

## **Why You Should Join the Biggest Coffee Party on Earth!**

### **Coffee Masters**

Sit back, grab a coffee and watch the Coffee Masters flaunting their expertise on the Faema 'President' GTi. Judged by a panel of industry figureheads, the fast-paced knockout battle format will see 16 baristas showcase their skills across a broad range of disciplines, with a prize of £5000 on the bar, and the prestigious title of Coffee Masters champion, the stakes are high! Get ready to see the masters in action.

### **The Global Coffee School Live**

Master the craft of coffee at Global Coffee School Live, brought to you by Sage, Beanz.com and Alpro. Experience unbeatable masterclasses and perfect every step of your home barista process, from bean to cup and everything in between. Learn how to 'dial in' with the pros, to pouring the perfect flat white, experts will guide you through your session. All money raised goes towards Project Waterfall, the LCF chosen charity, aimed at bringing clean water to the coffee-growing communities.

### **The Roasters Village**

La Marzocco's Roasters Village is back! Delve straight into the specialty coffee scene and taste some of the very best single-origin coffees, all under one roof, pulling an exclusive mix of the continents' best roasters into the buzz of The London Coffee Festival!

### **The Tasting Room**

Awaken your senses in The Tasting Room at this year's LCF, in partnership with green bean traders, BELCO. Immerse yourself in interactive, multi-sensory workshops where you can try a little bit of everything... every single hour! Coffee, cocktails, wine and water are the key ingredients of The Tasting Room, an aptly named area dedicated to an exciting programme of tasting workshops. If you're curious about new innovation in the Columbian harvest, or want to expand your tea IQ, The Tasting Room is for you.

### **Feelgood Kitchen**

Food and wine pairing by Michelin star chefs, anyone? Fancy a culinary experience to Morocco, India, Thailand and Central America? Us to... With Feelgood Kitchen you can taste your way through the local cuisines of Africa, Asia and Central America, enjoying delicious and nutritious Feelgood classics which have been expertly paired with single-grape organic Italian wines, by DEFY. Enjoy 4 courses and 4 wines for just £10! This experience is set to sell out fast, but fear not if you miss our, Feelgood delivers straight to your home. Don't mind if I do...

### **The Lab (Industry)**

Are you ready for The Lab 2022? Join a panel of industry figureheads to discuss game changing trends in our bustling coffee industry, from fascinating talking with The Allegra Group to the Future of Coffee Tech, we have exciting sessions to stimulate thought (as much as our delicious coffee). Proudly supported by our friends at Lavazza, The Lab line-up will equip you with the latest industry knowledge, cutting-edge trends and ready-to-action market insights to future proof your business.

### **The Lab (Weekend)**

The Lab boasts a programme of stimulating sessions from coffee to hospitality and everything in between. Expect an array of interactive demonstrations and workshops, fascinating discussions on key issues and themes within our coffee community, and last but not least... multi-sensory tasting sessions that will absolutely blow your mind! From the art of grinding with Fiorenzato, all the way to cocktail-making masterclasses by the one and only Dan Fellows, did someone say Espresso Martini?

### **The Sustainable Coffee Flight**

Bring your reusable cup and celebrate sustainability at LCF. Not only will you be helping to reduce waste, but you can also sample coffee from some of our favourite sustainable brands! Grab your reusable cup and join our sustainable journey. So, what are you waiting for?

### **The Coffee Art Project**

On your way to the main stage, make sure you stop by The Coffee Art Project. The Project is an exciting competition around interpretive themes of coffee and is one of the core fundraising initiatives of our chosen charity, Project Waterfall. The competition showcases the creativity and talents of emerging and established artists, while engaging a deep spirit of community among those who share a passion for great coffee!

### **Latte Art Live**

Sometimes a latte art swan can have a larger 'pecker' than planned... Every latte artist has tried it! A naughtier milk creation than those served over the counter... now you can get a chance too! Join our 'Latte Art Lates' festival closer to cheer on our artists while we make your coffees a little bustier... every latte created within our final 15 minutes will be worth a donation on us to CoppaFeel!, our chosen breast cancer awareness charity.

Finish your London Coffee Festival experience in style. It wouldn't be a true Festival without a killer music programme! Get caffeinated and make your way to the main stage to kick back and feel the beats of The Coffee Music Project. Our line-up features emerging musicians, breakthrough artists and ice-cool DJs ready to entertain you with a mix of upbeat tunes to see you through the festival.

Enjoy cocktails from our friends at MOTH (who make a mean Negroni by the way), chill out with some organic Italian wines from DEFY, or revel in the delights of Bavarian craft beer from And Union.