



# OFFICIAL PROGRAM

16 TO 21 OCTOBER 2012

SUNSHINE COAST FUNCTION CENTRE  
19 WEST TERRACE, CALOUNDRA

## SPEAKER SESSIONS

- Justin Metcalf, Aurigin Coffee Roasters:**  
Judging Calibration - A review of sensorial training, cupping terminology and technical standards
- Mark Beattie, Coffee Roasters Australia:**  
Roasting Equipment - Coffee Lab and Sample Set up, Equipment and Procedures
- Andrew Hetzel - Cafemakers, LLC**  
The Emergence of Fine Robusta
- Keynote Speaker Dr. Charles (Chuck) Hahn:**  
Creating Craft Cultures.
- Juliette Caulkins - Commercial Director UTZ Certified Amsterdam:**  
Sustainability and Traceability Programs - The economic opportunities and social impact sustainability and traceability programs can achieve while at the same time creating value in Markets.
- David Parnham, Cafe Pulse:**  
Effective Customer Surveys - How to get real results and insight into your customers

## OPTIONAL EXTRA: SPECIAL ONE DAY COURSE WITH ANDREW HETZEL

### PREPARATION FOR Q GRADER COURSE INCLUDING GREEN BEAN GRADING

In a one-day format, this course will discuss all sections of the Q Grader course, give pointers to prepare for the exams and lead you through some of its exercises.

#### The course will also cover

- Quality verses commodity
- Understanding defects
- Smart green bean procurement
- Storage of green beans
- Ethical trends
- Bean variety - species
- How to tell the different countries of origin by bean shape, size and look

#### BOOKING INFORMATION

**DATE:** SATURDAY 20 OCTOBER **PRICE:** \$275.00PP  
**BOOKINGS:** CAFÉ CULTURE **PHONE:** 02 6583 7163  
**EMAIL:** INFO@CAFECULTURE.COM

## BOOKINGS OR ENQUIRES

You must book your place for the conference prior to the event.  
(Entry will not be allowed without prior booking and ticketing).

P: 02 6583 7163 E: info@cafeculture.com

W: www.cafeculture.com

For more information please contact us  
All details subject to change without notice.

## OFFICIAL PROGRAM

### TUE 16 OCT

Arrival Evening at leisure

### WED 17 OCT

8.00am Registration Open  
9.00am Opening Speech  
9.15am Judging Calibration - Justin Metcalf  
11am to 1pm Coffee Judging session  
1pm to 2pm Lunch  
2pm to 3pm Coffee Judging session  
3pm to 4pm Seminar - Mark Beattie, Coffee Roasters Australia  
4pm to 5pm Green Bean Zone

### 7.00pm

Big Kart Track Racing & BBQ  
Glasshouse Mountains Tourist Drive,  
Steve Irwin Way, Landsborough

### THU 18 OCT

7.30am Sanitarium Breakfast  
Oaks Oasis Resort, Caloundra  
9am to 10am Seminar - Andrew Hetzel, Cafemakers, LLC  
10pm to 1pm Coffee Judging  
1pm to 2pm Lunch  
2pm to 3pm Seminar - Keynote Speaker Dr. Charles (Chuck) Hahn  
3pm to 4pm Coffee Judging  
4pm to 5pm Green Bean Zone

### 7.30pm

Beer Matching Dinner with  
Dr Charles Hahn, Director and  
Brew Master of Malt Shovel Brewery.  
Sunshine Coast Function Centre

### FRI 19 OCT

9am to 10am Seminar - Juliette Caulkins, UTZ Certified  
10am to 11am Seminar - David Parnham, Cafe Pulse  
11am to 1pm Coffee Judging  
1pm to 2pm Lunch  
2pm to 4pm Coffee Judging  
FINALS

### Evening:

At Leisure

### SAT 20 OCT

Day at your leisure to enjoy  
the Sunshine Coast:

Markets, Fishing, Beaches, Theme Parks,  
Ginger Factory, Pioneer Coffee Roastery,  
Horse Riding, Water Sports, Arts & Crafts,  
Day Spa, Tours & Trails.

### Evening:


7pm - 10pm

Awards Dinner  
Sunshine Coast Function Centre

### SUN 21 OCT

Depart for home - Bon Voyage

## COFFEE CATEGORIES

Category 1 - Espresso (Short Black) 

Category 2 - Milk Based (Latte) 

Category 3 - Australian Grown (Milk Based)

Category 4 - Filter Coffee

Category 5 - Organic (Espresso)

Category 6 - Single Origin (Espresso)

Category 7 - Decaffeinated (Latte)

Category 8 - Syphon Coffee

Category 9 - Chain Store / Coffee Franchise (Milk Based) 

Category 10 - Chain Store / Coffee Franchise - (Espresso) 

Category 11 - Coffeesnobs (Espresso)

Category 12 - Coffeesnobs (Milk Based)

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