

The language of coffee at Hostex

Coffee can be an art form, a food group, or according to actor Jackie Chan, "...a language in itself" but however it is viewed, the Western Cape Regional Finals of the 2014 Barista Championship, held at Hostex Cape, 21-23 May 2014, will redefine the art of coffee making.



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The top coffee professionals will compete for the regional titles in four categories - the Barista competition, the Latte Art competition, the Cup Tasters competition and the Aeropress competition. Six finalists from this regional competition will be selected to compete in the nationals later in the year. The regional finals will be presented to qualified judges under the auspices of the Speciality Coffee Association of South Africa (SCASA), which is affiliated to the World Coffee Events, the global body that runs the World Barista Championships.

"We are delighted that the Western Cape Regional Finals of this global coffee competition will once again be taking place at Hostex. As one of South Africa's foremost trade exhibitions for the food & beverage industry, the opportunity to give a platform to the region's leading baristas is one that we relish and we look forward to bringing this unique showcase of talent and skill to visitors at the show," comments Brad Hook, exhibition director of Hostex Cape.

The Gauteng Regional was held at the Homemakers Expo at the Coca-Cola Dome from 27 February to 2 March; the Eastern Cape Regionals will also be held at Homemakers, in Port Elizabeth, from 24 to 27 July; and the venues and dates for the KwaZulu-Natal Regionals and National finals will be announced later in the year.

Prospective competitors can enter the competition by completing the entry form on the SCASA website, www.scasa.co.za.

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