



FOR IMMEDIATE RELEASE:

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New Events Scheduled Tea & Coffee World Cup, Vienna

VIENNA, Austria — **Tea & Coffee World Cup** (www.tcworldcup.net/vienna), to be held April 25 – 27, 2010 in Vienna, Austria, is proud to announce new events scheduled for Europe's largest coffee and tea exhibition & symposium.

The roster of speakers and exhibitors spans the globe, confirming World Cup as the premier international marketplace and educational conference for beverage professionals.

Among the key events:

- **Indian Tea Auction**, hosted by the **Tea Board of India** (<http://teaboard.gov.in>)
- **Hands-On Roasting Workshops**, sponsored by **Diedrich Manufacturing** (www.diedrichroasters.com)
- **Panel on Coffee Certification & Sustainability**, discussion by Melanie Rutten-Sülz **Executive Director of the 4C Association** (www.4c-coffeeassociation.org), Marcel Clement of the **Rainforest Alliance** (www.rainforest-alliance.org), with more panelists to come
- **Effects of the Financial Crisis on the Tea Trade**, presented by Kalle Grieger, **Häelssen & Lyon GmbH** (www.haelssen-lyon.de)
- **Inside Russia's Tea & Coffee Markets**, presented by Ramaz Chanturiya **General Director of the Russian Tea & Coffee Association**, care of **Coffee & Tea in Russia** (www.coffeetea.ru)
- **Trust in Product Safety**, presented by Arne Stuehmer, **Gebrüder Wollenhaupt GmbH** (www.wollenhaupt.com)

More opportunities to interact with leaders in the industry will be:

- **Coffee Cuppings**
- **Tea Tastings**
- **Coffee Auction**
- **Networking Breakfast for Importers, Exporters, Roasters & Tea Packers**
- **Espresso Seminars**

All under one roof in the Reed Messe Wien (Messestrasse 1, 1020 Leopoldstadt, Vienna, Austria) Tea & Coffee World Cup and Alles für den Gast-Wien will take place simultaneously in adjacent halls. **Alles für den Gast-Wien** (www.gastwien.at) is a long-established international HoReCa fair which draws thousands of visitors from Europe and overseas, including coffee and tea beverage buyers and equipment managers from the restaurant, hotel, retail, bar/café, and catering chains.

World Cup's **coffee exhibitors** include manufacturers and suppliers of coffee roasting equipment, packaging equipment, brewers, syrups, and pods, as well as trade associations. World Cup's **tea exhibitors** include manufacturers and suppliers of teabag equipment and filters, tea exporters, importers and distributors in black, green and herbal teas, packers, associations, and allied products.

Visitors who have already pre-registered for free entry to the exhibitions include coffee roasters, tea packers, distributors, green coffee and tea importers and exporters, tea and coffee specialty retailers and out of home catering services, foodservice professionals, and industry suppliers of goods and services.

Co-sponsored by the leading global journals– Tea & Coffee Trade Journal (www.teaandcoffee.net) and Tea & Coffee Asia (www.teacoffeeasia.com) – the exhibition will be the one-stop networking and buying event for tea and coffee professionals worldwide.

For further information or to pre-register, please visit the website www.tcworldcup.com/vienna or contact Alicia Riley in New York City on Tel +1-212-391-2060 ext. 144, Fax +1-212-827-0945, or email a.riley@teaandcoffee.net