



cafetto®

CONNECT

JULY 2009

CELEBRATING SIX YEARS



As Cafetto celebrates 6 years, we're reminded of our humble beginning with just one product – Espresso Clean®.

Today we're proud to offer a range of specialist products for a wide variety of machines. At Cafetto, our desire is to be an integral part of the coffee industry; supporting and encouraging all those involved in the growth of the industry, and developing innovative new products to enhance the coffee experience.

As I travel the world opening new markets for Cafetto, I'm inspired by the many people who share my passion for coffee and the industry.

Coffee, more than any other beverage, has universal appeal. Coffee lifts the human spirit, brings people together, provides millions of jobs, and is a source of creative genius.

Imagine the world without coffee!

I hope you enjoy this issue of Cafetto Connect.

Kind Regards,

Chris



1. Gwilym Davies with his trophy 2. Ashok Diaz and Luca Costanza 3. Sammy Piccolo 4. Zoe Delany, Eleonora Genovese and Heather Perry 5. The WBC Crowd

WORLD BARISTA CHAMPIONSHIP 09

ATLANTA, USA – APRIL 2009

The world's best baristas, representing 52 nations, converged on Atlanta in April to compete at the 10th annual World Barista Championship; the world's premier coffee competition.

Chris and Allen were in Atlanta to see the action, with **Gwilym Davies** from the United Kingdom taking the championship, four time finalist **Sammy Piccolo** from Canada a close first runner up, and **Michael Phillips** from the United States taking second runner up.

Cafetto was proud and honoured to support champion baristas Tim Adams from Australia, Carl Sara from New Zealand and John Ting from Singapore, who all performed exceptionally but were unable to take the coveted title this year.

Tim, Carl and John... Congratulations and best wishes for future.



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WORLD BARISTA CHAMPIONSHIP CONT.



World Barista Championship April 2009 – Atlanta, USA

1. Anya Sereida, Chris White and Sandy Hon 2. Kerri Goodman-Small and Miles Small 3. Stefano Mogliani, Piergiorgio Cannara and Lauro Fioretti 4. Ben Bicknell and Emily Oak 5. Russell Beard and Bridget Amor 6. Lisa Pelo, Chris Short and Stephenny Godfrey 7. Scott Manderson and Marc Manderson 8. Chris White and David Burton 9. Chad Moss and Bernard Smith 10. Instaurator and Stephen Leach 11. Terry Ziniewicz and Tal Fishman

SPECIALTY COFFEE ASSOCIATION OF EUROPE



1. Erin Sampson 2. Ben Bicknell 3. Kirby Berlin

The Specialty Coffee Association of Europe's **Wonderful Coffee Cologne**, held in June is the most important coffee event in Europe in 2009. This event brings together many of the top names in the coffee industry, the latest products and trends, and stimulating ideas and opportunities.

A highlight will be the **World Latte Art Championship 2009** where experienced competitor **Erin Sampson**, from Victoria, will compete for the title.

The **World Cup Tasting Championship** will also be held in Cologne, where **Ben Bicknell**, from Five Senses Coffee in Melbourne, will represent Australia in this event.

New on the world scene, and again hosted by the Specialty Coffee Association of Europe is the **World Coffee in Good Spirits Championship** which allows alcohol to be used in the competition coffee beverages. **Kirby Berlin**, from The Maling Room in Melbourne, will represent Australia.

For more about these great competitions, please visit www.scae.com or www.world-coffee-in-good-spirits-championship.com

CAFÉ BIZ



CaféBiz April 2009 – Sydney, Australia

1. Chris Short and Pedro Laranjinha 2. Christian and Joe from Di Bella Coffee 3. Aimee Cosentino, William Priestley and David Seng 4. Australia wins the first round of the Trans Tasman Barista Challenge 5. Joe Molinaro, Julie Short and Phil Di Bella 6. Fieffy, Mark Bowler and Alice Rosewarne 7. Dean Slade, Chris Short and Rick Mead 8. Con Haralambopoulos and Zoe Delany 9. Natalie Kollar and Charles Stephens 10. Sean Edwards and Justeen Single 11. Kirby Berlin (Latte Art Winner) and Peter Tyler 12. Katerina Haralambopoulos and Simon James



Lucia Garajova - Cafetto's Marketing/Brand Co-ordinator

MEET LUCIA

CAFETTO'S NEW ADDITION TO THE TEAM

Lucia brings a strong marketing and customer service focus to Cafetto and we are excited about her involvement in the business as Marketing/Brand Co-ordinator.



PROFESSIONAL ACCESSORIES

Cafetto now distributes a range of exceptional Pallo professional barista tools in Australia, New Zealand and Asia. The award winning Coffeetool, and other Pallo products now stocked by Cafetto include:

- **CoffeeTool** – The ultimate group head cleaning brush
- **NEW! GrindMinder** – Grinder and bench brush
- **NEW! Steamy Wanda** – Espresso machine steam wand and group spout brush
- **NEW! Caffeine Wrench** – Multipurpose group basket wry and flat head screwdriver

For more information on Cafetto's Pallo range, please contact

Aus 1300 364 440 NZ 0800 772 227 Singapore 800 616 3122

USA 877 263 2567 International +61 8 8245 6901

Cafetto products are used and recommended by:

Corinne Chilcott - Australian Barista Champion 2001 / Hazel de los Reyes - Australian Barista Champion 2005 / Scott Callaghan - Australian Barista Champion 2007 / Heather Perry - US Barista Champion and World Espresso Champion 2007 / David Makin - Australian Barista Champion 2006+2008
Luciano Marcolino - NZ Barista Champion 2006+2008 / Con Haralambopoulos - Australian + World Latte Art Champion 2008 / Tim Adams - Australian Barista Champion 2009 / Carl Sara - NZ Barista Champion 2007+2009 and Asian Barista Champion 2008 / Erin Sampson - Australian Latte Art Champion 2009

