

NEWS

For Immediate Release

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**COFFEE FEST TO POUR OVER NEW YORK CITY
March 9, 10 & 11, 2012**

Coffee Fest will be making its mark in New York City with its 64th installment at Jacob Javits Center March 9, 10 & 11, 2012. Over 180 exhibition booths will represent everything found on either side of the counter in an upscale coffee shop, including the counter. If it looks like coffee, smells like coffee, tastes like coffee or goes good with coffee, it will be on display at Coffee Fest.

More than 5,000 specialty coffee and tea professionals from all over the region and the world are expected to visit Coffee Fest New York to discover new and exciting products and services, as well as learn about the latest java trends.

Complete with Ten separate classrooms, Coffee Fest features a strong emphasis on attendee education. Over 75 training sessions ranging in topic from: Integrating Wine to your Coffee Shop & Menu; Extracting More Business with Your Brew Bar; The Art of Staying Relevant. Coffee Fest training takes place between 8 a.m. to 12 p.m. daily.

Coffee Fest Latte Art Championships

Coffee Fest Trade Shows is proud to present the newest and most exciting barista competition to be produced at any coffee event anywhere. 64 baristi will come together to compete in a revamped tournament style competition modeled after a real-life barista's experience – pouring attractive lattes quickly and efficiently. "Along with other facelifts to the show, we have revamped the Latte Art contest to make it more competitive and watchable for the audience," explains David Heilbrunn, Coffee Fest show manager. "Always a popular draw, now the Latte Art contest is even livelier and more compelling."

COFFEE THE MUSICAL

Coffee Fest will host a special presentation of "A Café Performance of Songs and Scenes from Coffee The Musical" at Coffee Fest New York. With its goal set firmly on landing on Broadway in the 2012-2013 season, the cast of Coffee The Musical will offer a special preview of the musical-an on-site cast reading and an intimate performance of the upcoming songs.

Coffee Fest exhibition hours are 12 p.m. – 5 p.m. Friday and Saturday and 12 p.m. to 4 p.m. on Sunday. Coffee Fest is closed to consumers; only members of the trade and those considering entering the business will be allowed entry. Children under 13, including infants, are not admitted. Admission to the trade show is \$30.00 per person at the door, which is good for all three days.

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