Beat: Business

LE PARIS CAFE FESTIVAL 2023, THE BIGGEST COFFEE PARTY ON EARTH

The 4th EDITION @ LE CARREAU DU TEMPLE

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USPA NEWS - Organized by a Team of Grassroots Coffee Afficianados and Seasoned Event Producers alike, "Le Paris Café Festival" (formerly CAFÉ! Festival & Expo) was born out of a Dream to spread the Word about Speciality Coffee, in all its Forms, to as many People as possible in the Land of the "Petit Noir."

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Until 2019, Paris was one of the Only Major Metropolises to have No Major Event devoted exclusively to Coffee. In the Capital of Fine Dining, perhaps the Elevated Coffee Experience was the Last Missing Ingredient. So was set to work to conceptualise and create a Thriving Celebration of the Speciality Coffee Movement and the People working within it, from Crop to Cup.

The Mission? To make the Diversity of Coffee Culture known to as Many People as Possible, elevate Quality Standards throughout the Industry and become a Catalyst for Growth and Excellence. From the beginning of the Adventure, they wanted to showcase some of the Rarest and Finest Single Origin Coffees from around the World, whilst respecting the Long-Lasting Tradition of Espresso Culture in France.

Program of the New Edition (13 - 15 May 2023 @ Le Carreau Du Temple in Paris)
* The French Specialty Coffee Association coffee championships
* The Roast Masters Competition
* The Alpro Challenge
* The Lab
* The Coffee & Chocolate pairing Le Café Alain Ducasse with 1895 by Lavazza
* Latte Art Live with Alpro
* The Smirnoff Cocktail Bar
* The Roasting Village by La Marzocco
* The Coffee Art Project
* Brita Water Bar
* Cupping

- The Roast Masters

Designed by the Creators of Coffee Masters, Roast Masters is the Cutting-Edge Tournament celebrating the Best Specialty Roasters on the Planet. This year, some of the Worlds Best Specialty Roasters were competing in Teams in a Fast-Paced, Head-To-Head, Knockout Tournament. Put through their Paces by a Panel of Industry-Leading Judges in front of a Crowd, the Ultimate Test of Skills, Know-How and Commercial Aptitude. This is a Unique Opportunity to excel in front of Key Industry Players and an International Audience.

- The Lab

Get into the Nitty Gritty Details of the Coffee Industry with Exciting Sessions in The Lab, which have been Hand-Chosen for All Baristas, Café Owners, Hospitality Professionals, Entrepreneurs and straight up Coffee Fanatics. Throughout the Paris Café Festival, the Lab offers Debates, Practical Workshops, Tasting Sessions and Demonstrations that will enable Visitors to improve their Knowledge of Coffee, whether they are Amateurs or Professionals, Beginners or Experienced Baristas. New Consumption Trends, mastering Different Extraction Methods, trying out the Latte Art....

- SCA French Championships

This Year Le Paris Café Festival was hosting the "French SCA Championships Brewers Cup and "Cup tasters French - Championship". Organized by the French Chapter of the "Specialty Coffee Association", the Brewer's Cup promotes Manual Coffee Extraction. In this Championship, Competitors prepare and serve Three Individual Drinks for a Jury. The Cup Tasters rewards the Professional Coffee Taster who demonstrates Highest Level of Speed, Skill and Accuracy of Distinction in tasting Specialty Coffee. The Winners earn their Place at the World Championships! A Unique Show that appeals to Both Coffee Experts and Coffee Enthusiasts...

- Professional Day

Monday 15 may is reserved exclusively for Professionals in the Coffee and Hospitality Sector! On this Occasion, you meet the Most Influential Players in the World of Speciality Coffee... Whether you are a Manager, a Coffee Buyer, a Barista, a Hospitality Professional, an Investor or an Influencer, the Professional Day gives you the Keys to anticipate New Consumer Expectations and offers you Solutions to meet them.

- Pro Coffee Kit

At this year's Le Paris Café Festival, were showcased some of the Finest Professional Machines in the Game, from Big, Barista-Style Coffee Machines to Innovative Sample Roasters and Automatic Milk Steamers!

- Home Coffee Kit

Everyone wants to be able to make a Barista-Standard Coffee at Home, but in reality, it's Harder than it looks! At Le Paris Café Festival, were privileged to be presented the Best Quality Coffee Machines under One Roof. Were handpicked the Top Products we'd love to have in our Kitchen!

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Source: "Le Paris Café Festival" - On 13 - 15 May 2023 @ Le Carreau Du Temple in Paris

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

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Editorial program service of General News Agency:
UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
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