

The
**Global
Coffee
Festival**

Virtual

AN INTERNATIONAL CELEBRATION OF
COFFEE, HOSPITALITY, CULTURE & LIFESTYLE

by Allegra Events, the producers of The Coffee Festival

30 OCTOBER 2020

12 CITIES — 12 HOURS NON-STOP

STREAM ONLINE — STAY SAFE

LONDON | NEW YORK | PARIS | LOS ANGELES | MILAN | AMSTERDAM
CAPE TOWN | SAO PAULO | MELBOURNE | SYDNEY | TORONTO | SEOUL

WELCOME

The Global Coffee Festival is an Allegra Events production, designed in response to the Covid-19 pandemic to unite, celebrate, share knowledge and strengthen bonds within the global coffee & hospitality community.

The Festival will actively showcase and promote excellence, fostering growth for its stakeholders, as we begin to look forward with optimism at the road ahead and reshape our economy.

CONTENTS

| | |
|--|----|
| 2020 THEME | 3 |
| OFFICIAL PROGRAMME | 4 |
| FRINGE EVENTS | 5 |
| THE PLATFORM | 6 |
| TIMELINE | 7 |
| SAMPLE PROGRAMME | 8 |
| ABOUT THE GLOBAL COFFEE NETWORK | 9 |
| ABOUT ALLEGRA EVENTS | 10 |
| OUR EVENTS (2020-21 SCHEDULE) | 11 |
| CONTACTS | 12 |

30 OCTOBER 2020, OFFICIAL EVENT / 31 OCTOBER – 1 NOVEMBER 2020, FRINGE EVENTS

12 HOURS
official online
stream



12 CITIES
around the
world



100,000+
global
viewers



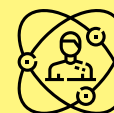
30+
official virtual
events



8
official programme
channels



50+
endorsed virtual
fringe experiences



ON-DEMAND TV
post event: stream
anytime, anywhere



THE MARKETPLACE
promote your
brand



2 – 6 NOVEMBER 2020, THE GLOBAL COFFEE NETWORK (READ MORE ON P9)

THIS YEAR'S THEME:

**REFOCUSING, REBUILDING & REIGNITING
THE GLOBAL COFFEE & HOSPITALITY COMMUNITY**

OFFICIAL EVENT – 30 OCTOBER

The Global Coffee Festival official programme is an exclusively curated 12 hour online video stream of content, celebrating coffee & hospitality excellence in 12 of the most exciting coffee cities on earth.

The unique Festival will see 30+ virtual events and international showcases available to stream on 30 October 2020 from 12:00 GMT, or watch later on-demand via The GCF TV platform.

Featuring 8 programme channels, The Global Coffee Festival is designed to inspire the most advanced coffee connoisseurs, baristas and professionals, showcasing the best our industry has to offer.

THE GCF: OFFICIAL EVENT PROGRAMMES

COFFEE CITIES

Café and hospitality scene insider tours of the most exciting coffee cities on earth

COFFEE BUSINESS

Industry interviews, debate and future-minded talks with some of the most regarded coffee thought leaders, entrepreneurs and trailblazers worldwide

HOME RITUALS

Baseline techniques and next-level tutorials for brewing awesome coffee at home

SHOWTIME

Freestyle sessions, throwdowns, banter and party vibes

THE REVIEW

Latest kit, tech and innovative products showcased and independently reviewed

THE LAB

Global expert-led advanced coffee learning, skills & sensory training for baristas, roasters and connoisseurs

COFFEE MIXOLOGY

Creative coffee cocktail demos and workshops

BEYOND COFFEE

Celebrating gastronomy, music, art and other coffee movement subcultures



FRINGE EVENTS – 31 OCTOBER TO 1 NOVEMBER

The Global Coffee Festival Fringe Event programme provides event partners and industry stakeholders with the opportunity to host satellite virtual events, delivered online from their own platform (Instagram Live, Zoom, Facebook, YouTube, etc).

Each session is pre-vetted for official endorsement and promotion by the event organisers and must fit within one of the Festival's 8 content programme channels.

Fringe Events will be accessible and/or pre-bookable via The GCF online platform.

THE GCF: FRINGE PROGRAMME CHANNELS

COFFEE CITIES

Host your own insider tour of your café, roastery or home city

COFFEE BUSINESS

Host, join or spectate interviews, debates or future-minded talks on industry trends, challenges and opportunities

HOME RITUALS

Present your own home barista workshop and engage with end-users via your platform

SHOWTIME

Freestyle sessions, throwdowns, banter and party vibes

THE REVIEW

Showcase or review latest kit, tech and innovative products, online

THE LAB

Deliver an expert-led advanced coffee learning, skills & sensory training digital masterclass for baristas, roasters and connoisseurs

COFFEE MIXOLOGY

Host a creative coffee cocktail demos and workshops

BEYOND COFFEE

Celebrate gastronomy, music, art and other coffee movement subcultures



THE PLATFORM



TIMELINE



THE GLOBAL COFFEE FESTIVAL
programme announced to
Allegra's global databases
(700,000+ email subscribers in total)

September 2020



EXTENSIVE EVENT PROMOTION
across all Allegra Events' festival
channels worldwide
+
**BRAND PARTNER PRE-EVENT
ACTIVATION**

Target = 100,000 sign ups

October 2020



**THE GLOBAL
COFFEE
FESTIVAL
2020**

30 Oct
Official
Event

**31 Oct -
1 Nov**
Fringe
Events

November 2020

Allegra
**GLOBAL
COFFEE
NETWORK**

2 - 6 Nov
**THE GLOBAL
COFFEE NETWORK**

EXAMPLE PROGRAMME HIGHLIGHTS

The Academy – Professional Barista Training Series

Advanced coffee skills and sensory training for baristas, roasters and connoisseurs

The World's Best Coffee Shops

A through the key-hole visit to a selection of the world's most exciting and renowned coffee shops

The Coffeepreneur

Specially recorded interview series with some of the most regarded coffee entrepreneurs worldwide

Coffee with Cape Town

A special guest guided tour of Cape Town's most exciting coffee shops & concepts

Sydney's Icons - Micro-Roastery Tour

Take a journey behind the scenes of some of Sydney's most exciting and iconic micro-roasteries

Beyond Coffee: Brunch

Join head chefs in the kitchens of some of your favourite café concepts, as they whip up a storm and teach you how to make their top brunch menu dishes

The Growers & Farmers of Brazil

Meet coffee growers and farmers from Brazil in this exclusive mini-interview series

The Coffee Gadget Show

Latest coffee kit, tech and innovative products independently reviewed by the experts!

How To Brew At Home

Home Barista Masterclass Series

Diversity & Inclusivity in Hospitality

Hosted panel discussion

Project Waterfall – 10 Years On

A mini documentary exploring just some of the incredible and important projects funded by Project Waterfall over the past 10 years

Happy Hour – Mixology with the Coffee Masters

Get your coffee, kit and ingredients ready and join past Coffee Masters London and New York champions, as they teach you to make their WINNING Signature Drinks, at home

The Big Coffee Quiz of The Year

Coffee trivia hosted panel quiz show, featuring very special guest stars from across the international coffee community

Coffee Music Project

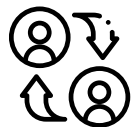
Recorded performances from previous finalists and winners of Coffee Music Project London, New York and Los Angeles

ABOUT THE GLOBAL COFFEE NETWORK

The Global Coffee Network is a 5-day virtual B2B event for industry professionals taking place in the week following The Global Coffee Festival, from 2 – 6 November 2020.

Designed in direct response to the Covid-19 pandemic to reignite the coffee & hospitality economy, The Allegra Global Coffee Network will enable key decision makers to connect via 1:1 scheduled online meetings, share knowledge through pioneering business masterclasses and discuss best industry practice within high-profile roundtable discussions.

Are you an industry professional? Join us as we embark together into a new world of entrepreneurship, innovation and thought-leadership.



CONNECTIONS

Buyer x Supplier
1:1 online meetings



LEADERSHIP

Pioneering business
masterclasses



STRATEGY

High-profile
roundtable discussions



ABOUT ALLEGRA EVENTS

Since 2008, Allegra Events has been shaking conventional wisdom, putting meaningful human experiences at the core of everything we do.

Working across coffee, food, fitness, fashion, design, wellness and lifestyle, we produce immersive event environments that engage, inspire and thrill audiences across the world.

Allegra Events is part of The Allegra Group, a leading media and research group of companies committed to making a positive difference in the world.



OUR EVENTS [2020-21 SCHEDULE]

Virtual

Global Coffee Festival | 30 October 2020, Official Event /
31 October – 1 November 2020, Fringe Events

Global Coffee Network | 2 – 6 November 2020

Live

European Coffee Symposium 2020 | 10 - 12 November
2020, Altitude London

LA Coffee Festival 2021 | 5 - 7 February 2021

Amsterdam Coffee Festival 2021 | 5 – 7 March 2021

Paris Café Festival 2021 | 13 – 15 March 2021

Cape Town Coffee Festival 2021 | TBC 2021

London Coffee Festival 2021 | 15 – 18 April 2021

Balance Festival 2021 | 7 – 9 May 2021

Milan Coffee Festival 2021 | 15 – 17 May 2021

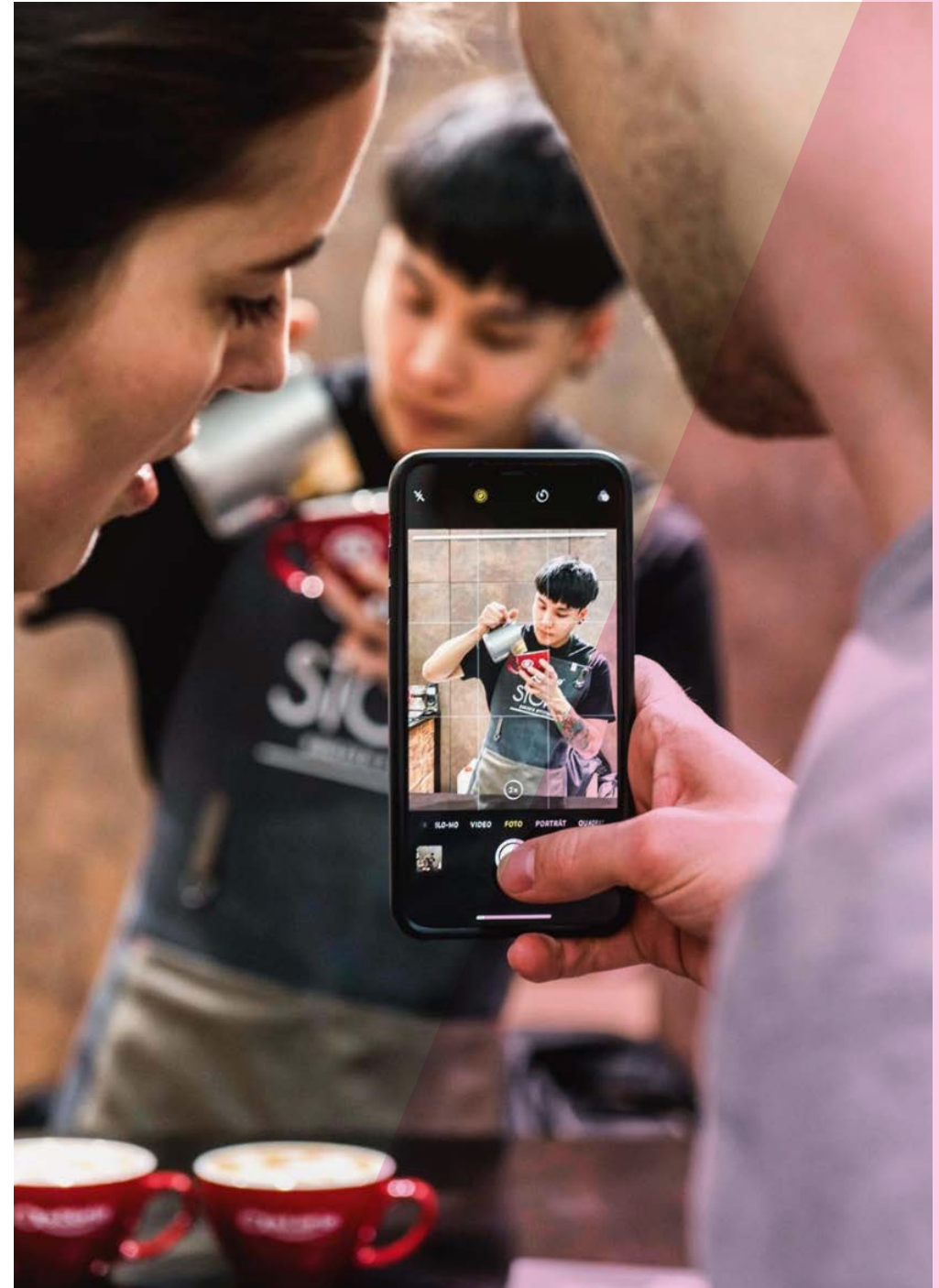
UK Coffee Leader Summit 2021 | TBC June 2021

Sao Paulo Coffee Festival 2021 | 25 – 27 June 2021

New York Coffee Festival 2021 | 8 - 10 October 2021

Toronto Coffee Festival 2021 | 22 – 24 October 2021

European Coffee Symposium 2021 | 23 - 24 November
2021, W Barcelona



INTERESTED IN GETTING INVOLVED? CONTACT US

ALLEGRA EVENTS LTD.

Serendipity House
106 Arlington Road
Camden Town
London NW1 7HP

Jeffrey Young

CEO

Email: jyoung@allegra.co.uk
Tel: +44(0)20 7691 8800

Ludovic Rossignol

Director of Events

Email: lrossignol@allegra-events.com
Tel: +44(0)20 7691 8800
Mob: +44(0)7809 603828

Rosalyn Newbery

Events Producer

Email: rnewbery@allegra-events.com
Tel: +44(0)20 7691 8800

Harry Goddin

Sales Manager

Email: hgoddin@allegra-events.com
Tel: +44(0)20 7691 8800
Mob: +44(0)7979 804126