

**Media Release
For Immediate Distribution**



**12 to 15 July 2018
1 Utama Shopping Centre
Petaling Jaya, Malaysia**

Malaysia Coffee Fest 2018 to showcase 96 Brands

Malaysia's largest coffee festival moves to 1 Utama and is set to host 3 coffee championships including the inaugural Open Drip Bag Coffee Championship

July 12, 2018, Petaling Jaya, Malaysia Visitors to Malaysia's largest coffee festival will find bigger and better reasons to celebrate all things coffee this year. The festival which opened this morning is set to welcome more than 20,000 visitors over four days at the popular lifestyle and shopping destination 1 Utama Shopping Centre. Coffee enthusiasts will be treated to a captivating waft of percolating coffee from a massive range of 96 brands spread over 10,000 square feet of event floor space.

From now to this Sunday, fans of the dark beverage can expect to soak in a packed programme and the caffeine-fuelled festivities which will see the convergence of top-class baristas, local artisan coffee bean roasters, independent specialty coffee houses, coffee bean purveyors and suppliers, and coffee equipment distributors and manufacturers – to celebrate Malaysia's vibrant coffee culture and scene. Visitors will find that they will be spoilt for choice at the array of coffee machines and accessories, coffee beans and tea leaves, and the wide selections of heady brews and concoctions.

To add a sweet spot at the festivities, the visitors will find a smorgasbord of local bakeries serving up distinctive pastries and treats which will pair up perfectly with the finest coffee and tea!

Avid spectators of coffee competitions will be amazed by the nimble and dexterous skills of contestants battling for top spots in three national coffee championships held live on stage. The champion of the inaugural Roastedly® Open Drip Bag Coffee Championship (Malaysia) will win a handsome cash prize of RM15,000.

- 1. Malaysia Open Latte Art Championship 2018 (MOLAC 2018) 13 & 15 July 2018**
- 2. Malaysia Open Barista Championship 2018 (MOBC 2018) 12 & 15 July 2018**

3. The inaugural **Roastedly® Open Drip Bag Coffee Championship (Malaysia) 2018 on 14 July.**

Everyone is a winner at the festival! Adding more fun, colour and flavour to the festival, the public will be delighted with the array of fun coffee-related activities and contests such as a **Sure Win Dip** where visitors will stand a chance to win a gift and the **Lucky Draw Contest** for a chance to win exclusive prizes.

Coffee lovers will take away more than wonderful prizes. They will learn that brewing good coffee is easy and achievable from Terence Tan, Singapore Drip Bag Coffee Champion 2018 and also from Coffeestry Box by Roastedly®. And, discover the simplicity of getting their coffee fix with quality fresh coffee conveniently ground, weighed and sealed in satchets and bundled together with disposable drip bags. The **Barista Guild Asia (BGA)** workshop series has a distinguished line up of coffee experts to speak on topics including “*Journey from Bean to Cup*”, “*Brewing Made Easy*”, “*Espresso Yourself*”, “*Shaken, Not Stirred*”, “*Raising Your Standards of Coffee*”, and “*Coffee & Health*”. Visitors who are looking forward to gaining knowledge and tips on opening and running a café business, will find “*So, You Want To Open A Café?*” insightful.

With the increasing affluence and growth in Malaysia, largely due to urbanisation, the country is experiencing profound development in lifestyle and consumer behaviour. Demand for good specialty coffee, and the latest products and services, has created new opportunities for the coffee industry in Malaysia. The boom in coffee culture has resulted in the mushrooming of coffee houses and cafes across the country, from the capital to the cities in every state, where the dark strong brew has gained strong affinity especially among the young and the working professionals. Even as new and trendy specialist coffee players enter the booming local market, the long-standing and familiar favourites such as the humble coffee shops serving up the local ‘kopi’ continue in their appeal as part of the nation’s varied and vibrant coffee landscape.

This celebration on all things coffee is organised by CEMS Conference & Exhibition (Malaysia) Sdn. Bhd., the Malaysian arm of Conference and Exhibition Management Services, the creator of the highly successful Café Asia, Café Malaysia and Café Cambodia series, and co-hosted by Malaysia Specialty Coffee Association (MSCA) and Café Owners Alliance, Malaysia (COA My).

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Released by The Rainmaker Marketing Group on behalf of Café Malaysia 2018

Note to Editor on Coffee in Malaysia:

According to a February 2018 report by Euromonitor International, coffee continues to be a beverage relied on by consumers for daily consumption. In 2017, the on-trade volume sales of coffee continued to increase. As urban and young consumers became more knowledgeable in specialty coffee, they were more willing to patronize on-trade channels such as chained cafes and specialist coffee shops to enjoy freshly-brewed coffee.

Over the forecast period, coffee is set to record a higher volume compound annual growth rate (CAGR) than the performance seen in 2017. More players are anticipated to launch unique and premium flavours targeting different consumer segments, such as millennials and middle- to high-income consumers, who prefer higher quality due to their increasing exposure to specialty coffee.