Pour it On
64 of the world's most talented Baristas will compete at Chicago's Navy Pier in a head to head, sudden death, bracket style latte art competition produced by Coffee Fest. The Chicago show will be the sixty-fifth Coffee Fest and the thirty-first Coffee Fest Latte Art Championship.

Featuring 12 international latte artists and 5 returning champions, the Chicago Latte Art World Championship Open will be very exciting. Ryan Soeder of Counter Culture Coffee in Boston, will be returning to defend his title as first place champion in Chicago 2011.

Competitors will be given three minutes to produce one drink for the three Coffee Fest veteran judges, which is then scored against the competitor at the facing machine. The presented drinks will be judged on the five categories of:

1) Aesthetic Beauty
2) Definition
3) Color Infusion
4) Degree of Difficulty & Creativity
5) Speed

Larger than life images of each pour are projected for the audience who can judge for themselves. The most dexterous combination of technical expertise and artistic whimsy will earn the top prize of $2500.00, with second place receiving $1000.00 and the third place victor takes home $500.00.

Preliminary Rounds:
Friday ~ 9:00am-11:45am, Saturday ~ 10:00am–11:45am

Finals:
Sunday ~ 10:30am-11:45am

Don't miss your opportunity to see an exciting competition between skilled and talented baristas in a location as beautiful as the Chicago Navy Pier. Early Bird registration to attend Coffee Fest Chicago is just $20, a $10 discount off the full admission price. To register, visit www.coffeefest.com

About Coffee Fest
Coffee Fest has been bringing specialty coffee, gourmet tea and alternative beverage industry professionals together since 1992 when the show first got its start as a consumer coffee festival in Seattle. Since 1998, Coffee Fest has gathered coffee retailers, roasters, distributors and manufacturers together for thrice annual trade shows to help attendees build and refine their businesses, get the first peek at new products and remain current with coffee and tea industry trends. For more information about all the shows, go to www.coffeefest.com

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