

**Media release: Café Culture International**  
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### **'A Café Test in the Truest Sense'**

Café Culture International is pleased to announce three titans of the coffee industry will combine as presenting partners at this year's World's Richest Barista Competition in Brisbane.

Fresh milk provider Norco will partner with Non Dairy Milk Brands Almond Breeze Almond Milk and new Australian Soy Milk brand "So Natural Barista Soy" to create a challenging competition format that replicates a busy café scenario.

Traditionally barista competitions have only used fresh milk, but with customers wanting so much more in the café space this year the competition opens up a greater range of options to include almond milk and soy lattes.

In revealing the World's Richest Barista Competition's presenting partners, Café Culture's Kevin Chilvers said broadening the range of products showed the competition reflected industry change.

"This will be a café test in the truest sense," Mr Chilvers said. "We're very lucky to have support for products that show what the industry wants, and we're very excited to showcase this in the World's Richest Barista Competition."

On April 10<sup>th</sup>, teams of four will battle it out for the right to call themselves the Best Brew Crew, as well as taking home cash and prizes.

This year's competition takes place at Fine Food QLD at the Brisbane Convention & Exhibition Centre from 10<sup>th</sup> – 12<sup>th</sup> April. There will be teams of Australia's best baristas and specialty coffee roasters as well as international competitors battling it out over three days. Team lists will be announced soon.

Day 1 & 2 – Pool phases (14 cup competition)  
Day 3 – Finals (21 cup competition)

Check out some of the excitement from last year's inaugural event:  
<https://www.youtube.com/watch?v=w-q1BrgJtFg>

For more information about the World's Richest Barista Competition, contact the Café Culture International team by phoning 02 6583 7163 or by emailing [info@cafeculture.com](mailto:info@cafeculture.com)



**So Natural**

