

**Media Release
for Immediate Distribution**



**5 to 7 May 2017
Kuala Lumpur Convention Centre (KLCC), Hall 5
Kuala Lumpur, Malaysia**

A Love Affair with Coffee

7 May 2017, Kuala Lumpur, Malaysia – The inaugural Malaysia Coffee Fest 2017 was a big hit with coffee lovers from Kuala Lumpur and beyond. From the moment the doors opened at 11am on 5 May 2017, the endless stream of visitors thronged the festival presented by 68 coffee and coffee-related brands. In all, 15,000 visitors came to savour coffee's finest presented by some of Malaysia's most popular brands, brand owners, instructors, roasters and talented baristas and latte artists.

From first-hand experience of the latest brews to espresso sensory and the journey from bean to cup, coffee fans learnt all about what made their favourite brew so special. In turn, café owners and baristas were delighted by the public's interest in all things coffee. They had a chance to speak about coffee, demonstrate their new brews, and make their best cuppa for an appreciative audience of coffee lovers.

Adding to the vibrant scene was the Food Truck Fiesta, which offered all-time favourites, from tacos to nasi briyani, chicken rendang to snacks from Italy and kebabs to gourmet sandwiches. The air in the hall was filled with the aroma of good food and coffee accompanied by live renditions of the youthful sounds of talented local singers and bands serenading visitors at the DOREMi Music Café.

The inaugural Malaysia Coffee Fest 2017 is dedicated to celebrating everything that embraces Malaysia's vibrant coffee culture. Coffee in Malaysia has been enjoying a promising growth in recent years mostly due to the increasing urbanisation of the country, lifestyle changes and the demands of young consumers for convenient and fashionable products. These developments have had a positive impact on the growth and direction of the industry. Everywhere in Malaysia, coffee is celebrated in hip and bustling cafés that serve up some of the most creative brews of specialist coffee and in charming, rustic coffee shops that offer the familiar and comforting brew of local Malaysian kopi – making up Malaysia's colourful and vibrant coffee scene.

Bringing together top-class baristas, local artisan roasters, independent specialty cafés, bean suppliers and equipment distributors, Malaysia Coffee Fest 2017 thrilled the senses with an immersive trove of activities that embraced Malaysia's unique and robust *kopi*

heritage. From tasting the different nuances of coffee beans sourced from all over the world to witnessing the creations of intricate latte art *live*, there was something for everyone at Malaysia Coffee Fest 2017.

To top off the celebrations, visitors were thrilled to witness the battle among some of Malaysia's top baristas and latte artists as they vied for the top spots at the first ever **Malaysia Open Barista Championship** and **Malaysia Open Latte Art Championship**.

The coffee celebration is organised by the creator of the highly successful Café Malaysia series, CEMS Conference & Exhibition (Malaysia) Sdn. Bhd. and co-hosted by Malaysia Specialty Coffee Association (MSCA) and Café Owners Alliance, Malaysia (COA My).

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Media Enquiries

For more information, please contact The Rainmaker Marketing Group:

Nalini Naidu

Mobile: +65 963 33198

[nalinaidu.therainmaker@gmail.com](mailto:nalininaidu.therainmaker@gmail.com)

Andrew Kurniawan Ng

Mobile: +65 9368 6250

andrewng.therainmaker@gmail.com

Ong Yu Fan

Mobile: +65 9030 8619

yufanong.therainmaker@gmail.com

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