

The New York Coffee Festival

EVENT GUIDE

OCTOBER 6 – 8, 2023

Proudly sponsored by

SLAYER
espresso machines

FIorenzato

PIETRO
GRINDERS

SMIRNOFF

Battenkill
Valley
family
farm
fresh
creamery

bonavita
Brands

सत्यमेव जयते
Consulate General of India
New York

COLD BREW
MR·BLACK
COFFEE LIQUOR

decent
PACKAGING

MATCHA
DIRECT
FROM KYOTO JAPAN

epac
flexible packaging.

ACME

Eight Ounce

finum.

EAST
ONE
BKLN
COFFEE ROASTERS

la marzocco
handmade in florence

VARIETY
COFFEE

BARISTA
ATTITUDE

Willa's
ORGANIC OAT MILK

NONNI'S
BAKERY

globalwater
solutions USA

S

synesso
ESPRESSO MACHINES

Allegra
WORLD
COFFEE
PORTAL

5TH WAVE
THE BUSINESS OF COFFEE & HOSPITALITY

+
F+B THERAPY

ansā
the future of coffee

ROOST

FLUX
coffee

PROJECT
WATER
FALL

ESPRESSO
PARTS

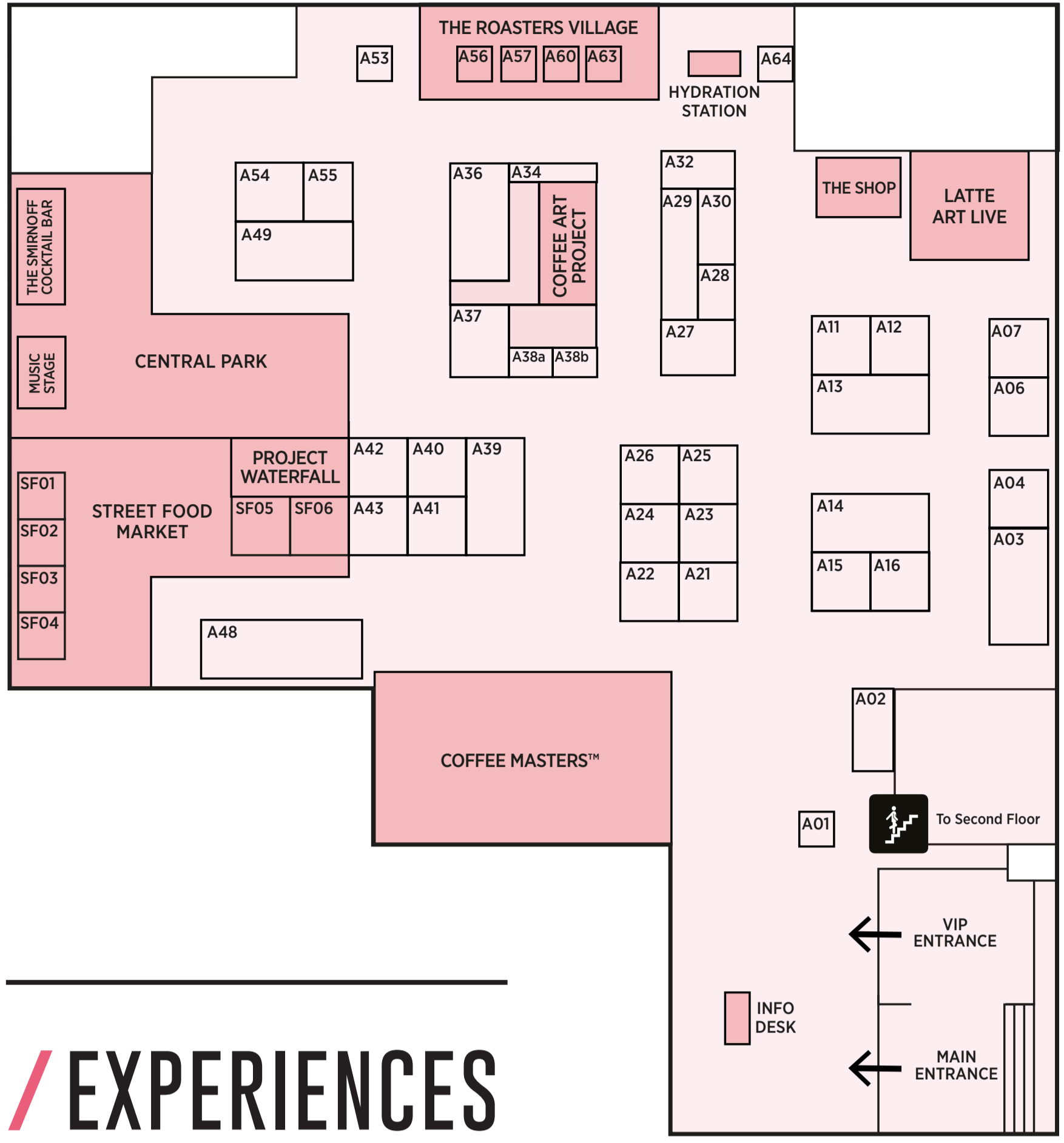
GLOBAL
COFFEE
INSTITUTE

Perfect Daily Grind

BIG
PICTURE
MEDIA

charity: water

/ FIRST FLOOR



/ EXPERIENCES

LATTE ART LIVE

COFFEE MASTERS™

THE SMIRNOFF COCKTAIL BAR

COFFEE MUSIC PROJECT STAGE

CENTRAL PARK

STREET FOOD MARKET

THE ROASTERS VILLAGE

COFFEE ART PROJECT

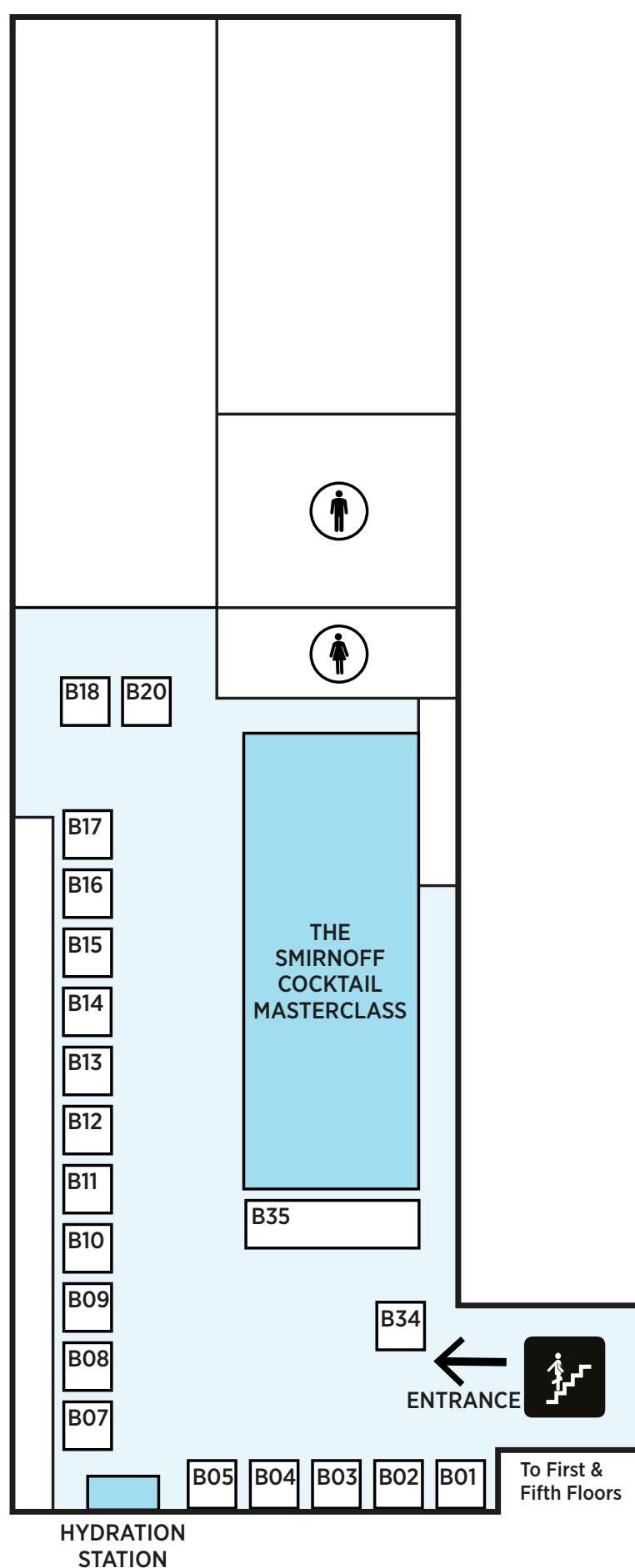
PROJECT WATERFALL

THE SHOP

/ EXHIBITORS

- A11 AARP COMMUNITY PROGRAMS
- A28 ALLDAE CASCARA
- A24 ANSĀ
- A01 ASTROBREW
- A25 ATOMO COFFEE
- A36 BAILEYS
- A14 BARISTA ATTITUDE
- A38B BEE10COFFEE
- A16 BELLWETHER COFFEE
- A22 BLANK STREET
- A39 BODUM
- A57 CAFÉ CARRIZAL
- A34 CARRIBBREW
- A29 COFFEE PROJECT NEW YORK
- A03 CONSULATE GENERAL OF INDIA
- SF03 CREPE SUZETTE
- A48 DE'LONGHI
- A23 DONA
- A60 DOUBLESHOT
- A64 EDEN'S SWEET IDEAS
- A49 EPAC FLEXIBLE PACKAGING
- A12 ESPRESSO STATE OF MIND
- A37 FIORENZATO
- A53 GLOBAL WATER SOLUTIONS
- A38A GOBOXAD
- A06 HOTEL CHOCOLAT
- SF04 JESSY'S PASTRIES
- A04 KOLKATA CHAI CO
- SF01 LE PHIN
- SF06 MAO'S BAO
- A26 MINOR FIGURES
- A56 MODCUP
- A27 MR BLACK
- A41 NONNI'S BISCOTTI
- A42 NYC KEGS
- A13 OATLY
- A21 PARLOR COFFEE ROASTERS
- A54 RISHI TEA
- A40 ROYCE CHOCOLATE
- SF05 SLATE CAFE
- A30 SOUL UNDER NATURE (S.U.N) JUICES
- A32 STRIVE NUTRITION
- A55 TERRA KAFFE
- A07 TEZUMI
- A02 TIA MARIA COLD BREW LIQUEUR
- SF02 TWO HANDS
- A43 VITA COCO
- A63 WILD HOUSE COFFEE INC
- A15 WORLD COFFEE PORTAL / 5THWAVE

/ SECOND FLOOR



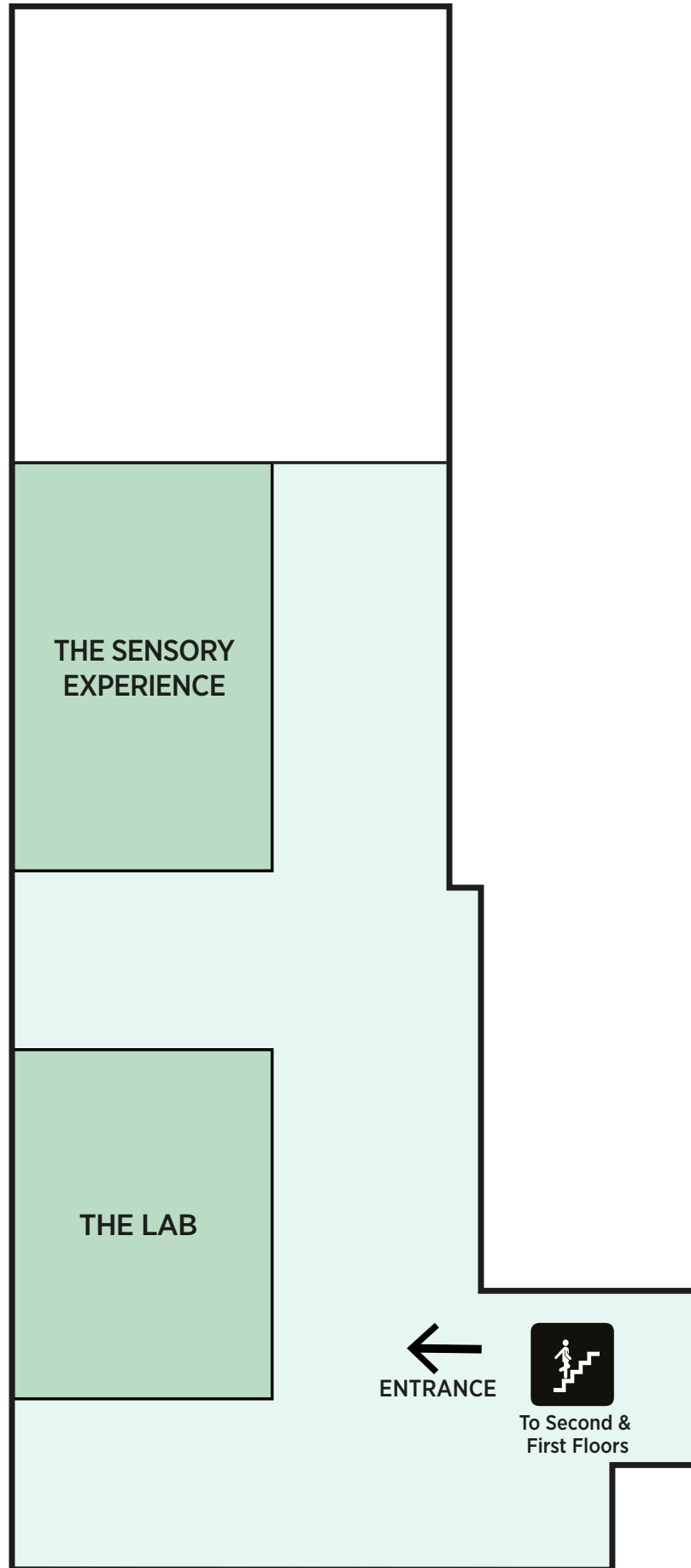
/ EXPERIENCES

THE SMIRNOFF COCKTAIL MASTERCLASS

/ EXHIBITORS

B18	AMAYU
B34	ARTEAO
B07	BLUEBERRY ROASTERS
B02	CHA &
B12	CHOCOTASTERY
B01	CROPCONEX
B09	GREEN MOUNTAIN ENERGY
B14	HARIO USA INC.
B20	JEANNINE CARSON CLAY
B04	JOE COFFEE COMPANY / WOMEN IN COFFEE PROJECT
B08	MATCHA DIRECT
B10	NEUTRAL
B11	PAKTLI FOODS
B17	RAAKA
B35	SMIRNOFF
B13	T SALON
B10	THE NATURE CONSERVANCY
B03	TRANSCENDENCE COFFEE

/ FIFTH FLOOR



/ EXPERIENCES

THE LAB

THE SENSORY EXPERIENCE

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 2023 Champion.

WORLD COFFEE PORTAL CEO FORUM AT THE LAB

11:30am **Hiring and Retaining a Happy Staff**
Jonathan Rubinstein, Founder & CEO,
Joe Coffee Company

11:50am **Curating Hospitality from the Ground Up**
Lucy Thom, Chief Operating Officer,
Two Hands

12:10pm **Coffee Education,
Career Development and
Professional Competitions**
Chi Sum Ngai, Co-founder & CEO,
Coffee Project New York

12:30pm **The Core Values of WatchHouse**
Michael Meates, Operations Director
USA, WatchHouse

12:50pm **Inclusive Employment: Realising
Coffee and Hospitality's
True Potential**
A panel discussion moderated
by Amaris Gutierrez-Ray, Women in
Coffee Project,
with Héctor Carvajal, CEO of
Don Carvajal Café,
Selina Ullrich, Director of Coffee,
East One Coffee,
Brandon Peña, CEO, 787 Coffee

THE LAB

2:30pm **Meet the B-Corps**
A panel discussion moderated by
Sylwia Padiasek, Ocafi
with Fraser Hanson, decent packaging,
Stuart Forsyth, Minor Figures,
Aidaly Sosa, Tony's Chocolonely

3:15pm **Using Connected Packaging to
Boost Engagement with
your Brand Story**
Paul Rason, ePac Flexible Packaging

4:00pm **Taking Cascara into the Mainstream**
Ryan McDonnell,
alldae superfruit soda

4:45pm **The Magic of Matcha:
An Introduction to Serving Matcha
in Coffee Shops**
Kenta Numata and Masahiro Hiraoka,
Matcha Direct

5:30pm **The Next Wave of Coffee: It's All
About Taste Control**
Jonathan Scharf, ansā

LATTE ART LIVE

11:30am **Latte Art for Beginners**
Joseph Gonzalez & Javi Alvarez

12:15pm **Hollow Hearts with Em**
Emillee Bryant

1:00pm **Introduction to Free Pour
& Seahorses**
Donald Perdomo

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

3:15pm **Latte Art en Español**
Nestor Castillo

4:00pm **Tempo and Rhythm**
Fernando Hernandez

4:45pm **Round of a Paws**
Mohsin Uddin & Chateau Le Woof

5:30pm **Proph's Latte Art Exhibition**
Walter "Proph" Alarcon

THE SMIRNOFF COCKTAIL MASTERCLASS

12:00pm / 1:00pm / 2:00pm / 3:00pm

TO BOOK ONTO A SESSION PLEASE SPEAK TO
ONE OF THE COCKTAIL MASTERCLASS TEAM

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 2023 Champion.

THE LAB

- 10:00am** **Mindful Morning Coffee**
Jake Leonti, F+B Therapy
- 10:45am** **Intro to Coffee Triangulation**
Katie Taylor, Eight Ounce Coffee and Chris Tellez
- 11:30am** **Brewing Success: How to Break into the Coffee Industry**
A panel discussion led by Selina Ullrich, East One Coffee With Christina Dorr Drake, Willa's, Ryan Garrick, WatchHouse, Zach Israel, Slate Cafe, Jaroslav Tuček, Doubleshot
- 12:15pm** **Araku Valley India - Gem of Specialty Coffee**
Danny Johns, Consulate General of India
- 1:45pm** **Sip & Savor: The Art of Chocolate and Coffee Pairing**
Chocotastery x Coffee Project New York
- 2:30pm** **Getting Started with Rare & Exclusive Coffees**
WatchHouse
- 3:15pm** **Let's Talk about Value: How Specialty Coffee Roasters Should Prioritize Social Equity Now More Than Ever**
A panel discussion led by Amaris Gutierrez-Ray, Joe Coffee Company, with Jiyoon Han, Bean & Bean Coffee Roasters, James McCarthy, Driftaway Coffee Roasters, Danny Berroa, The TaiGuey Coffee Company, Anne Mercer, Victus Coffee
- 4:00pm** **Improve Your Brews with Mar and Chris**
Bonavita Brands
- 4:45pm** **Clean, Green and Charitable Coffee**
Wild House Coffee
- 5:30pm** **Introducing the world of Dark Matter Coffee to NYC in 2024**
Dark Matter Coffee

LATTE ART LIVE

- 10:15am** **Don't Break Hearts. Pour Them Like a Pro**
Jenna Gotthelf
- 11:30am** **History of Latte Art**
DQ Flook
- 12:15pm** **Frisson Espresso**
Tulian Sanchez & Rob
- 1:45pm** **Cafe'cito Hour**
Maxie De Los Santos
- 2:30pm** **How to Pour a Swan**
Sean Ben-Zvi
- 3:15pm – 5:30pm** **Espresso State of Mind**
Champions League Tournament

THE SMIRNOFF COCKTAIL MASTERCLASS

11:00am / 12:00pm / 1:00pm
2:00pm / 3:00pm

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SCHEDULE/ SUNDAY

COFFEE MASTERS™

- 9:30am – 11:00am Coffee Masters
Semi Finals
- 11:30am – 1:00pm Coffee Masters Final
- 4:15pm Winner announced
- 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 2023 Champion.

THE LAB

- 10:00am **Mindful Morning Coffee**
Jake Leonti, F+B Therapy
- 10:45am **Matcha Made in Heaven**
Willa's x Tenzo
- 11:30am **Women in Coffee: How to Prioritize Gender Equity across Coffee Supply Streams**
Moderated by Amaris Gutierrez-Ray, Women in Coffee Project with Jes Martin-Ballard, Kape Catorce Coffee, Andrea Rubí, Fincas Ruland, Lucia Bawot, We Belong, Brianna Dickey, CropConex
- 12:15pm **Energize your Coffee! The Future of On-Demand Roasting**
Yuval Weisglass, ansā
- 1:45pm **Meet the Bees at Bee10Coffee**
Al Salopek and his honey bees!
- 2:30pm **Improve Your Brews with Mar and Chris**
Bonavita Brands

LATTE ART LIVE

- 10:00am **Introduction to Free Pour & Seahorses**
Donald Perdomo
- 10:45pm **Free pour Latte Art**
Marquis Hernandez
- 11:30am **Latte Art for Beginners**
Joseph Gonzalez & Javi Alvarez
- 12:15pm **Frisson Espresso**
Tulian Sanchez & Rob
- 1:45pm – Espresso State of Mind
- 4:00pm Champions League Tournament

THE SMIRNOFF COCKTAIL MASTERCLASS

11:00am / 12:00pm / 1:00pm / 2:00pm

TO BOOK ONTO A SESSION PLEASE SPEAK TO ONE OF THE COCKTAIL MASTERCLASS TEAM