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### **Vienna to Host Europe's Largest Tea & Coffee Industry Event**

VIENNA, Austria - The 14<sup>th</sup> Tea & Coffee World Cup Exhibition & Symposium, Europe's largest and most comprehensive event for the coffee and tea businesses, will be held April 25-27, 2010, at the Reed Messe Wien in Vienna, Austria. Co-sponsored by the leading global journals—*Tea & Coffee Trade Journal* and *Tea & Coffee Asia* – the exhibition will be the one-stop networking and buying event for tea and coffee professionals worldwide.

Industry leaders in importing, exporting, equipment and machinery supply, roasting, packing, and retailing have already pre-registered for this three-day comprehensive marketplace for products and services.

Exhibitors from more than 20 countries represent the broad spectrum of the international community. Tea exhibitors include teabag equipment and paper, associations, tea exporters in black, green and herbal teas, importers, distributors, packers and manufacturers, and allied products. Coffee exhibitors include manufacturers and suppliers of coffee roasting equipment, packaging equipment, brewers, syrups, and pods, as well as trade associations.

**A Perfect Coalition:** Tea & Coffee World Cup Europe and Alles für den Gast-Wien will take place simultaneously in adjacent halls at the Reed Messe, April 25-27, 2010. The two leading trade fairs in their fields, serving the same industries but in different sectors, will complement each other and add value to both exhibitor's and visitor's experiences.

Gast-Wien is a long-established international HoReCa fair which draws 17,000 visitors from Europe and overseas. Visitors who are involved in the tea and coffee industry will be allowed to enter World Cup, substantially increasing the attendance of coffee and tea beverage buyers and equipment managers from the restaurant, hotel, retail, bar/café, and catering chains.

Vienna, the crossroads of Europe, is an entry point to both Western and Eastern European markets. Four years in a row, Vienna is ranked first place by the International Congress and Convention Association (ICCA) as a trade show venue.

For further information or to pre-register, please visit the website [www.tcworldcup.com/Vienna](http://www.tcworldcup.com/Vienna) or contact Alicia Riley in New York City on Tel +1-212-391-2060, Fax +1-212-827-0945, or email [a.riley@teaandcoffee.net](mailto:a.riley@teaandcoffee.net)

Lockwood Publications, Inc., founded in 1872 and headquartered in New York City is the sponsor and owner of the Tea & Coffee World Cup Exhibition & Symposium. Lockwood Publications, Inc. publishes the world's leading media for coffee and tea, including the *Tea & Coffee Trade Journal*, the *UKERS Tea & Coffee Global Directory & Buyers Guide*, and in partnership with *Tea & Coffee Asia*.