

POST-SHOW REPORT

CoffeeFest™ Belgrade '14

September 26-27, 2014



Taman kad ste mislili da znate sve o kafi...

Regionalni festival kafe, čaja i toplih napitaka



26-27.septembar UŠĆE, Beograd

Generatni sponzor



Festival podržali:



Sponzori:



Medijski sponzori:



Organizator:



CoffeeFest™

The only event of this kind in the Region, **CoffeeFest™** was held in Belgrade, on September 26 – 27, 2014 in the open air, on the closed for traffic street Ušće, the nearest vicinity of the [Ušće shopping center](#). This was a B2B and B2C event.

Coffee, tea, and other hot beverage lovers had the opportunity to get to know new trends and brewing methods, as well as enjoy the various tastes and aromas of their favorite beverages that was prepared by almost 30 exhibitors.

The first regional festival of coffee, tea and hot beverage, under the name „Just when you thought that you know all about coffee...“, attracted over 18,000 coffee lovers and professional visitors.

CoffeeFest Belgrade was supported by the Serbian Ministry of Trade, Tourism and Communications, City of Belgrade and Tourism organizations of Serbia and Belgrade. General sponsor was **Grand kafa** and gold sponsor **Doncafe**.

CoffeeFest – Exhibitor list

Grand kafa - <http://www.grandkafa.com/en/>

Doncafe Strauss Adriatic - <http://www.doncafe.rs/eng/>

Hausbrandt - <http://www.hausbrandt.com/en/#>

Molinari - <http://www.caffemolinari.com/en/>

Philips - <http://www.philips.com/global/>

Barcaffè - <http://www.barcaffè.com/>

Café Najjar - <http://www.cafenajjar.com/>

Bühler - <http://www.buhlergroup.com/>

Nestle - <http://www.nestle.com/>

Moritz Eis - www.moritzeis.com/

La Fantana - <http://www.lafantana.rs/en>

Jura - <https://www.jura.com/>

Koffein - www.koffein.rs

Java Coffee - <http://www.javacoffee.com/>

Imlek - <http://www.imlek.rs/en#&panel1-1>



CoffeeFest – Exhibitor list (cont'd)

Caffe Guglielmo - <http://www.caffeguglielmo.it/>

Cool Coffee Bar - <http://www.coolcoffeebar.com/>

Sekopak - <http://www.sekopak.com/>

Rakić - <http://kafaoddavnina.com/>

Kuća čaja - <http://www.kucacaja.rs/>

Shangri La Tea- <http://shangrilaicedtea.com/>

Dolina Morave - <http://dolinamorave.com/>

Lucaffè - <http://www.lucaffè.com/>

La Cimbali - <http://www.cimbali.com/eng/index.asp>

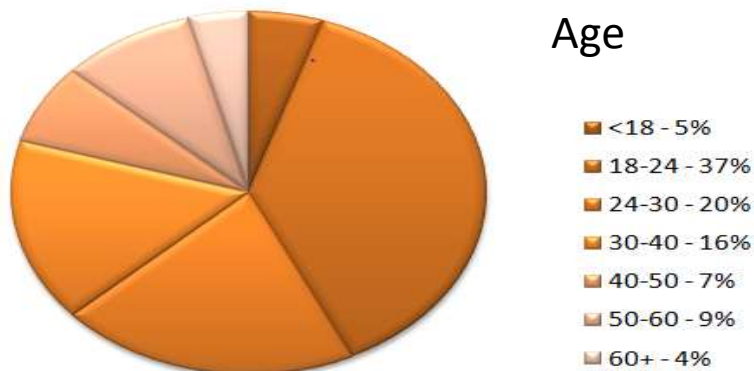
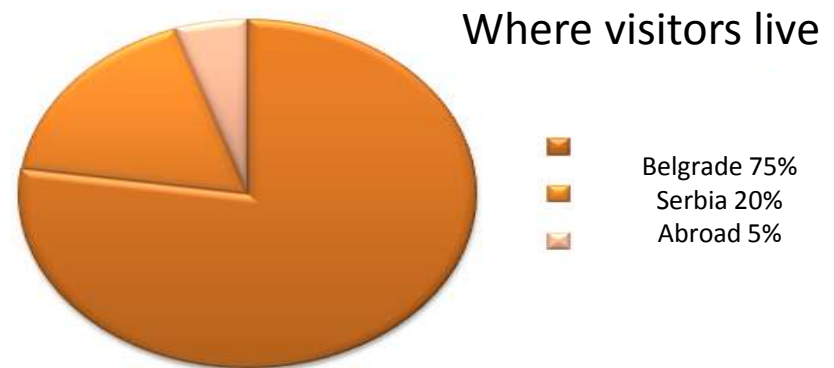
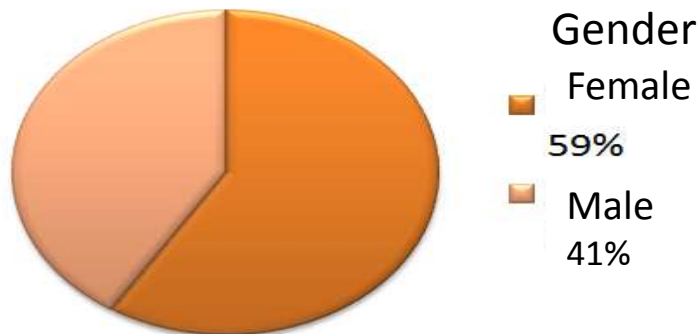


Exhibitor Business Types

- Production, importation and distribution of coffee and tea
- Coffee processing and roasting
- Production and distribution of machines and equipment for coffee business
- Vending
- Other HoReCa equipment
- Home / Small Office coffee machines
- Syrups, templates and widgets
- Desserts, coffee, chocolate and biscuits
- Service for cafeteria and tea houses
- Capsules, cialde, pods

Over 18,000 people visited CoffeeFest 2014

- First regional coffee, tea and hot beverage festival – CoffeeFest entered the Serbian coffee market in a big way, created a lot of media buzz and attracted 18,210 visitors
- CoffeeFest 2014 hosted 37 brands in 29 exhibition booths



Exhibitors were pleased by the large number of professional visitors and coffee consumers



Exhibitors

- CoffeeFest 2014 had 37 brands presented in 29 booths.
- Among the exhibitors there was domestic, traditional coffee, espresso, single origin coffees, espresso machines, capsules, pods, instant coffees, water, teas, milk for coffee, RTD coffee and more
- We had participants from Greece, Holland, Hungary, Italy, Lebanon, Poland, Serbia and Switzerland.



Latte Art Extravaganza

Visitors enjoyed the Latte Art wizardry provided by the **Hausbrandt, Molinari** and **Barcaffe** baristas.



Barista Training

- CoffeeFest organizers provided training for almost 50 baristas. Advanced training attended 38 baristas. Trainers donated their time, energy and knowledge so the training was free of charge for all baristas.
- Organizers wish to thank **Mr. Ivan Abramo, Molinari Coffee** and **Java Coffee** from Poland for their kind support.



MEDIA COVERAGE

Sponsored and paid advertisement and PR activity resulted in a significant media coverage of CoffeeFest registering about 100 media items in the print and electronic media. Organizer is pleased that the communication strategy objectives were met and the promotional campaign was well executed.

Media showed a lot of interest for first regional coffee Festival and reported on the event in all its phases.

Thanks to media communication, the news related to the CoffeeFest were broadcast all over the region. That will lay ground for the Festival to become traditional festival, and to attract even more exhibitors and visitors in the next editions.

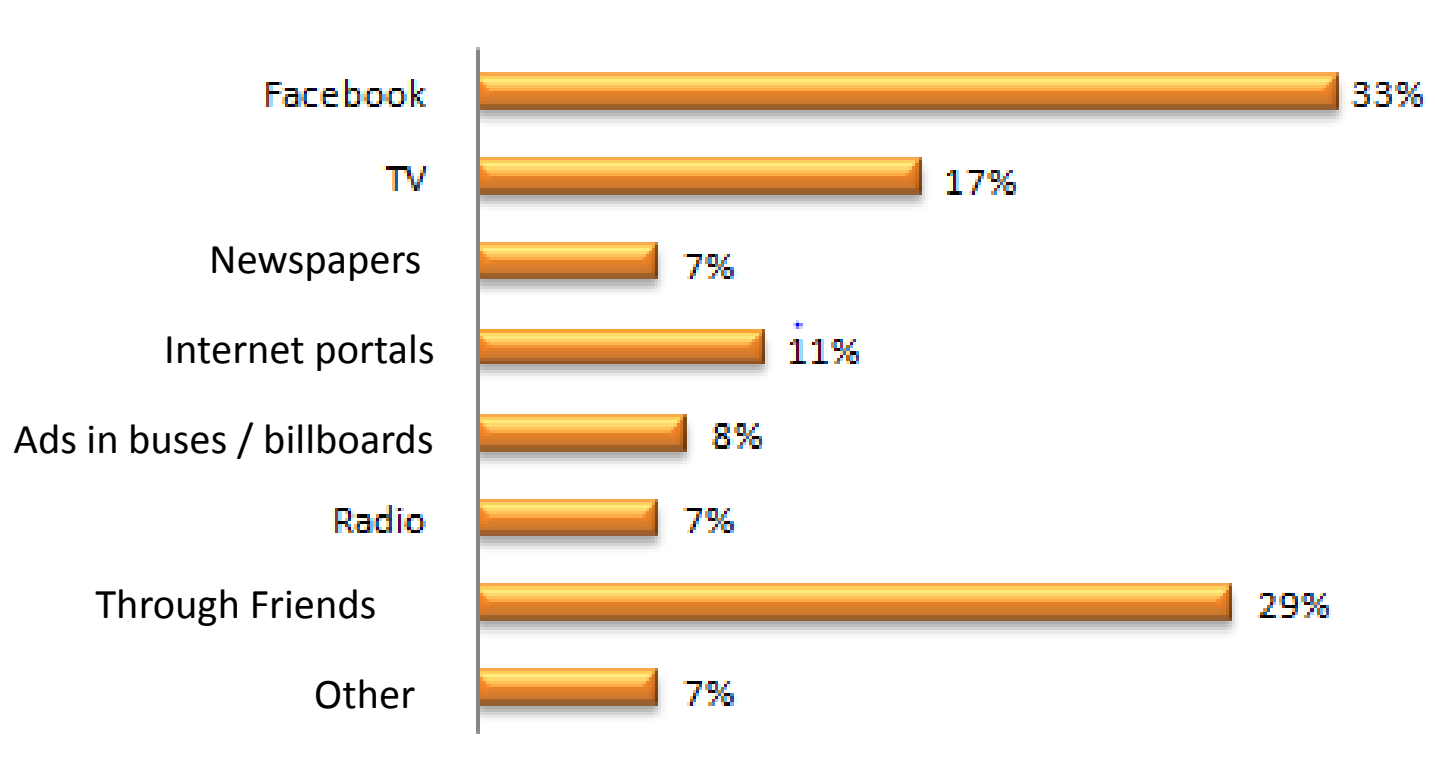
PRESS CLIPPINGS

PRESS	ONLINE	TV
Naše novine	www.pressonline.rs	RTS
Večernje novosti	www.blic.rs	Pink
Privredni pregled	www.24sata.rs	Prva
Politika	www.wannabemagazine.com	Studio B
Danas	www.danubeogradu.rs	Sky +
Blic	www.danas.rs	Happy
City magazin	www.ekapija.com	TV Smederevo
Kuća stil	www.progressivemagazin.rs	
24 Sata	www.casopisinterfon.org	
Trend	www.dnevno.rs	
Moja Srbija	www.lagunaradio.rs	
Lisa	www.zajavnostinfo..info	
Story	www.tanjug.rs	
Bazar	www.studiob.rs	
Cica	www.rtv.rs	

PRESS	ONLINE	TV
Kurir	www.atastars.rs	
Dis Glasnik	www.lisa.rs	
	www.elle.rs	
	www.beograd.rs	
	www.srbijadanas.rs	
	www.citymagazine.rs	
	www.b92.net	
	www.tob.rs	
	www.sekopak.com	
	www.kurir.rs	
Number of publications		
29	50	13
Total (Press+Online+TV):		92

For more details and Press Clippings please click [HERE](#)

Visitors reported that they heard about CoffeeFest through:



CoffeeFest 2014 in Numbers

- 18,210 visitors
- 29 booths
- 37 exhibitors
- 9 countries – Greece, Holland, Hungary, Italy, Lebanon, Poland, Serbia, Switzerland, USA.
- 3,440m² of exhibition space (750m² tents, 340m² Chill Out zone, 350m² entrance zone, 2,000m² Service zone)
- 48,945 paper cups spend
- 1,118 kg paper recycled
- 840 liters of Imlek milk turned in lattes, cappuccinos and macchiatos
- 1,254 liters of La Fantana water drunk from 7.000 cups
- 207 kg coffee consumed
- 70,073 cups of coffee drunk
- 340 liters of Flert cappuccino drunk
- 57m³ of trash taken away
- 87kg of Moritz Eis ice-cream eaten
- 2,450 cubes of Turkish delights eaten
- 47 baristas trained

And we also noticed 😊

- 115,451 photos made on festival
- 38 hours of fun experienced
- 275,360 smiles noticed on festival
- 113 babies taken out for a walk
- 432 little kids enjoyed a day out with their parents
- 34 dogs were seen in the festival
- 2,283 friends seen together in festival

Many thanks ...

- **Grand kafa** – General sponsor
- **Doncafe** – Gold sponsor
- **Imlek** – Official product
- **La Fantana** – Official water
- **Philips** – sponsor
- **Hausbrandt** – sponsor
- **Sekopak** – sponsor
- **Fox and 24kitchen** for their huge media support
- **„Usće” Shopping Center**
- **S media** – media sponsor
- **Attica media**
- **TU! Magazine**
- **INSTORE magazine**
- **City magazine**
- **MTV Serbia**
- **Rapsody Travel**

Generalni sponsor



Festival podržali:



Sponzori:



Medijski sponzori:



Organizator:



Organizing Team

Prof. dr. Danilo Golijanin - Organizer

Teodora Stanišljević - Project Manager

Milan Šajinović - Customer Relations

Ljubica Luković - Marketing & Community Management

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