



For Immediate Release

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Michael Phillips is 2010 World Barista Champion Results Announced from Competition held in London

Long Beach, Calif. U.S.A. (28 June 2010) – After three days of competition among more than fifty (50) professional and champion baristas, **Michael Phillips** won the title of the 2010 World Barista Champion. Michael hails from the United States where he is employed at Intelligentsia Coffee and Tea. This was his second time competing in the event. Other finalists were (listed in order of place): **Raul Rodas** (Guatemala), **Scottie Callaghan** (Australia), **Colin Harmon** (Ireland), **Soren Stiller Markussen** (Denmark), and **Stefanos Domatiotis** (Greece).

Hundreds of spectators were on site to watch the competition and the live stream web video drew another 200,000-plus visitors. The World Barista Championship (WBC) was founded by the Specialty Coffee Association of Europe (SCAE) and the Specialty Coffee Association of America (SCAA) and is supported by a number of sponsors from the industry, with the goals of recognizing professional excellence and increasing awareness and education of specialty coffee. The finalists will receive a number of prizes including coffee equipment and accessories along with trips to Peru and Italy, which are designed to enhance their understanding of the supply chain with the ultimate aim of sharing that knowledge and passion for coffee with the end-consumer.

Next year's competition will be held in Bogota, Colombia in June and is the first time a coffee producing country will host. WBC Executive Director, Cindy Chang, comments, "The participation and engagement from coffee origin is increasing each year and that commitment is evident in the results. This year, five of the twelve semi-finalists represented countries that also produce coffee". She continues, "For us, that symbolizes the greater significance the competition holds, in that it is bringing the coffee world together and deepening the understanding and relationships within it".

The World Barista Championship is the preeminent international coffee competition. The organization—founded by the Specialty Coffee Association of Europe and the Specialty Coffee Association of America—focuses on promoting excellence in coffee, advancing the barista profession, and engaging a worldwide audience with an annual championship event that serves as the culmination of events held in more than 50 member nations around the globe.

Sponsors for this year's event include: the Qualified Espresso Machine sponsor, Nuova Simonelli SpA (www.nuovasimonelli.it <<http://www.nuovasimonelli.it>>), Qualified Grinder sponsor, Mahlkönig (www.mahlkoenig.de <<http://www.mahlkoenig.de>>), Qualified Cleaning Products sponsor, Urnex/Puro (www.urnex.com <<http://www.urnex.com>>), www.purocaff.com <<http://www.purocaff.com>>), and Qualified Water Filtration sponsor, Everpure/Pentair (www.everpure.com <<http://www.everpure.com>>). Platinum sponsor is Jacobs Espresso (www.kraftfoods.gr/kraft <<http://www.kraftfoods.gr/kraft>>). Gold Sponsor is DaVinci Gourmet (www.davinci-gourmet.com <<http://www.davinci-gourmet.com>>). Silver Sponsor is United Coffee (www.unitedcoffeeuk.com <<http://www.unitedcoffeeuk.com>>). Bronze Sponsors are Monin (www.monin.com <<http://www.monin.com>>), Natvia (www.natvia.com.au <<http://www.natvia.com.au>>), Has Bean (www.hasbean.co.uk <<http://www.hasbean.co.uk>>). Official media sponsor is Barista Magazine (www.baristamagazine.com <<http://www.baristamagazine.com>>). Official trophy sponsor is Reg Barber Enterprises (www.coffeetamper.com <<http://www.coffeetamper.com>>). Espresso Bar title sponsor is Daterra Coffee (www.daterracoffee.com.br <<http://www.daterracoffee.com.br>>). Brew Bar title sponsor is Marco (www.marco.ie <<http://www.marco.ie>>).