



SUPPLIERS

**DO YOU NEED A
BETTER APPRECIATION**

OF COFFEE?

THE CAFÉ CULTURE TEAM
are conducting a series of
'COFFEE APPRECIATION'
workshops designed specifically
for industry suppliers.



APPRECIATE YOUR INDUSTRY

The Australian foodservice market is made up of 200+ coffee franchise chains, 900 coffee roasters and 150,000 coffee service points. In 2013 over 3.9 billion cups of coffee were consumer out of home.

Up skill your team to better service this growing market!

DURING THIS 1 DAY COURSE participants will gain a sound understanding of the processes involved from 'Bean to Cup' which will ultimately assist in their dealings with café, coffee companies and coffee chains.

THIS COURSE WILL BE PRESENTED BY:

Sean Edwards, Managing Director- Cafe Culture International
Jarad Mea, Head Trainer - Cafe Culture International

THE COURSE WILL INCLUDE THE FOLLOWING:

COFFEE & INDUSTRY APPRECIATION

- Insight to the world of coffee
- Café/market report
- Current trends and future growth

INTRODUCTION TO ESPRESSO COFFEE

- Knowing & understanding your equipment
- Grinding, dosing and tamping
- Extraction
- Espresso menu
- Milk texturing
- Latte art demonstration

TO SECURE YOUR TAILORED WORKSHOP contact Jarad Mea
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THE AUSTRALIAN CAFÉ INDUSTRY IS GROWING at a rapid pace. 3.92 billion cups of coffee are consumed each year creating a 13 billion dollar plus industry annually. With this highly lucrative business, the demand of knowledge and skill from not just employees but also suppliers to industry is a must to retain and acquire accounts.

CAFÉ CULTURE INTERNATIONAL (CCI) HAS A DYNAMIC BACKGROUND in the café industry with all trainers having extensive experience across the food and beverage sector. As a result CCI has become a leading international industry specialist and brings the unique experience of corporate sales, marketing knowledge, current trends and extensive press liaison skill. This is essential in helping suppliers to meet the demand of the café market.

- All CCI Trainers are Certificate IV Workplace Trainers
- CCI is associated with the Specialty Coffee Association of America and the Australian Special Coffee Association
- CCI is a network partner with Fine Foods Australia, Lunch! Show, and Coffee T & I Magazine Asia
- CCI is an accredited supplier of the national units of competency – Prepare and Serve Espresso Coffee and Use Hygienic Practices for Food Safety.

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INTERNATIONAL

To find out more contact the Café Culture Team on (02) 6583 7163 or info@cafeculture.com

Previous participants - Tata beverages, Merisant, Sugar Australia, Keep Cup, Clorox Commercial