



the SPEAKERS.



JUDGING CALIBRATION.

WITH: Justin Metcalf
FROM: Espresso Essentials
WHEN: Thursday 1st December

TOPIC: A review of sensorial training, cupping terminologies and technical standards. Scoresheets will be reviewed, along with the qualifiers of aroma, body, taste, flavour, acidity and mouth feel and how they relate to the scoring. Also covering the taints and defects in coffee such as fermentation and metallic phenol.

BIO: Justin Metcalf is one of Australia's most recognised coffee and café consultants. His passion has led to an active involvement in the specialty coffee industry as a world class competitor, a WBC judge, coffee trainer and Master Roaster. Justin's high profile has led to the establishment and development of his own signature coffees distributed by Coles Supermarket throughout all of Australia.



THE EFFECTS OF HEAT TRANSFER IN COFFEE ROASTING.

WITH: Mark Beattie
FROM: Coffee Roasters Australia
WHEN: Thursday 1st December

TOPIC: Presenting an insight into heat transfer in coffee roasting and how this might affect the performance of your roaster and the outcome of your coffee.

BIO: With a degree in marketing and 9 years' experience with Nestle in Sydney and Melbourne, Mark left his successful corporate career to gain experience in a franchise system before taking over Coffee Roasters Australia. Having experience with coffee at both a corporate and small business level allows Mark to provide valuable assistance and advice to coffee companies. Mark's passion is for the coffee equipment at Coffee Roasters Australia and in seeing that customers' coffee industry dreams are realised.



SOCIAL MEDIA, BRAND STRATEGY AND REINVIGORATION OF ONLINE COMMUNICATIONS

WITH: Trish Barry
FROM: Mastermind Consulting
WHEN: Thursday 1st December

TOPIC: With many similarities between the wine and coffee industries, Trish will explain what social media is, what consumers are using it, share insights into these initiatives and provide tips to starting out on your social media journey for your brand. A presentation that will help demystify this ever evolving space and give you some practical tips to start out.

BIO: Trish Barry has over thirteen years' marketing and business experience in high profile organisations. It was the desire to help businesses to build a differentiated marketing presence that led Trish to establish Mastermind Consulting in 2008. She has been at the forefront of social media initiatives within the Australian wine industry and has helped many Australian wineries on their social media journey. Trish was named one of the WBM Wine Industry Stars of 2010 and regularly lectures on social media.



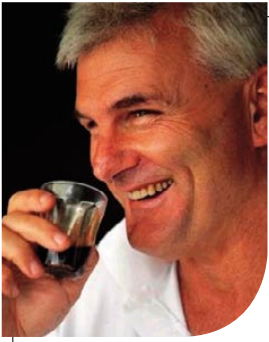
KEYNOTE SPEAKER.

THE CUP OF EXCELLENCE.

WITH: Mark Dundon
FROM: Seven Seeds
WHEN: Friday 2nd December

TOPIC: The Cup of Excellence – Experiencing the Cup of Excellence (CoE) program, the Cup of Excellence at origin, and coffees discovered through the CoE.

BIO: Opening a small café in Brunswick, Victoria 12 years ago led Mark Dundon into the coffee world. He progressed into micro roasting in South Melbourne and furthered his coffee education and cupping in the USA, as well as making many visits to origin. Mark has participated in five cup of excellence competitions, Taza Dorada and other cupping events over the past 5 years. With a successful string of cafés, Mark is respected as an industry pioneer and has been at the forefront of the specialty coffee revolution.



NEW EDUCATIONAL OPPORTUNITIES FOR THE COFFEE INDUSTRY.

WITH: Instaurator
FROM: Coffee Logic
WHEN: Friday 2nd December

TOPIC: How the espresso quest led me down the educational path and to the point where at last, the same education opportunities that were previously only available overseas, are now available in Australia, including full international certification for roasters, baristas and cuppers.

BIO: Instaurator is a coffee and business consultant with a world renowned reputation for his coffee tasting and management expertise. As Chairman of the Australian Coffee & Tea Association, he was instrumental in establishing the barista training standards currently used by Government Registered Training Organisations nationally. His innovation, thirty years of coffee experience and unique global vision arm him with a unique insight into the world espresso industry. He currently consults to Caffe Coffee.



ENHANCING THE BEAN

WITH: Jurgen Kennedy
FROM: National Account Manager – Equal, QSR & Cafes Sugar Australia
WHEN: Friday 2nd December

TOPIC: Adding value to the coffee and café industry and the role of portion control sweeteners in this market.

BIO: Combining over 10 years' experience in the coffee and café industry in both NZ and Australia, Jurgen Kennedy has worked in cafés from a barista to a Territory Manager at Cerebos Greggs, boasting iconic brands – Robert Harris, Atomic & Caffe L'Affaire. Moving to Australia to a State Managers Sales Role in NSW with Mocopan and now National Account Manager for Equal, QSR and Cafés for Sugar Australia, Jurgen's passion and enthusiasm for coffee and sweeteners is just another example of how we can 'raise the bar' in this industry.



THE SOCIAL MEDIA REVOLUTION.

WITH: Angela Vithoukias
FROM: Co-Founder and Director VIVO CAFE Group.
WHEN: Saturday 3rd December

TOPIC: Angela demonstrates through personal experience how small business owners can make social media relevant and successful for any situation, with real-life examples of how social media has opened doors and opportunities in her own business.

BIO: Angela is the 2007 winner of the NSW Telstra Business Women's Owner of the Year Award, as well as the recipient of 6 business awards for VIVO Café. She is a commentator, small business specialist and broadcaster. Angela has drawn on more than 26 years' experience as a business owner of multiple Sydney CBD cafés, to establish herself as Australia's Small Business Ambassador. Her small business radio show on 2SSR deals with the many issues faced by small business owners on a daily basis and offers advice and information in her unique, well-informed style.



THE ART AND SCIENCE OF PROFILE ROASTING.

WITH: Peter Wolff
FROM: Wolff Coffee Roasters
WHEN: Saturday 3rd December

TOPIC: The art and science of profile roasting: how to develop an effective roast profile. Explore cell density, moisture content, processing methods of the origin and varietal. An introduction to the theories and control framework of the Profile Roasting System. We examine the Probat PILOT control system and its components – the roast log in and what we learn from it. How do we apply what we have collected? Why do we use a roast profiler? An insight into the art of roasting and the closely connected design of roasting machines.

BIO: As Probat's representative for Australia, Peter Wolff is a coffee and tea merchant with a world renowned reputation for his coffee tasting and management expertise. He has been a specialty coffee roaster for 28 years and has established many roasting businesses in Australia. He has a unique view of the Australiasian market and has been at the forefront of innovation and implementation of the new technologies available for the specialty roaster.

SPEAKERS SPONSORED BY

TXT4coffee is a new revolutionary order and payment system that has been designed and built for busy cafés. With over 140 coffee shops signed up, TXT4Coffee is the leader in smart order and payment systems in Australia and is committed to speeding up the service for customers and creating new business opportunities for cafés.

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