

WORLD OF COFFEE 2016

POST SHOW RESULTS



WOC by Numbers

- ✓ Over 6,500 Visitors over 3 Days
- ✓ 36% Local Attendance
- ✓ 1,500 Exhibitor Badges
- ✓ Over 650 People Attended SCAE Seminars
- ✓ Social Media:
 - 700 new Facebook followers
 - 450 new Twitter followers
 - 1200 new Instagram followers

*“A great opportunity
to network with the
world”*

Geoff Michelmore,
The Brewbar

*“Provided us a unique
global platform to
showcase our coffee and
tea”*

Java Republic
Tom Noonan

EXHIBITOR RESULTS

*“This event is organised
Europe group however our
visitors are global”*

Garanti Roasters

12 Show Sponsors



water + more

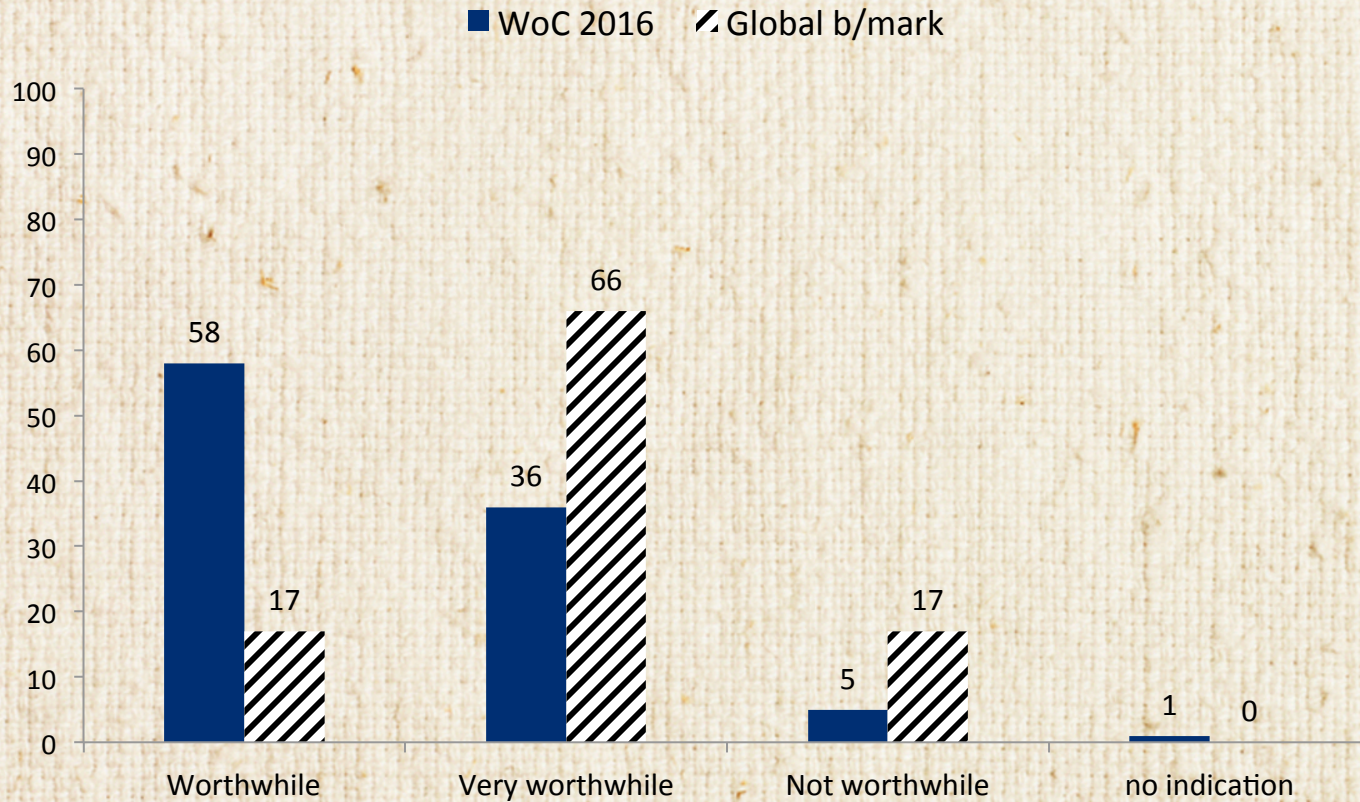


Inspiring coffee excellence

scae.com

EXHIBITOR SEGMENT - SATISFACTION

Q1. HOW WOULD YOU RATE YOUR PARTICIPATION AT THIS EVENT



“The Best Coffee Show Ever”

-Khalid Al Mullah,
Easternmen

“Good meeting place for coffee people, diverse and latest technology”

-Rune Kvernmo, Fuglen

VISITOR RESULTS

“Very inspiring”

-Beverly Martin,
Martin Global

“Impressive range and diversity of suppliers present”

-Goran Gojic,
Compass

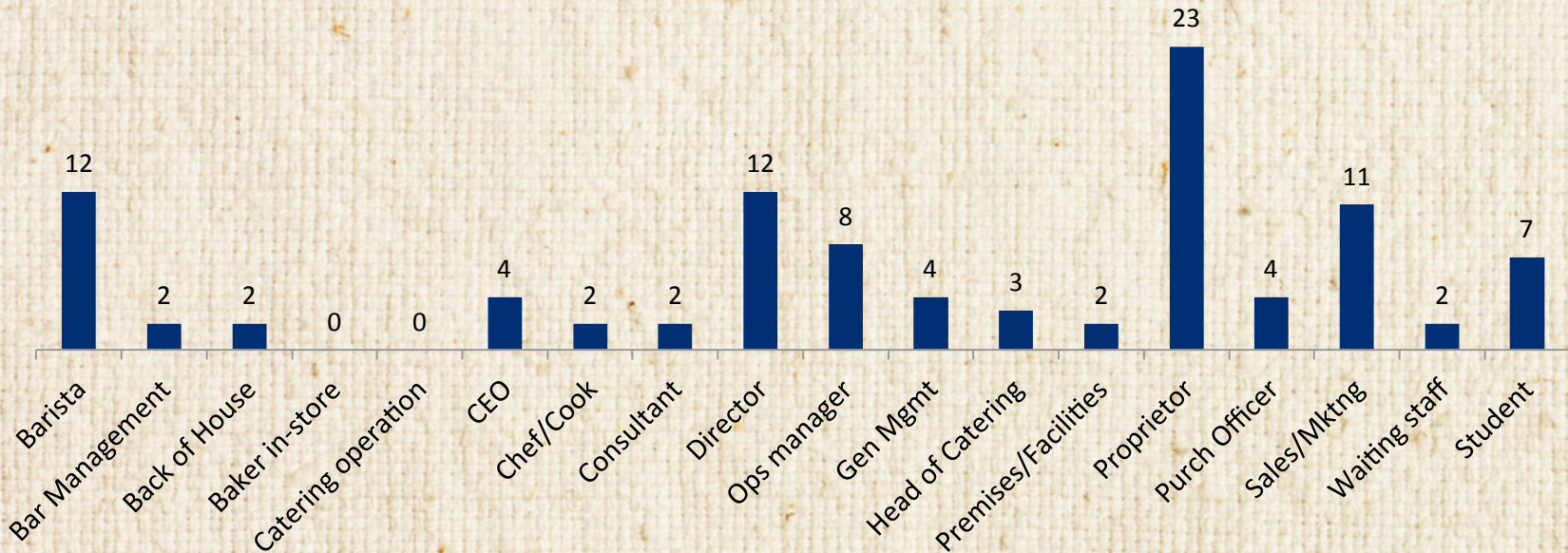
81 Attending Countries

- UAE
- Austria
- Australia
- Bosnia-Herzegovina
- Belgium
- Bulgaria
- Burundi
- Brazil
- Belarus
- Canada
- Congo
- Switzerland
- Chile
- China
- Colombia
- Costa Rica
- Cyprus
- Czech Republic
- Germany
- Denmark
- Ecuador
- Estonia
- Spain
- Ethiopia
- Finland
- Faroe Islands
- France
- Great Britain
- Greece
- Guatemala
- Hong Kong
- Honduras
- Croatia
- Hungary
- Indonesia
- Republic of Ireland
- Israel
- India
- Iran
- Iceland
- Italy
- Japan
- Kenya
- Cambodia
- Korea
- Kuwait
- Lebanon
- Lithuania
- Luxembourg
- Latvia
- Morocco
- Mexico
- Malaysia
- Nicaragua
- Netherlands
- Norway
- New Zealand
- Panama
- Peru
- Philippines
- Poland
- Portugal
- Romania
- Serbia
- Russia
- Rwanda
- Saudi Arabia
- Sweden
- Singapore
- Slovenia
- Slovak Republic
- El Salvador
- Thailand
- Turkey
- Taiwan
- Ukraine
- Uganda
- USA
- Venezuela
- Vietnam
- South Africa

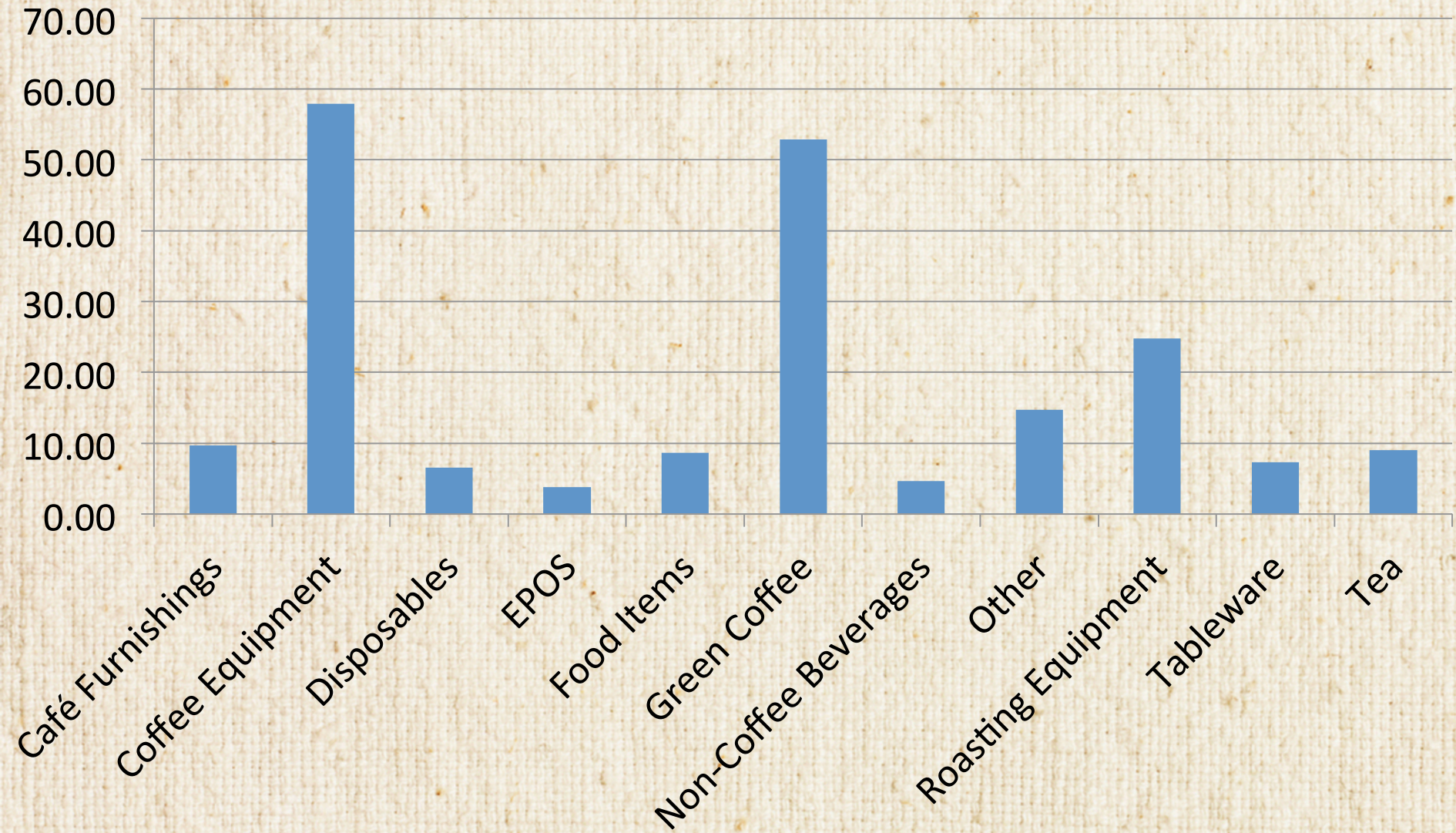
VISITOR SEGMENT - PROFILE

GENDER / AGE PROFILE / VISITOR TYPE / OCCUPATION

GENDER		AGE BRACKET					VISITOR TYPE	
% Male	% Female	% 18-25	% 26-34	% 35-44	% 45-54	% 55+	% B2B	% B2C
70	30	26	35	24	10	5	59	41

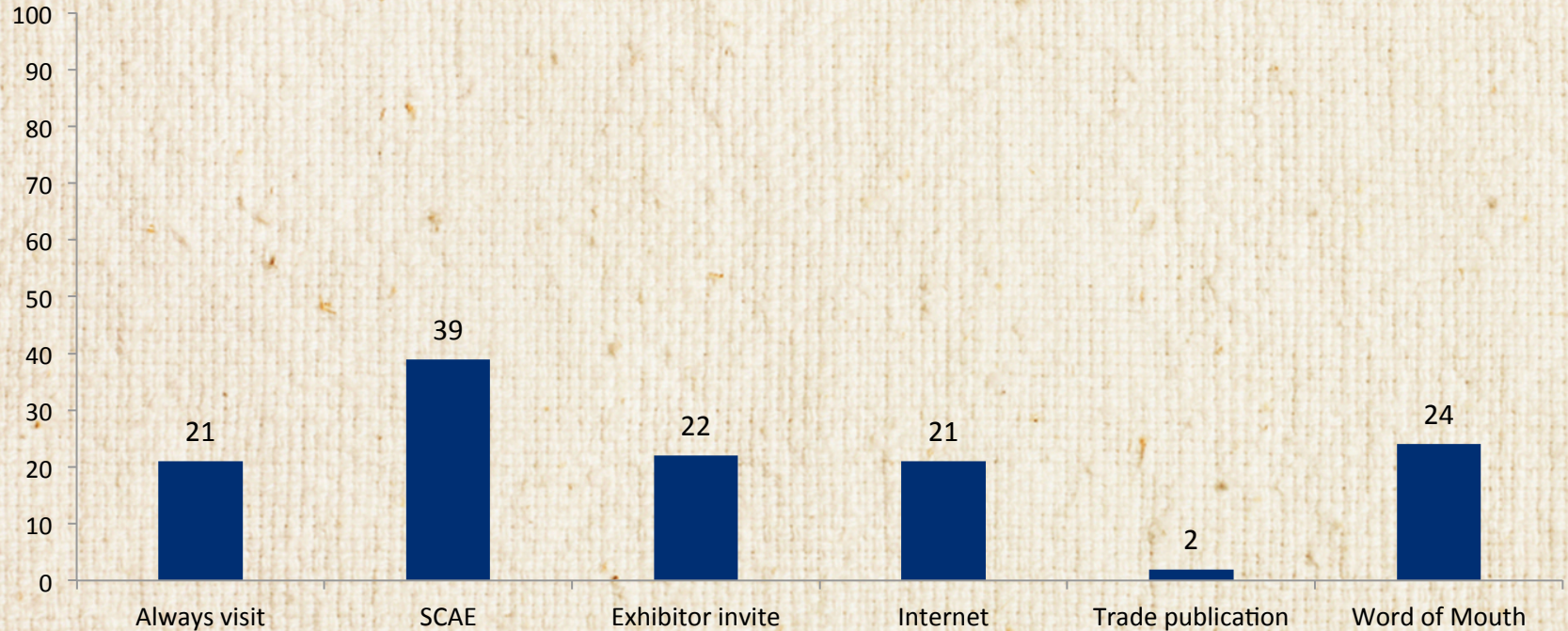


Product Interest



VISITOR SEGMENT - AWARENESS

Q6. HOW WERE YOU AWARE OF THE EVENT THIS YEAR



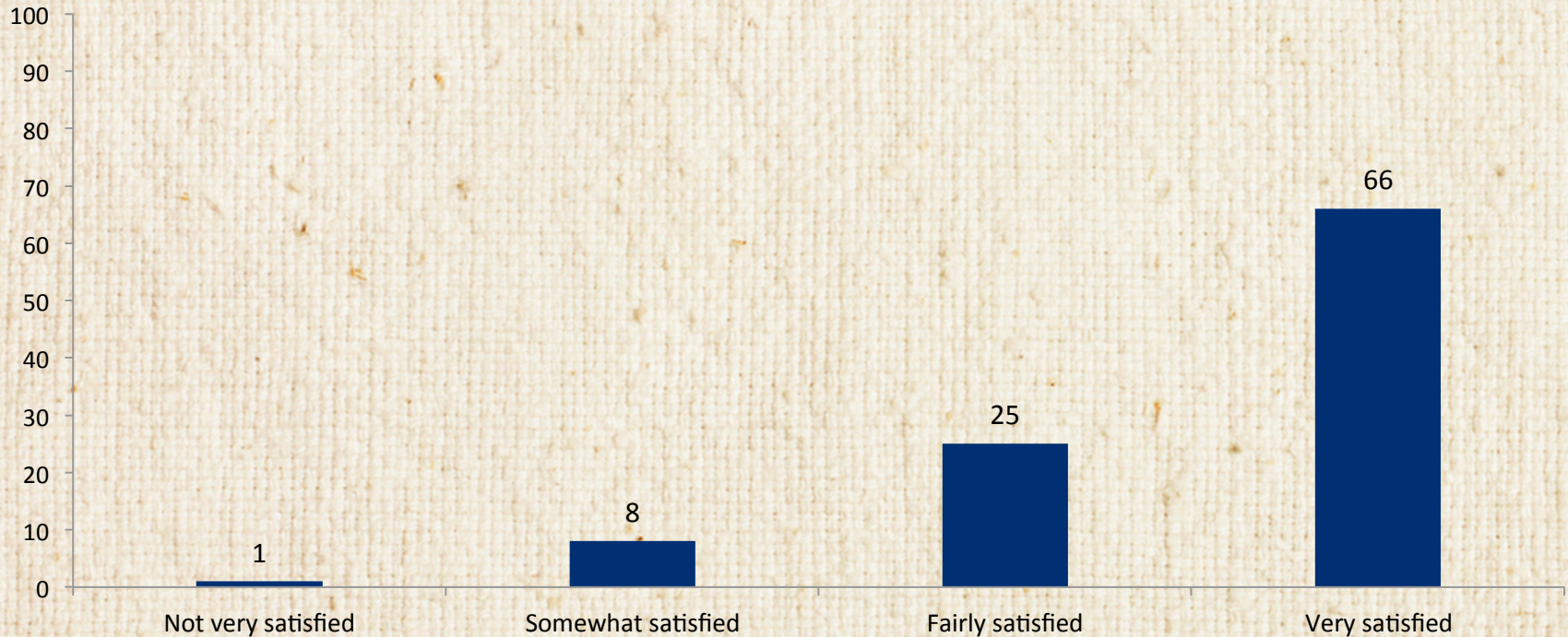
Notes:

% exceeds 100 due to multiple mention

"Trade" publication 2% "Barista/Roast/SCAE/Online blog

VISITOR SEGMENT

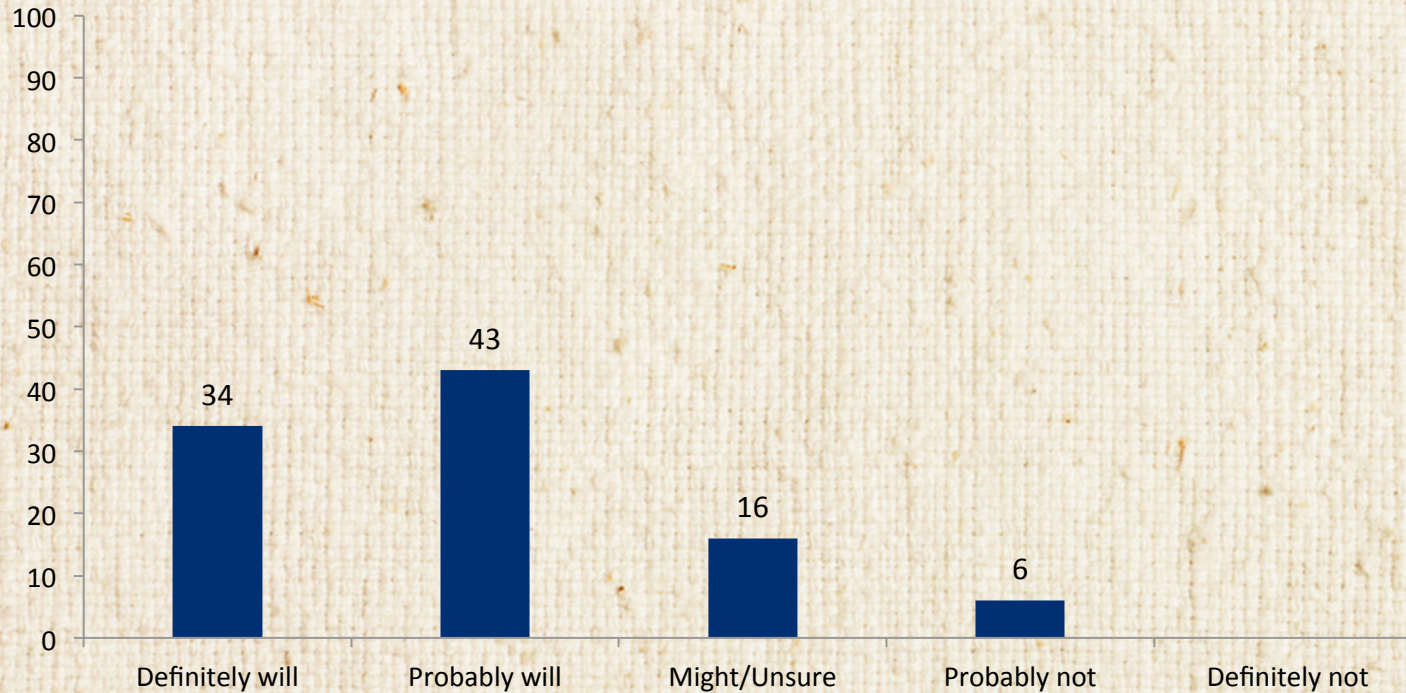
Q14. OVERALL, HOW SATISFIED ARE YOU WITH YOUR VISIT TO THIS EVENT



WoC 2016 V Global benchmark:

In the “Somewhat satisfied” to “Very satisfied” options, WoC 2016 exceeds global benchmark for visitor satisfaction by 8%

Q18. HOW LIKELY ARE YOU TO VISIT THIS EVENT IN BUDAPEST NEXT YEAR



WoC 2016 V Global benchmark:

In the “Definitely will” & “Probably will” options, WoC 2016 exceeds global benchmark for visitor loyalty by 10%



PR RESULTS

Media partners

EUROPE

caféeuropa
THE VOICE OF THE SPECIALITY COFFEE ASSOCIATION OF EUROPE

Caffeine
THE COFFEE LOVER'S MAGAZINE



bargiornale.it

EFood Service
Europe
& Middle East

CoffeeTrend



HOTEL & RESTAURANT TIMES

restaurant
MAGAZINE

ShelfLife

THE CATERER 



Inspiring coffee excellence

scae.com

Media partners

US & AUSTRALASIA



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Advertising

WORLD OF COFFEE DUBLIN 2016

BWT water + more
ОФИЦИАЛЬНЫЙ СПОНСОР

ОКУНИТЕСЬ В МИР КОФЕ В ДУБЛИНЕ

ЗНАКОМЬТЕСЬ С ЭКСПЕРТАМИ, ДЕГУСТИРУЙТЕ ЛУЧШИЕ ОБРАЗЦЫ И УЗНАВАЙТЕ О ПОСЛЕДНИХ ИННОВАЦИЯХ В ОТРАСЛИ

МИР КОФЕ SCAE ДУБЛИН 2016 | RDS, ДУБЛИН
WORLD OF COFFEE - DUBLIN.COM

23-25 июня 2016 года

Официальное мобильное приложение World of Coffee Dublin 2016

Скачайте сегодня и получите самую последнюю информацию о мероприятии Мир кофе SCAE

ПРИ УЧАСТИИ

Re:co
THE SPECIALTY COFFEE SYMPOSIUM
21-22 июня 2016 года RDS, ДУБЛИН, ИРЛАНДИЯ

ПОЛУЧИТЕ БОЛЕЕ ПОДРОБНУЮ ИНФОРМАЦИЮ НА САЙТЕ
Recosymposium.org

WORLD OF COFFEE DUBLIN 2016

BWT water + more
OFFICIAL EVENT HOST

23-25 June 2016

Download the Official World of Coffee Dublin 2016 Mobile App to receive the most up-to-date information on events.

SOMETHING BIG IS BREWING IN DUBLIN

THERE'S TASTINGS AND TALKS, MINGLE WITH THE EXPERTS AND BE INSPIRED BY THE LATEST INNOVATIONS

SCAE'S WORLD OF COFFEE DUBLIN 2016 | RDS, DUBLIN
WORLD OF COFFEE - DUBLIN.COM

FEATURING

Re:co
THE SPECIALTY COFFEE SYMPOSIUM
21-22 June 2016 RDS, DUBLIN, IRELAND


FOR MORE INFORMATION, VISIT:
Recosymposium.org

Media Highlights

• IRELAND & UK

world of coffee

A new Sustainability Forum at World of Coffee Dublin
Aims to secure the future of the industry



Securing the main stage once, several of the world's leading associations and charities in sustainability will be on hand to discuss ground breaking trends from other industries and market uses they have learned.

Sustainability Awards
Europe's No. 1 Coffee Event, which will be held in 100 countries covering 100 cities in progression, the Sustainability Awards to be recognized along with knowledge have already made forwards ensuring the the world's most sustainable bars before.

About World of Coffee
Whether you are eager to learn about the latest in coffee or to expand your business, the World of Coffee Dublin is a fantastic chance for the coffee community to meet and network with other professionals and to discuss the challenges of the industry.

World of Coffee Dublin, owned and organised by SCAE, will be an excellent venue for the first ever Sustainability Forum, an important new feature which will bring added value to what is already Europe's premier specialty coffee event.

The new Sustainability Forum is to become the first of its kind in the world of coffee, with key topics on the environment, environmental and social changes that the industry face with regard to sustainability, as well as debate, innovation and knowledge sharing throughout the event.

The coffee community has a responsibility to the industry and a large number of SCAE members have already made enormous strides in assisting the industry for generations to come so that they too can enjoy this wonderful commodity.

According to Elizabeth Hughes, Chair of the International Development Committee, "The creation of a Sustainability Forum is just the beginning of an exciting new chapter in the world of coffee, one that will be a great benefit to the general public and the industry as a whole. We are very excited to be leading this initiative and making this idea a reality and the hope is that we will be inspired to implement change within our own organisations."

Our community is a very proactive one and we all have a desire to help and assist and doing this at World of Coffee is the perfect environment.

Included in some of the world's most sustainable food production and visitors to World of Coffee Dublin, which is sponsored by 100 leading organisations, will be able to learn from some of the pioneering food producers who are at the forefront of sustainability and are making this idea a reality and the hope is that we will be inspired to implement change within our own organisations.

Book Your Tickets
You can cancel the tickets if you wish at www.worldofcoffee.com

To learn more about SCAE, please visit www.scae.com

World Barista Competition
It is only every second year that the World Barista Championship (WBC) coincides with the World of Coffee event. This year, a great honor for Dublin will be to host both of these events at the same time.

World of Coffee
The event offers the opportunity for attendees to experience first-hand the latest in product trends and innovations, and to discuss to find out more about the region's top specialty coffee shops. A highlight of the event will be the opportunity for attendees to experience first-hand the latest in product trends and innovations, and to discuss to find out more about the region's top specialty coffee shops. A highlight of the event will be the opportunity for attendees to experience first-hand the latest in product trends and innovations, and to discuss to find out more about the region's top specialty coffee shops.

Hotel & Restaurant Times, April/ May 2016

coffee universe

Dublin
The Centre of the Coffee Universe



The first time the World of Coffee and the World Barista Championships are coming to Dublin RDS from 23rd-25th June. This is a fantastic chance for the coffee community to meet and network with other professionals and to discuss the challenges of the industry.

"This is a very exciting development as some of these new visitors have huge potential in them and this is not only on the leading experience table. They are more involved in food and other industries, and with the problems of climate change, exploring them is essential."

MARKET REPORT | WORLD OF COFFEE

World of Coffee 2016

Thousands of coffee enthusiasts, chefs, restaurateurs, cafe owners and hoteliers from more than 100 countries, along with over 200 exhibitors, will descend on the RDS in Dublin this month (23-25 June) for World of Coffee 2016.

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Hospitality Ireland, June 2016

THE IRISH TIMES

Another's Day
With every new dad this
I'm first

COFFEE FORUMS

More than 10,000 visitors are expected in Dublin for the the RDS (June 23rd-25th) and the Re:Co coffee symposium (June 21st-22nd). In addition to the World Barista Championships, in which Ireland will be represented by Natalia Piotrowska, World of Coffee will have industry exhibitors showing the latest machines and products, a sustainability forum, and two seminar rooms. Tickets cost €20 (or €30 for a three-day pass). worldofcoffee-dublin.com

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Media Highlights

- REST OF WORLD

INTERNATIONAL

Cheers to Dublin

An influx of international guests is about to descend on the Irish capital when the city hosts World of Coffee. We talk with Dublin cafés and roasters about the city's evolution from a beer drinking culture to one of specialty coffee.

The city of Dublin is renowned around the world for its classic pubs, cobbled streets, and homogenous hand 12. But that's not all. In June, local business owners will open their arms – and doors – to the international coffee community when World of Coffee (WOC) hosts the World Barista Championship (WBC) and World Brewers Cup Championship. Director of Urban Café Katie Gilroy hopes that visitors will immerse themselves in the city's thriving café culture, and leave with a greater appreciation for the community's efforts to grow specialty coffee.

"Five years ago we were better known for our pints of Guinness and our pubs. Our burgeoning coffee scene is nothing short of a modern phenomenon," Katie says. "I hope people see the Dublin I see and manage to get even a glimpse of this really cool, vibrant city that never ceases to surprise or amaze."

Attendees from more than 100 countries and 10,000 visitors are expected to converge on Dublin from 23 – 25 June for Europe's flagship coffee event, Specialty Coffee Association of Europe (SCAE) Executive Director David Veal says Dublin is the perfect host city for this year's WOC because of its historical ties and contemporary coffee culture.

"We have had overwhelming support from the local coffee community, and along with the city's good connections and excellent facilities, it has made Dublin an easy choice. In addition to that, it is a fantastic city to be in, and we are no doubt that it will be our most successful show to date," David says.

In preparation, the SCAE Ireland has unveiled a new program to help streamline the standard of coffee preparation and service in the city's foodservice sector.

The WOC 'Ambassadors' Club will feature up to 35 top cafés, restaurants, hotels and bars serving quality coffee in the Irish capital, and support them

through a range of training and marketing initiatives to ensure that Dublin resonates as a quality coffee destination.

One such venue participating in the Ambassadors' Club is Silverkin Coffee. Owner Brian Kenny says the program's training and education sharing has helped prepare his staff, and established a mini coffee community in the process.

"Dublin is a fun city that has some of the best coffee shops in the world. I would like people to take the time and check out the shops that are ambassadors for the championships, while possibly discovering a few hidden coffee gems along the way. I'm sure the work put in by the ambassadors will help the coffee standard and service for years to come," he says.

Brian has worked in the coffee industry for 20 years and represented Ireland at the 2006 World Cup Tasters Championship. In recent years, Brian says the range of coffee varieties and roast styles has increased dramatically, as has the number of passionate small independent roasters.

"The industry as a lot like the micro brewery sector at present," Brian says. "We are typical island people and externally optimistic. It is part of our fibre to consume beverages. If you go far back as whisky brewing, the Irish were pioneers. We drink a huge amount of tea, not any tea, but really high quality tea. We are often stereotyped as drinkers. The act of drinking seems to be a huge part of our culture and history. Thankfully this is

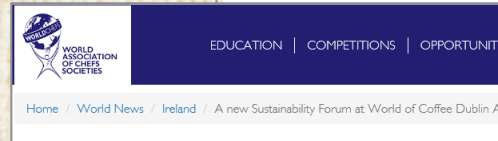


Some Gilroy of Urban Café is ready for the world to experience Dublin's thriving specialty coffee scene.

BeanScene, April 2016



SCAE Leading Dublin-Wide Quality Improvement Effort Heading into World of Coffee



Home / World News / Ireland / A new Sustainability Forum at World of Coffee Dublin Aims to

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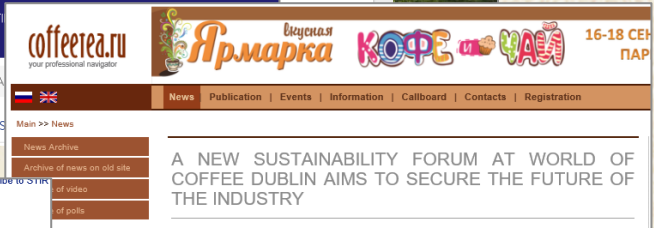
World of Coffee Sustainability Forum

March 21, 2016

The Specialty Coffee World of Coffee Dublin environmental and

"The creation of an exciting road ahead designed to facilitate innovation for the industry," said Albe Development Committee and market initiative will be inspired to organization," he s

Ireland is home to will be able to learn our island. The Sp located next to the



A NEW SUSTAINABILITY FORUM AT WORLD OF COFFEE DUBLIN AIMS TO SECURE THE FUTURE OF THE INDUSTRY



Sustainability Forum announced for World of Coffee Dublin

Posted on Thursday 24th, March 2016.

World of Coffee Dublin is set to host the first ever sustainability Forum, being held alongside the specialty Coffee Association of Europe's (SCAE) special event from 23-25 June.

The new Sustainability Forum will feature key talks on economic, environmental and social challenges that the industry faces with regard to sustainability, as well as debate, innovation and knowledge sharing throughout the event.

The creation of a Sustainability Policy is just the beginning of an exciting road ahead for us working towards new initiatives, each designed to facilitate the transfer of knowledge, research and innovation for the general benefit of everyone working in the industry," says Alberto Itojaq, Chair of the International Development Committee. "We are very excited to be leading this initiative and making this a reality and the hope is that we all will be inspired to implement change within our own organisation."




World of Coffee Ambassadors' Club is Coming to Dublin!

Posted by [beanstamagazine.com](#) on March 2, 2016

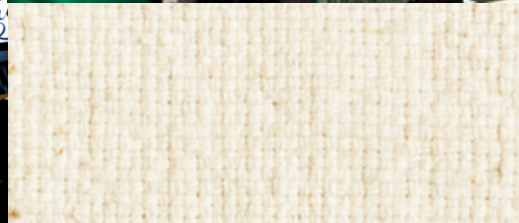
SCAE Ireland launches World of Coffee Ambassadors' Club for the upcoming mammoth specialty coffee

Coffee media online



Inspiring coffee excellence

scae.com



SOCIAL EVENTS RESULTS



SCAE Welcome Reception

*400 People Attended the event in
Dublin's Mansion House*



Guinness Storehouse

860 People Under 1 Roof!



- *180 People for Corporate Dinner*
- *680 Normal Attendance*



99% Visitor Satisfaction



94% Exhibitor Satisfaction



75% Space booked for Budapest 2017



Results exceeding global benchmarks for events

75% of Stand Space Sold

