

BEACH COFFEE FEST

Coffee culture goes to the beach and makes itself available to the public



In Scoglitti, on September 15, 2024 at the **Medusa** multipurpose tourist center, the first **Beach Coffee Fest** will be held, an event dedicated to the curious, professionals and coffee enthusiasts organized by **Brazilcafé** in collaboration with Fabio Verona and his grinder championship.

In fact, thanks to the presence of the sponsors of the **Master Coffee Grinder Championship**, the idea was born to bring the culture of coffee to the public, until it reaches the most iconic places in Sicily: the beaches!

It will be a day full of events, **all free**, with tastings, training, beach games and DJ sets starting from 10:30 am.

The presence of **Francesca Bieker** with her special **GRIP** format will be the main point of attraction: in a dedicated space equipped as competition stations with a Dalla Corte Studio multi-boiler espresso machine and an on-demand Eureka Atom W75 gravimetric grinder, with the collaboration of **Eleonora Pirovano**, president of **IWCA Italia** (International Women's Coffee Alliance) will bring to life various moments of coffee culture with a special focus on the role of women in the supply chain.

In this area, in the morning, there will be a masterclass reserved for the media and for communicators, to offer them an updated view on a very topical issue: **espresso at the bar**.

Then there will be booths curated directly by **SCA Italy**, the Specialty Coffee Association, with the presence of trainer and judge **Alessio Vabres**, who will lead guests to discover specialty coffee in filter extractions and hold an in-depth discussion on grinding.

Instead, Italian latte art champion **Giuseppe Fiorini** will curate a space dedicated to latte art and the technique of preparing the perfect cappuccino.

The professional side will not be the only topic, as quality coffee can also be tasted in a coffeepot, and **Iuri Grandini** will follow a booth dedicated to this Italian icon, with an eye on current events by creating special extractions with the **Pump-my-moka**.

Finally, the competition space, where from 4:00 p.m. baristas will compete to prepare for the judges in attendance – including international judge **Luca Ventriglia** as head judge – the perfect espresso made with an IWCA-certified coffee from Brazilcafé, to win the title of

this stage of the first Grinding Championship. **Registration is still open on the website www.mastergrinderchampionship.com**

Meanwhile, on the beach, the **Medusa** club team will entertain the public with coffee-themed games and activities, the **TIME MACHINE DJ set** with Luca Occhipinti, and a great team-based happy hour game!

There will be **free gifts** from **sponsors** thanks to Ipa Porcellane, IMS filters, Pulycaff, Dalla Corte, Eureka, Brita Italia, DVG Coffee, Keber, Parallelo Lab, Metallurgica Motta, Bargiornale and of course Brazilcafé.