

# The New York Coffee Festival

## EVENT GUIDE

OCTOBER 7 – 9, 2022

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SLAYER  
espresso machines



BARISTA  
ATTITUDE



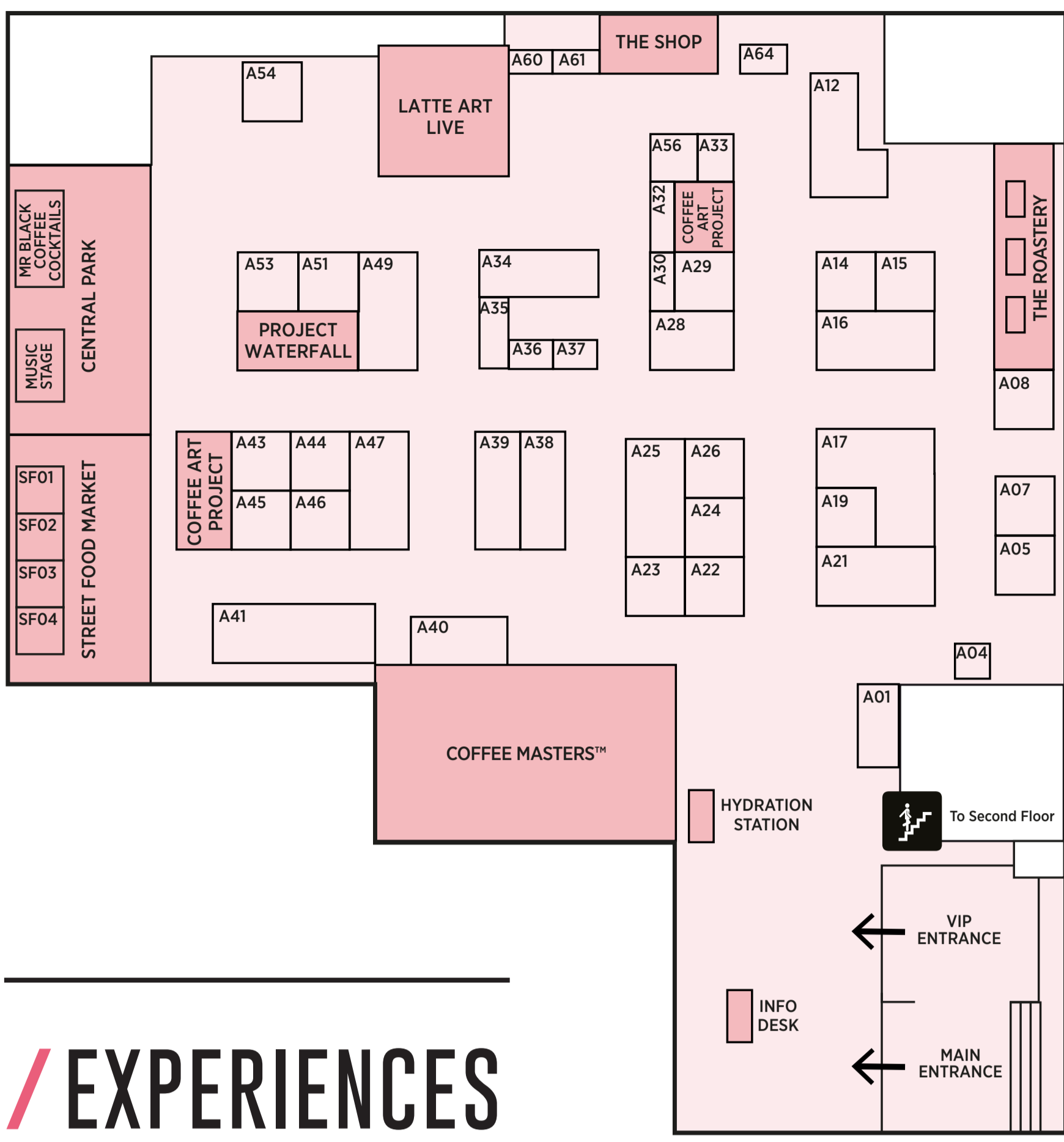
COLD BREW  
MR. BLACK  
• COFFEE LIQUOR •



PRINTCUP-USA



# / FIRST FLOOR



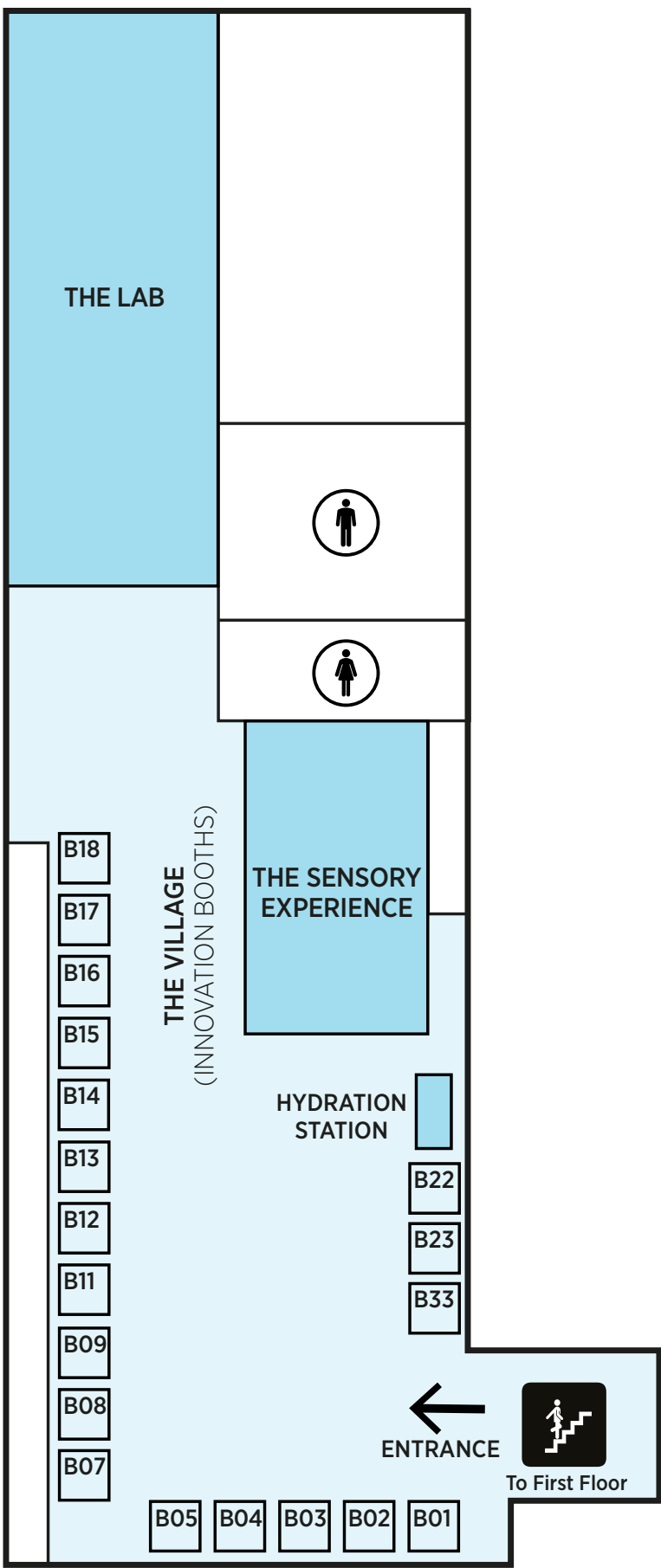
## / EXPERIENCES

- LATTE ART LIVE
- COFFEE MASTERS™
- MR BLACK COFFEE COCKTAILS
- COFFEE MUSIC PROJECT STAGE
- CENTRAL PARK
- STREET FOOD MARKET
- THE ROASTERY
- COFFEE ART PROJECT
- PROJECT WATERFALL
- THE SHOP
- INFO DESK

## / EXHIBITORS

- |      |                               |
|------|-------------------------------|
| A64  | 4JACKS NITRO COLD BREW        |
| A29  | 5THWAVE                       |
| A15  | AARP COMMUNITY PROGRAMS       |
| A14  | ACADEMIA PATRÓN               |
| A53  | BAILEYS                       |
| A48  | BARISTA ATTITUDE              |
| A37  | BEE10COFFEE                   |
| SF04 | BIG COFFEE                    |
| A04  | BIO AGAVE / WOODABLE          |
| R2   | BLACK & WHITE COFFEE ROASTERS |
| A23  | BLANK STREET                  |
| A47  | BODUM                         |
| A17  | BRAZIL. THE COFFEE NATION     |
| A33  | CARIBBREW                     |
| R3   | CITY OF SAINTS                |
| A24  | COFFEE PROJECT NEW YORK       |
| R1   | COUNTER CULTURE               |
| A41  | DE'LONGHI                     |
| A07  | DONA                          |
| A26  | DONA                          |
| A38  | EVERSYS                       |
| A39  | FIORENZATO                    |
| A36  | GOBOXAD                       |
| A35  | HECTOR BAKES NYC              |
| A44  | IF YOU CARE                   |
| A31  | JAROLD CADION ART             |
| SF01 | JESSY'S PASTRIES - EMPANADAS  |
| A60  | LIQUID DEATH MOUNTAIN WATER   |
| SF03 | MAO FOOD                      |
| A43  | MINOR FIGURES                 |
| A01  | MOCCAMASTER USA               |
| A54  | MR BLACK                      |
| A08  | NGUYEN COFFEE SUPPLY          |
| A16  | OATLY                         |
| A46  | ONYX X COMETEER               |
| A22  | PARLOR COFFEE                 |
| A32  | THE PATHFINDER                |
| A56  | PRINT CUP USA                 |
| A61  | QUINTAL COFFEE                |
| A34  | RISHI TEA & BOTANICALS        |
| A51  | ROE & CO                      |
| A21  | SANREMO COFFEE MACHINES USA   |
| A19  | SLAYER PROFESSIONAL ESPRESSO  |
| A45  | STRATEGIC TAX PLANNING        |
| A12  | SWEETLEAF COFFEE ROASTERS     |
| A25  | TERRA KAFFE                   |
| A05  | VARIETY COFFEE ROASTERS       |
| A28  | VNLLA EXTRACT CO. / SYMRISE   |
| A40  | ZING                          |

# / SECOND FLOOR



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## / EXPERIENCES

THE LAB

THE SENSORY EXPERIENCE

THE VILLAGE

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## / EXHIBITORS

- |     |                            |
|-----|----------------------------|
| B08 | ALMOST TEA                 |
| B33 | ARTEAO                     |
| B15 | BATTENKILL VALLEY CREAMERY |
| B04 | CAFÉ AZTECA                |
| B01 | CUCOON                     |
| B02 | DON CARVAJAL CAFÉ          |
| B14 | FLUX COFFEE                |
| B17 | GREEN MOUNTAIN ENERGY      |
| B11 | JUST DATE                  |
| B12 | LEANER CREAMER             |
| B18 | MIGHTY OAK ROASTERS        |
| B07 | MODCUP COFFEE              |
| B05 | NUTSOLA                    |
| B16 | RAAKA CHOCOLATE            |
| B03 | RAINMAKER / DROBI          |
| B09 | SORBOS EDIBLE STRAWS       |
| B23 | STAINED NAPKINS            |
| B22 | T SALON AND HIGHTEA.TODAY  |
| B13 | THE HAMPTON GROCER, INC.   |
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# SCHEDULE/ FRIDAY

## COFFEE MASTERS™

**11:00am – 18:15pm**      **Coffee Masters Round 1**  
12 Contenders  
7 Disciplines  
1 Winner

Watch the 1st group of competitors go head-to-head as they see who has what it takes to be crowned our New York Coffee Masters 2022 Champion.

## GLOBAL COFFEE INSTITUTE CEO FORUM AT THE LAB

**11:30am**      **Current and Future Marketplace: Highlights from Project Café USA 2023**  
Jeffrey Young, CEO and Founder, Allegra Group

**11:50am**      **The Future of Coffee Agriculture: From Direct Trade to Shared Responsibility**  
James McLaughlin, President and CEO, Intelligentsia Coffee

**12:10pm**      **Inspiring the Next Generation of Coffee Professionals**  
Kamal Bengougam, Group Director Business Development and Marketing, Eversys

**12:30pm**      **Recruitment, Retainment and Upskilling**  
A panel discussion moderated by Jeffrey Young, CEO and Founder, Allegra Group.  
With Caroline Bell, Co-founder and CEO, Café Grumpy,  
Jonathan Rubinstein, Founder and CEO, Joe Coffee Company,  
Chad Freilino, CEO, Irving Farm,  
Gavin Compton, President, Variety Coffee Roasters,  
Tim Holdsworth, Chief Operating Officer, City of Saints Coffee Roasters

**1:00pm**      Coffee, lunch and networking

**2:00pm**      **See Coffee Differently**

Gregory Zamfotis, CEO, Gregorys Coffee

**2:20pm**      **Building a Values-Based Business**

Lem Butler, Co-Owner, Black & White Coffee Roasters

**2:40pm**      **Hold The Door Open: Transparency, Engagement and the Deliberate Work of Creating Opportunity**

A panel discussion led by Selina Ullrich, Director of Coffee, East One Coffee Roasters

**4:00pm**      **Compromise Conscientiously**

Selina Ullrich, Director of Coffee, East One Coffee Roasters

*A case for teaching and implementing active choice when ideal is impossible with East One Coffee Roasters.*

**5:00pm**      **The Past, Present & Future of Espresso Martini**

hosted by Academia PATRÓN

*In 2022 the World is back. And so is Espresso Martini. For over 20 years this contemporary classic sits high on the list of global cocktail charts. What makes this drink so successful? How important are the quality of the ingredients? How have the cocktail community and innovative coffee bars adapted, evolved, and transformed the recipes to make it modern and even more exciting?*

## LATTE ART LIVE

**11:30am**      **Latte Art for Beginners**

Christina Lee

**12:15pm**      **Marc and Friends Latte Art Demonstration**

Marc Chiusano

**1:00pm**      **Bluestone Masterclass**

Nestor Castillo

**1:45pm**      **Coffee Masters: Meet the Competitors**

**2:30pm**      **Til Death Coffee Presents: Latte Art Basics**

Emily Megan Shadow  
(TIL DEATH CREW)

**3:15pm**      **Bluestone Lane Throwdown**

**4:00pm**      **Top Cow**

Ryanne and Christina

**4:45pm**      **Proph's Latte Art Exhibition**

Walter "Proph" Alarcon

# SCHEDULE/ SATURDAY

## COFFEE MASTERS™

**11:00am – 5:00pm** **Coffee Masters Quarter Finals**  
12 Contenders  
7 Disciplines  
1 Winner

Watch the 8 Quarter Finalists go head-to-head as they see who has what it takes to be crowned our New York Coffee Masters 2022 Champion.

## THE LAB

- 10:00am Mindful Morning Coffee**  
Jake Leonti, F+B Therapy  
*Join Jake Leonti, the Cafe Guru behind the Sensory Experience, and take a moment to enjoy your favorite morning beverage on a new level. Wake up the connection between your mind, body and coffee through this unique mindful meditation combined with your morning joe. Learn the mindfulness practices and body scan practices that you can take with you to enjoy with every cup each morning. 30 minutes and you'll be ready to start your day refreshed and connected.*
- 10:45am Careers in Coffee: Ensuring Accessible & Inclusive Growth**  
Amaris Gutierrez-Ray, Joe Coffee  
*It's often difficult to see what kind of careers are available in the industry of coffee. For most young, entry-level workers, it's difficult to see past the cafe or retail environment. This conversation will help offer context for varying careers in coffee, as well as specific pathways the panelists took to get where they are.*
- 11:30am Coffee Tasting via Cupping: Learn How to Cup Like a Pro**  
Coffee Project NY  
*Join Coffee Project NY to learn how to taste coffee through the cupping method! Learn the steps in cupping and identifying tasting notes!*
- 12:15pm A Euphoric Psychedelic Modern Coffee Tasting Experience**  
Travas Clifton, modcup coffee co  
*Feeling fruity? Join modcup coffee as they take you on a tasting experience like no other. Get ready to trip out with coffees that taste like Jolly Ravers, we mean ranchers!*
- 1:00pm The Transparent Cup: Tea Tasting Grounded in Ethical Sourcing**  
hosted by Dona  
*This tea cupping involves a sensory and educational experience introducing tea and tea blends sourced through direct trade from single-origin estates across the world. The format will be broken down into tasting teas and botanicals separately and comparatively to understand the balance of blends and the delicate taste of Assam teas. The event is led by Dona, a woman owned tea company based in Brooklyn, focussed on thoughtful sourcing for sustainability and equity in spice and tea trade.*
- 1:45pm The Past, Present & Future of Espresso Martini**  
hosted by Academia PATRÓN  
*In 2022 the World is back. And so is Espresso Martini. For over 20 years this contemporary classic sits high on the list of global cocktail charts. What makes this drink so successful? How important are the quality of the ingredients? How have the cocktail community and innovative coffee bars adapted, evolved, and transformed the recipes to make it modern and even more exciting?*
- 3:15pm Coffee Cocktails to Keep in Your Pocket (That Are Not Espresso Martini)**  
with PATRÓN  
*Dive into global coffee cocktails phenomena hosted by Academia PATRÓN. The Kings lives, but others are coming. The coffee and spirits combinations go far beyond the espresso-sugar-vodka trio. Cold brew elevates many of the classic cocktail's recipes, a touch of ground coffee in syrups brings everlasting complexity and a dash of coffee bitters in a Negroni puts this boozy libation on the next level. This lab session, led by education team of Patrón Tequila, is accompanied by tasting and will open your eyes on what brilliant things you can do with coffee and spirits together. Cold brew Paloma anyone?*
- 4:30pm Measuring and Understanding Relative Solubility**  
Selina Ullrich, East One Coffee Roasters  
*A technique for measuring and comparing extraction rate between samples for guidance in brewing and blending approach with East One Coffee Roasters*
- 5:15pm Guatemalan Coffees: Transforming the Future of Coffee Together**  
hosted by Ana Lucrecia Carolina Glaesel  
*Discover what makes Guatemalan Coffees so special and what is being done to lead the coffee industry with a thoughtful and innovative approach that benefits everyone involved in the coffee supply chain. Hosted by Ana Lucrecia Glaesel – Marketing Manager for Guatemalan Coffees.*

## LATTE ART LIVE

- 10:00am Latte Art Basics**  
Zee
- 10:45am Refining Your Latte Art**  
Christina Lee
- 11:30am Espresso State of Mind Presents: ABC's of Latte Art**  
Joseph and Javi (Espresso State of Mind)
- 12:15pm Latte Art and Music: Brought to You by Maxiel**  
Maxiel De Los Santos
- 1:00pm Bluestone Masterclass**  
Nestor Castillo
- 1:45pm Coffee Masters: Meet the Competitors**
- 2:30pm What Does Latte Art Mean to You?**  
Ujae Lee
- 3:15pm Bluestone Lane Throwdown**
- 4:00pm A Game of POUR**  
Ryanne and Christina
- 4:45pm Espresso State of Mind Throwdown : 2v2 Tournament of Champions**

# SCHEDULE/ SUNDAY

## COFFEE MASTERS™

**9:30am – 1:00pm Coffee Masters**

**Semi Finals**

**2:00pm – 4:00pm Coffee Masters Final**

12 Contenders

7 Disciplines

1 Winner

Watch the 4 Semi Finalists go head-to-head, all the way to The Final, as they see who has what it takes to be crowned our New York Coffee Masters 2022 Champion.

## THE LAB

**10:00am Mindful Morning Coffee**

Jake Leonti, F+B Therapy

*Join Jake Leonti, the Cafe Guru behind the Sensory Experience, and take a moment to enjoy your favorite morning beverage on a new level. Wake up the connection between your mind, body and coffee through this unique mindful meditation combined with your morning joe. Learn the mindfulness practices and body scan practices that you can take with you to enjoy with every cup each morning. 30 minutes and you'll be ready to start your day refreshed and connected.*

**10:45am Women in Coffee: Why Prioritize Gender Equity in Coffee?**

Amaris Gutierrez-Ray, Women in Coffee Project

*This talk will uncover what the landscape looks like for women in coffee in producing countries, and investigate the challenges women face. Panelists will share their perspective on how achieving gender equity and a sustainable coffee future are one and the same! Everyone attending will come away with answers to the ways each one of us, consumer or professional, can contribute to gender equity in coffee, no matter their role.*

**11:30am Coffee Tasting via Cupping: Learn How to Cup Like a Pro**

Coffee Project NY

*Join Coffee Project NY to learn how to taste coffee through the cupping method! Learn the steps in cupping and identifying tasting notes!*

**12:15pm Meet the Bees at Bee10Coffee**

Al Salopek and his honey bees!

*Join Bee10Coffee as they introduce the worker(bee)s that make it all happen! You'll get to try their new coffee paste that is made with 100% whole raw organic honey and concentrated coffee and learn about the creation process and how honey bee's are important for coffee pollination.*

**1:00pm A Euphoric Psychedelic Modern Coffee Tasting Experience**

Travas Clifton, modcup coffee co

*Feeling fruity? Join modcup coffee as they take you on a tasting experience like no other. Get ready to trip out with coffees that taste like Jolly Ravers, we mean ranchers!*

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**2:30pm A Beginner's Guide to Tasting for Acidity**

Chris Alspach, East One

Coffee Roasters

*Join the team at East One Coffee Roasters in discovering the causes and significance of acidity in coffee flavor.*

**3:15pm Coffee Cocktails to Keep in Your Pocket (That Are Not Espresso Martini)**

with PATRÓN

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