the world.

**Coffee description:** The coffee cups a score of 91. Its taste characteristics are elegant and creamy, with notes of rose water and apricot.

[www.latorredutchcoffee.com](http://www.latorredutchcoffee.com)



## COLOMBIA - BUENAVISTA, CUNDINAMARCA

**Coffee:** Alfonso, Buenavista

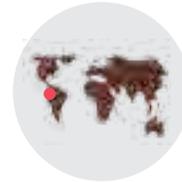
**Producer:** Colombia La Palma & El Tucan

**Supplier:** Latorre & Dutch Coffee

**Farm description:** The Alfonso coffee farm in Buenavista produces Caturra, Typica and Catuai varieties, which are processed aerobic, with water. The farm is situated 1619 metres above sea level.

**Coffee description:** The coffee cups a score of 88. This coffee has a rounded body with flavour notes of plum acid and chocolate.

[www.latorredutchcoffee.com](http://www.latorredutchcoffee.com)



## COLOMBIA - BUENAVISTA, CUNDINAMARCA

**Coffee:** Jairo, Buenavista

**Producer:** Colombia La Palma & El Tucan

**Supplier:** Latorre & Dutch Coffee

**Farm description:** The farm is situated 1350 metres above sea level and produces Caturra, Typica and Catuai varieties.

**Coffee description:** The coffee cups a score of 87.5 and is processed aerobic, with water. This coffee produces malt and hazelnut characteristics and is bright with a rounded body in the cup.

[www.latorredutchcoffee.com](http://www.latorredutchcoffee.com)



## COLOMBIA - BUENAVISTA, CUNDINAMARCA

**Coffee:** Raúl, Buenavista

**Producer:** Colombia La Palma & El Tucan

**Supplier:** Latorre & Dutch Coffee

**Farm description:** The farm is situated 1747 metres above sea level and produces Caturra, Typica and Catuai varieties.

**Coffee description:** This coffee cups a score of 89 and is processed anaerobic, without air. It embodies strawberry notes, bright orange acid and cream.

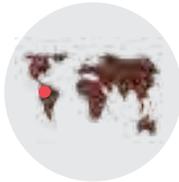
[www.latorredutchcoffee.com](http://www.latorredutchcoffee.com)





## COLOMBIA - CASANARE

**Coffee:** Casanare  
**Producer:** Colombian Coffee Growers Federation (FNC)  
**Supplier:** Colombian Coffee Growers Federation (FNC)  
**Coffee description:** Medium acidity with a high creamy body.  
[www.cafedecolombia.com](http://www.cafedecolombia.com)



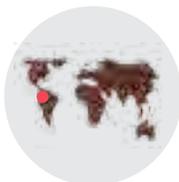
## COLOMBIA - CUNDINAMARCA

**Coffee:** Cundinamarca  
**Producer:** Colombian Coffee Growers Federation (FNC)  
**Supplier:** Colombian Coffee Growers Federation (FNC)  
**Coffee description:** Pronounced sweetness, mid-low acidity with medium body.  
[www.cafedecolombia.com](http://www.cafedecolombia.com)



## COLOMBIA - NARIÑO

**Coffee:** Narino  
**Producer:** Colombian Coffee Growers Federation (FNC)  
**Supplier:** Colombian Coffee Growers Federation (FNC)  
**Coffee description:** Citric and aromatic taste, high acidity with medium body.  
[www.cafedecolombia.com](http://www.cafedecolombia.com)



## COLOMBIA - NORTE DE SANTANDER

**Coffee:** Norte de Santander  
**Producer:** Colombian Coffee Growers Federation  
**Supplier:** Colombian Coffee Growers Federation (FNC)  
FNC is a not-for-profit organisation that works towards the sustainability of more than 550,000 Colombian coffee growing families. FNC upholds a strong diversity of high quality profiles with unique attributes, and offers fresh coffee all year round and a solid quality control system.  
**Coffee description:** Chocolate and honey notes, bright acidity with a creamy body.  
[www.cafedecolombia.com](http://www.cafedecolombia.com)



## COLOMBIA - SIERRA NEVADA

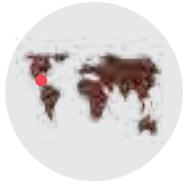
**Coffee:** Sierra Nevada  
**Producer:** Colombian Coffee Growers Federation (FNC)  
**Supplier:** Colombian Coffee Growers Federation (FNC)  
**Coffee description:** Nutty flavours, medium acidity with a mid-high body.  
[www.cafedecolombia.com](http://www.cafedecolombia.com)



## COSTA RICA - SANTA MARTA DE DOTA

**Coffee:** Dota Tarrazu Coopedota R.L Honey Micro Lot  
**Producer:** CoopeDota R.L  
**Supplier:** HA Bennett & Sons  
**Farm description:** Protected by the Pacific basin range, the Dota region near to the Tarrazu valley plays host to a myriad of wildlife and flora and is renowned for producing some of the finest coffees in Costa Rica. The combination of altitude, climate and unique soil qualities makes for a superior cup profile. The Coopedota cooperative operates as an important economic and cultural resource for the town's tight-knit community. They employ agronomists to work with member producers in order to promote education and training, and offer a special micro lot program for farmers who consistently produce high quality coffees. These micro lots are processed separately with great care and full traceability.  
**Coffee description:** This is a honey-processed micro lot coffee, which is complex and cups with sweet strawberry jam and lemon flavours up front. It boasts a clean bright citrus acidity through a silky full body with a honey and baker's cocoa length.  
[www.hab.com.au](http://www.hab.com.au)





## EL SALVADOR - APANECA-LA PATEPEC MOUNTAIN RANGE

**Producer:** Finca Los Bellotos

**Supplier:** Café Pacas

**Farm description:** The Finca Los Bellotos farm is located at a very secluded spot in Cerro Verde, 1600 metres above sea level. This region is famous for its prominent volcano, which is part of the Apaneca-Lamatepec Mountain range. This farm has fertile volcanic soils and low temperatures that provide the best conditions for growing specialty coffee.

Coffee supplier Café Pacas loves coffee like a family member. It cares and nurtures the product it sources to ensure it reaches its full potential.

**Coffee description:** This coffee is a Bourbon varietal.

[www.cafepacas.com](http://www.cafepacas.com)



## ETHIOPIA - YIRGACHEFFE, GEDEO

**Coffee:** Ethiopia Koshere Grade 3 Natural

**Producer:** Kochere Mill

**Supplier:** Plantation Direct

**Farm:** Kochere Farmer's Group

**Coffee description:** Bright, sweet and fruity with a powerful nose of melon, lime and strawberry. This is followed up on the palate with a smooth berry acidity and creamy body.

[tobysestate.com.au](http://tobysestate.com.au)



## GUATEMALA - FRAIJANES, MATAQUESCUINTLA, SAN MARCOS AND ESQUIPULAS REGIONS IN SOUTHERN GUATEMALA

**Coffee:** Guatemala SHB Decaf

**Producer:** Swiss Water Decaffeinated Coffee Company (SWDCC)

**Supplier:** HA Bennett & Sons

**Farm description:** Swiss Water is a global leader in environmentally responsible chemical-free decaffeination of specialty coffee and has been since 1989. HA Bennett & Sons are the exclusive distributors of Swiss Water Processed Decaffeinated coffee to the Australian market and are proud to supply quality decaffeinated green beans that taste just as good as the caffeinated version.

**Coffee description:** The single origin Swiss Water Processed Decaffeinated coffee is grown at elevations of 1300 to 1650 metres above sea level and is harvested from the Fraijanes, Mataquescuintla, San Marcos and Esquipulas regions in southern Guatemala. It is naturally fermented and sun-dried on patios. After processing, the green beans are sent to the Swiss Water facility in Vancouver, Canada for decaffeination. The Swiss Water decaffeination process uses water to gently remove the caffeine from green beans, while maintaining the bean's distinctive origin and flavour characteristics. The coffee cups with a subtle fruit note up front and sweet caramel notes. It boasts a creamy body through to a long caramel finish.

[www.hab.com.au](http://www.hab.com.au)





## INDIA - BABA BUDAN MOUNTAIN RANGE, CHIKMAGALUR, KARNATAKA, SOUTH WEST INDIA

**Coffee:** Pearl Mountain Peaberry

**Producer:** Ratnagiri Estate

**Supplier:** Cofi-Com

**Farm description:** Ratnagiri Estate produces Kents & SL varieties, 795, 5&9, Hemavathy. The farm is located 1150 to 1350 metres above sea level. It has a global reputation for producing some of India's finest washed Arabica. The estate is more than 85 years old, handed down over three generations and located in the Baba Budan Mountain Range where it is said the first coffee was planted by Bababuda - a pilgrim from Yemen. Shivappaia Patre first purchased the estate in 1920 and named it the Ratnagiri Estate, inspired by the beautiful mountains. The name translates to Pearl Mountain. The coffee is intercropped with black pepper and cardmom groves among many other native plants and trees providing shade for the coffee and conserving the natural environment.

**Coffee description:** This coffee is fully washed, with soft, smooth and delicate spices.

[www.coficom.com](http://www.coficom.com)



## INDIA - BABABUDAN GIRIS

**Coffee:** India Tiger Mountain A Grade

**Producer:** HA Bennett & Sons

**Supplier:** HA Bennett & Sons

**Farm description:** The Tiger Mountain A Grade is grown under shade trees in the Bababudan Giris region in India and comprises of SL795, SL9 and cauvery varieties. It is a fully-washed coffee.

**Coffee description:** The Tiger Mountain A Grade is a Bennetts exclusive, and specially selected for its varietal and altitude classification. The coffee promotes Bennett's longstanding partnership with fundraising initiative 21st Century Tiger.

The coffee is sweet and clean. It cups with notes of toffee and nuts throughout. It boasts a clean acidity through a creamy body with a ling long toffee finish. It is a refined and delicate cup.

For each bag of Tiger Mountain sold, Bennetts donates US\$1 towards the conservation and research of Indian tigers in Kahna National Park in the Mandla and Balaghat regions of India.

[www.hab.com.au](http://www.hab.com.au)



## INDONESIA - LINTONG, SUMATRA

**Coffee:** Indonesia Lake Tawar

**Producer:** Banyan farmer Group

**Supplier:** Cofi-Com

**Farm description:** This farm is situated 1200 to 1400 metres above sea level. The farmers at Lake Tawar receive regular support and training from Volkopi's sustainability field team to help replanting, fertilising, composting and general good farming practices to increase yields and maintain high quality standards.

**Coffee description:** This estate produces local variations of Typica, Caturra, Bourbon and Catimor varieties. The Indonesia Lake Tawar coffee is sweet, with malty overtones, great length, body, and intense grapefruit acidity. The coffee itself is a beautiful hade blue, from wet hulling the parchment in the process unique to Sumatra called gilling basa.

[www.coficom.com](http://www.coficom.com)



## KENYA, KARATINA, NYERI

**Coffee:** Kenya Gatina AA

**Producer:** Gatina Wet Mill

**Supplier:** Plantation Direct

**Farm:** Co-op smallholders

**Coffee description:** A top AA redolent of blackberry, lemon and currant, with a shiraz-like mouth feel. Acidity is gentle and smooth, with a huge body coming to the fore in this Kenyan giant.





### PANAMA - SANTA CLARA

**Coffee:** Batista Honey Gesha

**Producer:** Toby Smith

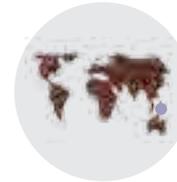
**Supplier:** Plantation Direct

**Farm description:** Positioned a few kilometres from the main farm Finca Santa Teresa, the Batista Lot has a climate all of its own, making it ideal for producing Gesha. This is Finca Santa Teresa's first honey coffee, and it has come out swinging, winning fourth place in the Best of Panama. Finca Santa Teresa sits at 1450 metres above sea level.

Toby's Estate is focused on delivering exceptional coffee by maintaining an intimate connection with the world's leading coffee growing region. The company is dedicated to continuously perfecting the art of craft roasting and has a strong focus on education.

**Coffee description:** This honey-processed Gesha varietal is rich and sweet. On the sugar side there are notes of cinnamon, honey and caramel. On the complexity tip are aromas of moss, lavender and malt. Uniting these two sides are overarching flavours of warm strawberry and kiwi fruit.

[tobysestate.com.au](http://tobysestate.com.au)



### PAPUA NEW GUINEA - MT HAGEN, WESTERN HIGHLANDS

**Coffee:** Kimel Peaberry **Producer:** Kimel Estate **Supplier:** Cofi-Com

**Farm description:** Kimel Estate produces varietals of Arusha, Typica and Bourbon. The farm is located between 1500 to 1600 metres above sea level. The soil is mostly rich, sandy loam. The temperature ranges from 6°C to 29°C and the annual rainfall is approximately 260 to 270 millimetres.

The Kimel plantation was first established in 1974 by Australian, Bobby Gibbs. It is now fully owned by traditional landowners, the Opais, being the main tribe in this area. The estate is located in the Western Highlands in the Wahgi Valley, approximately 50 kilometres south of Mount Hagen, near a small town called Banz. The Western Highlands area is the largest coffee producing province in Papua New Guinea (PNG), with the Wahgi valley and the Dei Council, in particular, producing some of the finest coffees in PNG.

**Coffee description:** This coffee is fully washed. It is intense, bright and full-bodied. It has great balance and structure, juicy acids, with chocolate and nut undertones.

[www.coficom.com](http://www.coficom.com)



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- Research & education
- Fresh roast

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## RWANDA - KIRAMBO VILLAGE, KARONGI DISTRICT, WESTERN PROVINCE

**Coffee:** Rwanda Gitesi

**Producer:** Gitesi Mill farmers

**Supplier:** Cofi-Com

**Farm description:** Gitesi Mill is situated between 1700 to 1730 metres above sea level. Gitei Mill is owned by the Rwanda Trading Company. The mill was established in 2006 in Western Rwanda. About 1830 farmers produce cherries for the Gitesi Mill, which pays them annual bonuses based on performance.

Cofi-Com offers a large, diverse range of specialty and boutique coffee direct from farms, estates and mills in more than 25 different countries. Cofi-Com provides a personal consultancy and assistance in selecting the right beans and blends for businesses. Roasters are invited to source an exciting, unrivalled range of coffee, offering every opportunity to exceed expectation.

**Coffee description:** This Rwanda Gitesi is a fully washed Bourbon varietal. It has pronounced aromatics, rich chocolaty under tones, with wine and stewed plum notes.

[www.coficom.com](http://www.coficom.com)



## UGANDA - MOUNT ELGON, EASTERN UGANDA

**Coffee:** Mount Elgon

**Producer:** Ngoma Wet Mill

**Supplier:** Cofi-Com

**Farm description:** This farm produces Bourbon SL varieties. Ngoma Wet Mill is located between 1400 to 1900 metres above sea level. The Mount Elgon Washed Arabica Schemes started in 2007 and works with around 6000 smallholder farmers. The scheme is 4C verified and UTZ and RFA certified. Farmers deliver their cherries to either one of six micro-washing stations. All stations are equipped with eco-pulping units and green houses to optimise coffee drying under wet conditions. Farmers are grouped in producer organisations of 25 to 30 members to facilitate buying and extension services by the 27-person-strong washing stations and field teams. Both teams are essential in the verification and certification processes.

**Coffee description:** Mount Elgon is a full-washed coffee with chocolate and gentle fruits, hints of spice, and is a smooth, all rounded coffee.

[www.coficom.com](http://www.coficom.com)



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## Origin Trip Sponsor

**TOBY'S ESTATE ARE THE INAUGURAL WORLD CUP TASTING CHAMPIONSHIP ORIGIN TRIP SPONSOR. COMPANY FOUNDER TOBY SMITH PROVIDES AN INSIGHT INTO WHAT THE 2014 WINNER CAN EXPECT.**



For the first time in World Cup Tasting Championship (WCTC) history, the event winner will be given the experience of a lifetime – a trip to origin to embrace the

**“We would like to raise awareness for FST and the Toby’s Estate Coffee Plantation in Panama and share our specialty coffee with the world’s coffee loving community.”**

world of coffee farmers and their prized crops.

The lucky barista will travel to Panama to explore the Toby’s Estate Coffee Plantation, which sits within

the multi-award-winning Finca Santa Teresa (FST).

“[FST] provides us with a unique opportunity to offer an origin trip for the 2014 WTC winner so that they can

experience the coffee lifecycle from seed through to cup,” says Toby’s Estate Founder Toby Smith.

Toby will personally provide the WCTC winner with

a tour of the FST plantation in Panama. The winner will have the opportunity to participate in cuppings using various coffees from the plantation, and also be guided through different varietals, processing methods and micro-lots, each of which produce a unique and individual coffee.

“We are thrilled to be a part of the WCTC this year and are looking forward to sharing our specialty coffee knowledge and unique coffee plantation with others who are so passionate about coffee,” says Toby.

“We would like to raise awareness for FST and the Toby’s Estate Coffee Plantation in Panama, and share our specialty coffee with the world’s coffee loving community.”

Panama is renowned for producing some of the world’s best coffees including Gesha. As such, the various micro climates and processing methods used at FST see a variety of new and interesting



coffees being produced.

FST produces Arabica coffee from the Caturra and Catuai varietals, as well as the premium Gesha variety. Its coffee is one of the most awarded in Panama and has been consistently successful in the Best of Panama competition and other



coffee competitions globally.

Toby’s Estate sources its coffee through a network of producers and exporters across more than 10 origins worldwide. It works continuously with long-term partners at origin to improve coffee quality and ensure consistency.

Toby’s Estate chooses its exporter partners carefully based on their commitment to producer welfare, farmer relationships and local support services such as training, micro finance and equipment supply.

In some cases Toby’s Estate are able to negotiate pricing direct with the producers and maintain steady working relationships, giving them prized income

security. It also secures coffee from its own farm in Panama, where it has complete management control over coffee production, and provides housing, schooling, access to medical care and education opportunities to farm staff.

Toby says the 2014 WCTC winner be able to see first hand the relationship Toby’s Estate has with its farmers and producers when they travel to Panama.

“We wish all of the competitors the best of luck in the competition and look forward to hosting the winner at our Toby’s Estate Coffee Plantation in Panama!”

[www.tobysestate.com](http://www.tobysestate.com)





## Meet the national champions



**AUSTRALIA**  
**BYOUNG-WOO KANG**  
Company: Market Lane Coffee

I started working as a part-time barista then fell in love with coffee. I now spend much of my time at Market Lane Coffee roasting and tasting coffee. To me, cupping is a way of communication with coffee that is honest and direct. As a roaster, a big part of my job is to reveal what hides in green seeds, and cupping is the moment of the truth. I am excited and surprised at what I find at the cupping table - it's like a never-ending exploration.



**AUSTRIA** **KLAUS TRIFICH**

I am a freelance illustrator and musician with no professional coffee background. John Arild Stubberud from Norway got me into coffee during my frequent visits of his café in Salzburg, Austria. ...and he lent me his cupping spoon.



**BELGIUM** **JENS CRABBE**  
Company: Mok Coffee

I am the owner of Mok Coffee



**BRAZIL**  
**EDIMILSON BATISTA GENEROSO**  
Company: ALICERCE COMERCIO E EXPORTAÇÃO DE CAFÉ LTDA

I started my coffee career when I was 17 years old. I learned to try coffees with my older brothers who have worked with coffee for a long time. Together with my brothers we have established a company called Alicerce, where we buy coffee from producers and export it all over the globe. My work is connected with many growers in different states of Brazil, including Espírito Santo, Minas de Minas and Sul the minas. I am also a judge for Cup of Excellence in Brazil. I love working with specialty coffees.



**CHINA** **WU LINGBO**  
Company: Cenci Coffee

I'm a roaster and trainer in China. I love the process of finding great coffee. My team and I always try our best to make every cup of coffee taste great. Cupping is what we do every day. Great coffee doesn't just happen, there are a lot of processes involved, and cupping is the first step to delivering a quality product.



**COLOMBIA**  
**JOSE JOAQUIN ORDONEZ IMBACHI**  
Company: Federacion Nacional De Cafeteros De Colombia

I am an instructor of special coffee production in Huila, Colombia. I am really interested to participate in the World Cup Tasting Championship so I will have an experience to share with my students back in Colombia.



**COSTA RICA**  
**JUAN GABRIEL CESPEDES**  
Company: Ecomtrading/Cafinter

Born and raised in Heredia, Costa Rica, I started working in the coffee industry in 2005 at Instituto del Café de Costa Rica as an assistant cupper. Little by little I learned about cupping. Since then cupping has been my hobby, job, and true passion. After seven years working at CICAPE (Centro de Investigación del Café), I wanted a change and got the opportunity to work at Ecom Costa Rica/Cafinter. This new position gave me the chance to compete in the Costa Rican Cup Tasters Championship last year for the first time, where I won the title. Thankfully, I've been lucky enough to win again this year. It's a dream come true and the opportunity of a lifetime!



**FRANCE**  
**SEBASTIEN MAURER**  
Company: CAFE SATI

I currently work at Café Sati, located in Strasbourg, France. I am a Quality Manager and I'm part of an internal tasters panel, so I taste coffee every day as part of my job. I'm very happy to be travelling to Melbourne for the World Cup Tasters Championship as the representative of France.



**GERMANY**  
**JÜRGEN PIECHACZEK**  
Company: 24grad Kaffeerösterei

I am the Founder and Owner of 24grad Kaffeerösterei. I have a Phd in Agriculture - socio economics. As part of my study I researched high quality coffee production in the case of small-scale farmers in Southern Colombia. I am also a member of the Specialty Coffee Association of Europe (SCAE) and of the Alliance for Coffee Excellence (ACE). I have travelled to different coffee production areas including Central America, South America, Eastern Africa and Asia. I have seven years of cupping experience.



**GREECE**  
**PAPAIOANNOU DIMITRIS**

I appreciate the art of taste, this is what prompted me to start this journey into the wonderful world coffee! I can identify flavours such as spices, herbs and fruits in coffee, but there are infinite possibilities of flavours, and the constant renewal of flavours through different blends and combinations.



**GUATEMALA** **LUIS ENRIQUE RODRÍGUEZ MAZARIEGOS**  
Company: San Martín Bakery

I have nine years experience in the world of coffee. I first starting working as a barista in 2004 and in 2011 I became more involved in coffee as an instructor for the Guatemala National Coffee Association. Through this role I held different courses including brewing, barista skills, and roasting classes. With this job I developed more cupping experience because a roaster needs to understand good flavour profiles. Now I work at San Martín Bakery as a roaster. It is a big responsibility because each batch has high quality standards. I have to cup each batch to know the characteristics of the coffee that I have roasted. This process helps me to adjust and improve each roast profile.



**FINLAND** **PANU REINIKAINEN**

I'm a part-time barista and a literature student from Helsinki, Finland. I've been working with coffee for about two years now. Before my career as a barista I worked as a cook for a few years. I have been interested in food, wine and coffee as long as I can remember, so the transition from food to coffee was very natural for me. I love cupping and trying to find and vocalise the flavours in the cup. This March was the first time I attended a cup tasting competition, and I'm very proud to represent Finland in the World Cup Tasters Championship!



**HONDURAS** **RUBER RIVERA**  
Company: IHCAFE

I was born on a coffee farm. Throughout my childhood I worked in coffee harvesting. In 2002 I began working with a coffee cooperative, and in 2005 I enrolled in the first cupping school in Honduras, organised by Instituto Hondureño del Café (IHCAFE) and AECID. I have been a National Cup of Excellence Judge since 2006, and have been selected for International Jury three times. I have worked as a Sensory Judge for our National Barista Competition. I have also worked in the profile characterisation for Honduran Western Coffees and been in charge of cupping of all the lots exported under this geographic region.



**HONG KONG**  
**YIK HANG TANG**



**HUNGARY** **PÉTER CSERKÓ**  
Company: Espresso Embassy

It is a great opportunity for me to represent Hungary in the World Cup Tasting Championship. After finishing my hospitality and catering studies I worked in two fine-dining restaurants. Since 2008 I have been working as a sommelier. It is my daily task to taste and select wines, tasting more than a thousand wines each year. I started working with coffee in the last few years. Apart from my main job as a sommelier, I started working with Espresso Embassy in 2013 as a part-time barista. This greatly helped me to prepare for the competition. I have also received additional training from 2013 World Cup Tasting Champion Horvath Lajos. I am proud of the whole team that has helped and supported me.





**INDONESIA**  
**VITO ADI TJANDRASURJA**  
Company: SENA KOFFIE

I'm 25 years old and have been working in the coffee industry for about four years now. The passion and love I have for coffee grows each day. Indonesia has enormous varieties of coffee and each of them has the potential to be a specialty coffee. It's my dream and passion to explore more about Indonesian specialty coffee and bring these coffees into the broader market, domestically or internationally. In 2010 I started my own coffee shop called Sena Koffie in Malang, East Java-Indonesia. I worked as a barista for two years until I decided to start roasting coffee. In 2013 I moved to Bali to open my second coffee shop with a roastery. I competed in the Indonesian Barista championship in 2013 and placed first in the Indonesian Cup Tasters Championship in 2014.



**JAPAN RISA SASAKI**  
Company: Mamezo Coffee

I'm a barista and 27 years old. I'm so happy to participate in the 2014 World Cup Tasting Championship! This is the second time I've competed in the event. Last time I finished in second place. My aim is to get correct answers for each round and come back to Japan with a satisfying smile. I would like to express my appreciation to the people who work for this competition and also to the people who support me. My cupping ability has improved a lot through this competition. I'm looking forward to talking with coffee lovers in Melbourne.



**KOREA DAE YONG KIM**

I'm 30 years old. I've been studying coffee since I was 23 years old. I like to taste coffee from different coffee shops. I entered my first coffee competition in 2012 and won my first prize in 2013. I enjoy learning about coffee, not just winning competitions. I expect to get a good result in this event by preparing hard.



**LITHUANIA**  
**ARNAS URBANAVICIUS**  
Company: Coffee Inn

I'm a barista and beginner roaster from Lithuania, and of course a deep coffee lover.



**NEW ZEALAND CHARLIE SELF**  
Company: Excelso coffee roasters

I've been in the hospitality industry for 18 years. I started as a chef working for Cambridge University. This taught me that speed and quality is paramount. My kiwi girlfriend taught me how to make coffee and together we worked for a busy espresso bar. In New Zealand I found my way into Atomic Roasters where I learned the difference between culinary coffee and commodity coffee. After many years in Auckland we headed to the coast where we set up a couple of cafés, which kept us busy for seven years. Then we had our son. We've since sold the cafés and we both work at a local roaster called Excelso Coffee Roasters, run by Jeff and Carrie Evans.



**NORWAY**  
**ERIK NIKLAS IVRIG KAISEN**  
Company: Kaffebrenneriet

I'm the manager of one of Kaffebrenneriets' coffee shops in Oslo, Norway. In addition to being the manager, I also do a bit of roasting for our company. I've worked with coffee for three years now, and will probably stay in the business for many years to come.



**ROMANIA:**  
**DINESCU-CRACIUN STEFAN**



**RUSSIA VARVARA STUKALO**  
Company: Coffeemania

I enjoy reading books and drinking fabulous Kenya v60, while my crazy dogs bounce around like a ball.



**PERU JOHAN DANY MONTEZA**  
Company: BIO AZUL PERU

I'm a young Peruvian cup taster with lot of passion for good coffee. I'm lucky because I have the chance to taste lots of specialty coffee coming from different parts of my country - all of them farmed by small producers. Based on my passion, I'm here to represent the lovely land of the Incas, and share with you my enthusiasm and love for specialty coffees. Being a cup taster is more than a job, it's pure passion and a way to promote the treasures of Peruvian fields.



**SLOVAKIA PAVOL KRAJNAK**  
Company: Musetti Slovakia

I come from Slovakia, Presov city. I got involved in coffee while working behind the bar as a bartender. But, gradually I became interested in more than just bartending. Coffee to me is a broad area of smell, taste and passion - that's why I signed up this year for the Cup Tasting Championship and I managed to win for Slovakia. Participating in this event will give me a lot of experience and I'll get to meet new people.



**SPAIN**  
**MARCOS RAMOS CASCALLAR**  
Company: Tu Café

I live in a small town northwest of Spain. I am a lover of specialty coffees. I was a wine sommelier for some years but I'm very interested in tasting coffee. I really like the complexity of specialty coffees. I never thought I could smell coffee like I do flowers, but I love this. I'm looking forward to Melbourne to measure my skills with the other contestants and hope to bring Spain a good result from the competition.



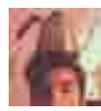
**SWEDEN PATRIK NILSSON**

I'm 26 years old. I'm concluding my bachelor's degree as a Sommelier in Culinary Arts and Meal Science at Örebro University. The greatest passion in my life is wine, but ever since my introduction to specialty coffee I've been a one-of-a-kind coffee enthusiast. One of my favorite activities while doing an internship as a wine taster in New York City was the possibility to seek out and discover new coffee places and the individuals behind them.



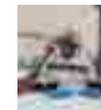
**TAIWAN**  
**PANG-YU LIU**

Hi, my name is Pang-Yu Liu and I'm a cup taster from Taiwan.



**THE NETHERLANDS**  
**YOERI JOOSTEN**  
Company: Boot Koffie

I started dishwashing at Boot Koffie back in 2008. Nowadays I am a quality manager, buyer and roaster at that same company.



**UGANDA**  
**EMMANUEL TUMWESIGYE**  
Company: Louis Dreyfus Commodities Uganda

I live in one of the top coffee exporting countries in the world. This has granted me an opportunity to hone my coffee quality analysis skills and earn certificates in Q and R grading. As a result of such attributes, I've managed to become a Coffee Quality Manager with Louis Dreyfus Commodities Uganda. One year ago I participated in my first national Cup Tasters Championship and finished in third place. This year I won first place, beating some of the best in the country. I look forward to enjoying my time at the World Cup Tasting Championship in the wonderful city of Melbourne, and do my best to make Uganda proud.



**UNITED KINGDOM**  
**JASON GONZALEZ**  
Company: Colonna and Small's

I have become one with the cupping spoon. I do not dip the spoon, the spoon dips. I do not slurp, the slurp becomes. I do not seek the difference, I am the difference.



**UKRAINE**  
**OLEKSANDR GALITSYN**  
Company: Dom Coffee

I have been working in the coffee industry for seven years. During this time I became the Ukrainian Latte Art Champion and took part in the World Latte Art Championship in London 2010. I have also won the Ukrainian Barista Championship and participated in the World Barista Championship in Bogota 2011, where I finished in 23rd place. My cherished dream is to win the World Cup Tasters Championship.



**UNITED STATES**  
**AMANDA JURIS**  
Company: Starbucks

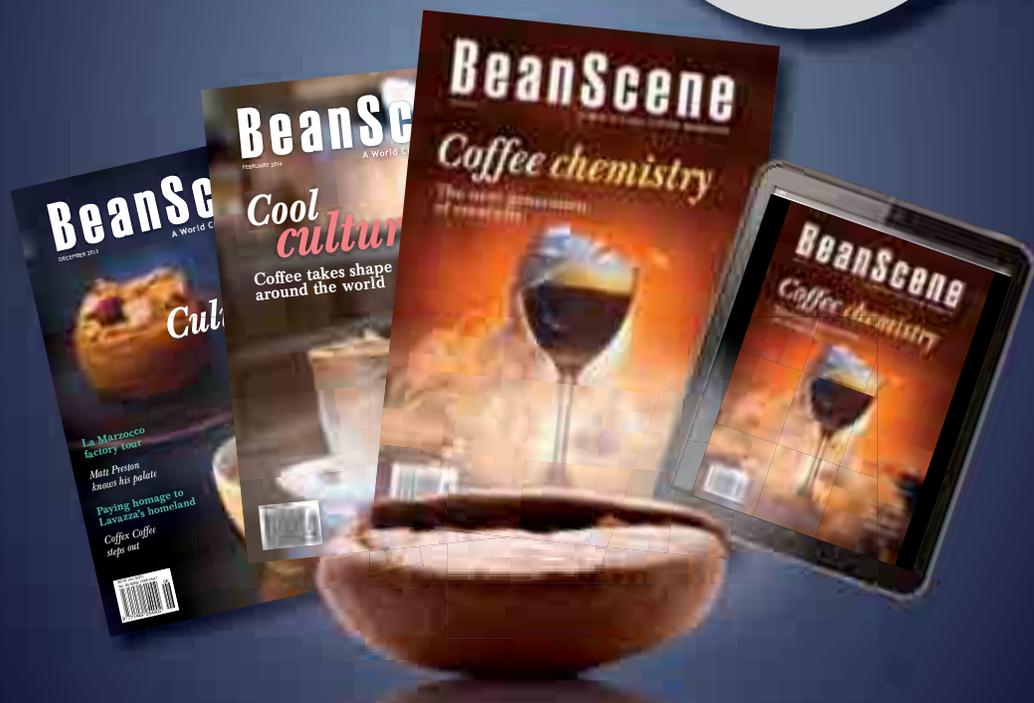
I've been in specialty coffee for seven years and am a licensed Q grader. I'm a green coffee quality specialist at Starbucks' corporate headquarters in Seattle, WA where I'm responsible for monitoring green coffee quality from arrival at our four domestic roasting plants through production. On average I cup 300 coffees per day, but some days there are as many as 700 coffees. Outside of work I coach an alpine ski racing team and occupy my spare time skiing, hiking, waterskiing and cooking.



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