



INTERNATIONAL  
COFFEE  
ORGANIZATION

# International Coffee Day 2016

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# International Coffee Day 2016

- 2016 theme
- Campaign activities
- Public-private partnerships for promotion





# 2016 Theme

# ICD 2016 Theme:

## “For the love of coffee”

- International Coffee Day is a celebration of the coffee sector’s diversity, quality and passion.
- Encourage coffee lovers around the world to organize their own events to celebrate coffee and support causes that are important to them.





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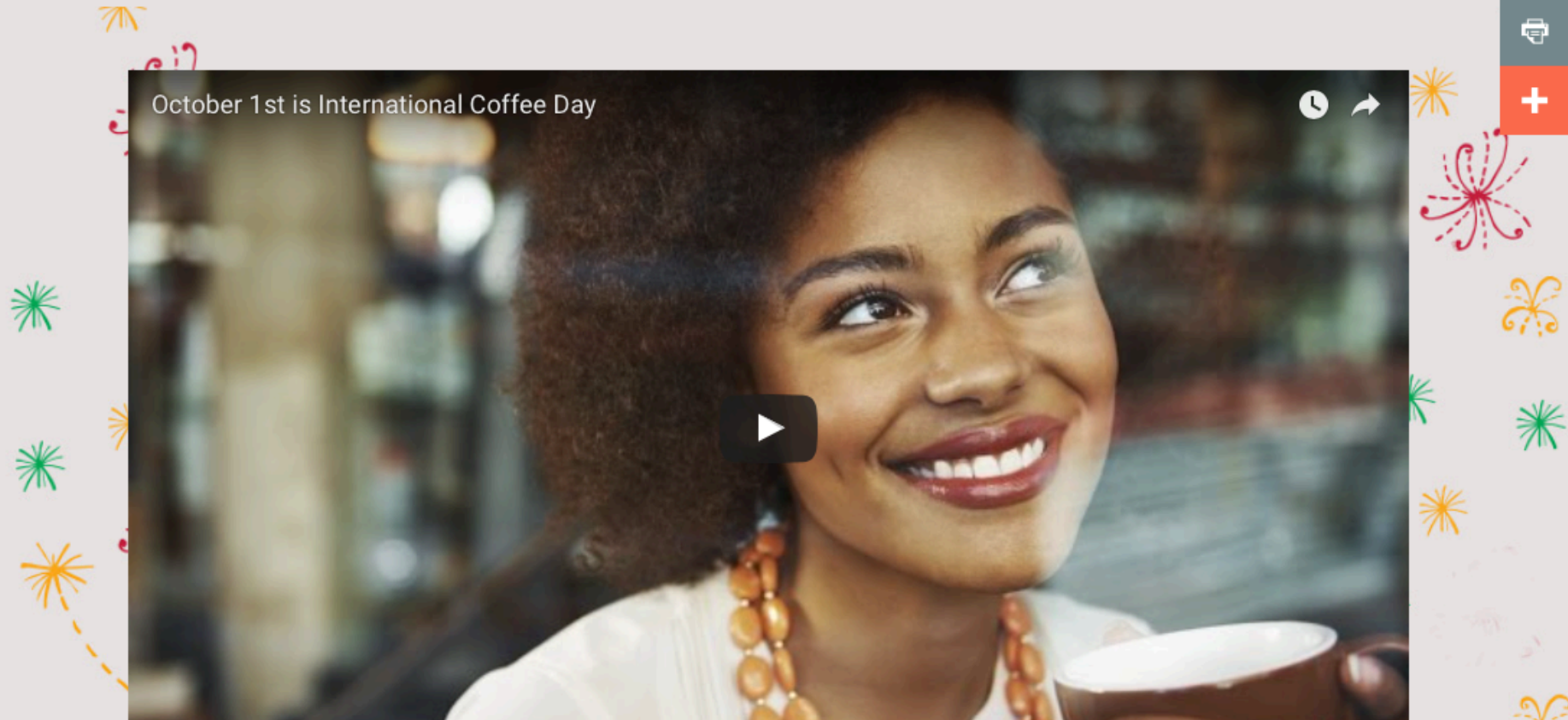
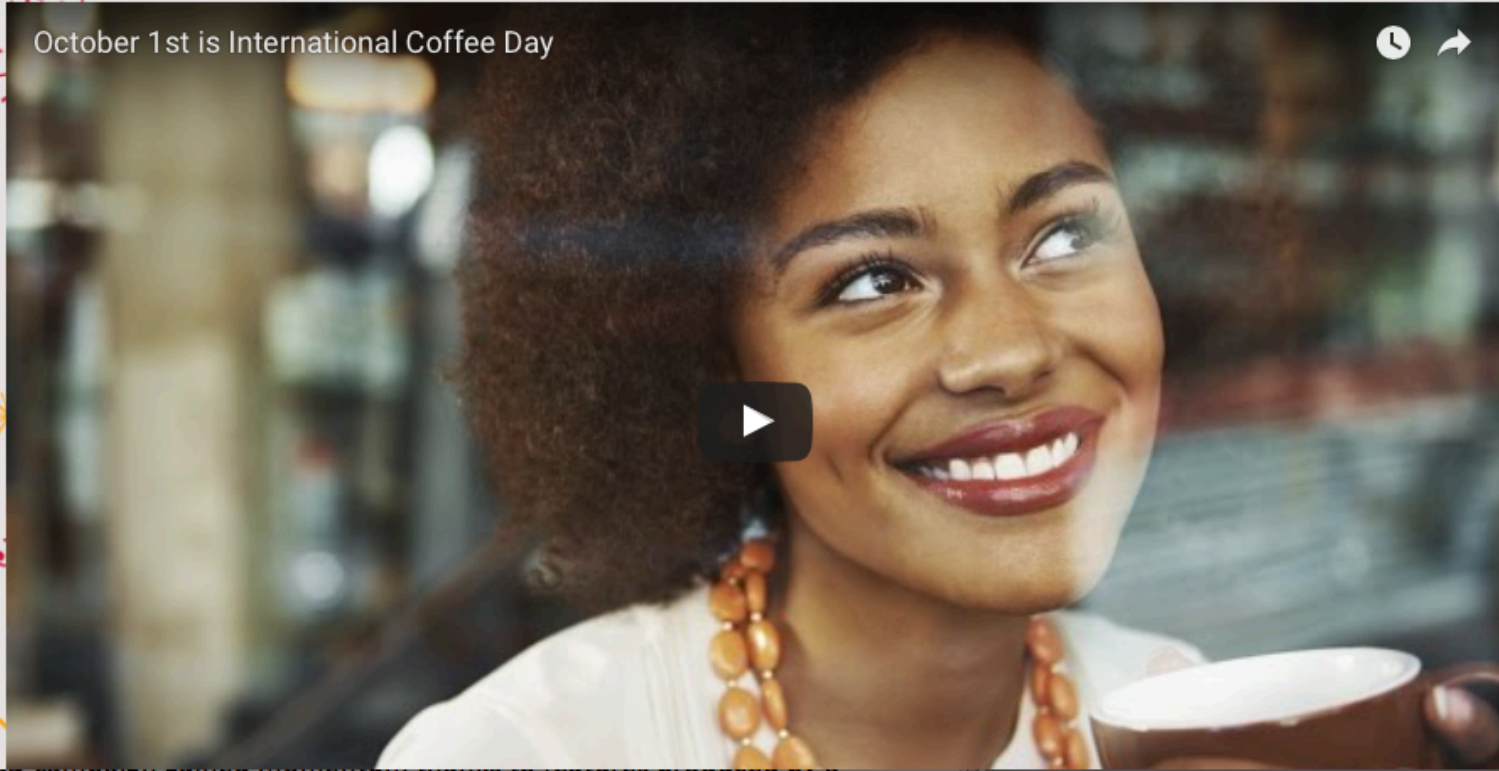
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October 1st is International Coffee Day





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# How are you celebrating International Coffee Day?



Find an event in your country

Scroll down to view



Celebrate International Coffee Day on 1 October 2015. Find events near you by selecting your country.

All Argentina Austria Bosnia and Herzegovina Canada Colombia El Salvador France Greece Guatemala Honduras Indonesia Ireland  
Italy Japan Kenya Malaysia Mexico Montenegro Myanmar Nicaragua Online Peru Russia South Africa South Korea Spain  
Sri Lanka Sweden Switzerland The Netherlands Turkey Uganda United Kingdom United States Venezuela Vietnam



## Uganda: Celebrate International Coffee Day with the Uganda Coffee Federation

Celebrate International Coffee Day and the 6th Ugandan Coffee Day with the Ugandan Coffee Federation in Kampala. "The Uganda Coffee Day is an event organised every year on the first Thursday of October. This year's event will be held in Kapeeka – Nakeseke, Uganda, hosted by GladFarm. The theme of the event is 'Focus on Productivity: The Coffee Sector at the Climate Change Frontline'. The Uganda Coffee Federation is honoured [...]

[Read more](#)



## South Korea: Enjoy your espresso at Coffee Me Up

Celebrate International Coffee Day with Coffee Me Up in Seoul, South Korea. Stop by on 1 October for a free espresso shot. "Enjoy your espresso and spread the culture all over Seoul!" — Jeff Kim Espresso at the bar is free of charge. Selected menu items will be discounted 50% at the bar, including take-out.

[Read more](#)



## Sweden: Try the coffee taste menu at Lilla Kafferosteriet

Celebrate #InternationalCoffeeDay at Lilla Kafferosteriet in Malmö, Sweden. Taste specialty coffee from a variety of origins and develop your palate. Details Try Lilla Kafferosteriet's taste menu on 1 October

[Read more](#)



## United States: Show off your



## United States: Win coffee for one year from Rockford Roasting Company

Celebrate #InternationalCoffeeDay and their first anniversary at Rockford Roasting Company in Rockford, IL, in the USA. "We opened the doors to our roasting facility and brew bar on October 1st, 2014 so we are celebrating with a fun contest. We are asking people to send us pictures they've taken throughout the year. We will exhibit the [...]

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# Online Campaign

- ICD 2015: close to 70 events from 35 countries were submitted to the ICD website
- ICD 2016: ICO will tap the existing network of private companies, independent businesses, public associations, and coffee lovers in general who contributed to the 2015 campaign and build on that momentum to engage new stakeholders.





# Social Media for ICD 2016



- Social media activity around the hashtag **#InternationalCoffeeDay**
- Encouraging the public to share photos of themselves and their loved ones enjoying a cup of coffee
- Twitter, Facebook, Instagram

A woman with dark hair, wearing a white top and a necklace of orange and grey beads, is smiling and looking to her right. She is holding a brown ceramic mug with both hands. The background is a blurred indoor setting with warm lighting. A semi-transparent blue circle is overlaid on the image, containing the text "Official Video" in white.

# Official Video

A person wearing a red jacket is holding a spiral-bound notebook with handwritten notes. The notebook is open, and the person's hands are visible. A teal-colored circle is overlaid on the image, containing the word "Press" in white text. The background is blurred, showing other people in a crowd.

Press



# Promotion

# Official Video for ICD 2015





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**Thank you**