

 CaffèCultureShow
30 Sept — 1 Oct 2025

CaffèCulture

SHOW PROGRAMME

Published in association with

**COFFEE
HOUSE**
MAGAZINE



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Welcome

Welcome to Caffè Culture 2025 – the premier trade event for the UK’s café and coffee bar market

We’re delighted to welcome you to this year’s edition of Caffè Culture – where the energy of the coffee, tea and wider hospitality industry comes alive. Whether you’re an independent coffee shop owner, a hopeful entrepreneur, or a buyer from the high street chains, this event is your space to connect, discover and be inspired.

Caffè Culture 2025 brings together the best minds, brands, and innovations shaping the future of the sector. From the latest cutting-edge equipment and automation to ethical sourcing and sustainability, every corner of the show is curated to spark ideas and foster meaningful conversations. We invite you to explore the exhibition, attend our expert-led sessions, and engage with the vibrant community that makes this industry so dynamic.

I’d like to personally extend a

heartfelt thank you to our exhibitors and sponsors, whose creativity, dedication, and expertise are the heartbeat of this event. Thank you for showcasing your amazing range of products, sharing your stories, and helping visitors experience the full spectrum of what this fantastic industry has to offer.

A special thank you also goes out to John Richardson, Steve Penk, Thomas Hall, Luke Powell, Oscar Woolley and Andrew Whitworth-Smith who have all invested their time and effort putting together our

feature programme. Your commitment to excellence and industry growth allows us to deliver a world-class experience for all attendees.

Lastly, a big thank you to the Caffè Culture team who have worked tirelessly to put the event on. We hope you all enjoy the show!

Elliot Gard Event Director



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CaffèCultureShow
30 Sept — 1 Oct 2025

Show Highlights

There's so much to see and do at this year's event...

SAVE
THE DATE!
New dates for
Caffè Culture 2026

We are delighted to announce
that next year's event will take
place at the BDC on
29-30 September 2026



DALLA CORTE Roasters Zone

Discover the UK's most exciting roasters at Dalla Corte's Roasters Zone!

Step inside the beating heart of Caffè Culture to explore coffees from 12 of the UK's top roasters. Talk sourcing, roast profiles and flavour clarity while tasting espressos beautifully crafted on Dalla Corte's pro-level machines and Fiorenzato's precision grinders. Your next coffee supplier could be right here!



intermission



WINDMILL
STREET
COFFEE



COLONNA



THREE
CORDS
COFFEE

WOOD
ST.
COFFEE

ANDRONICAS
world of coffee





IRM Roasters Forum

Next Wave Roasting

IRM steps in as the headline sponsor of the Roasters Forum, shining the spotlight on air roasting for the very first time.

Caffè Culture is an ideal platform to showcase the future of roasting, as it's where real conversations – about quality, technology, sustainability, and building stronger businesses through innovation – happen.

Across the two days, IRM's sponsorship enables technical dialogue between engineers, roasters, sensory experts and distributors – designed for those eager to sharpen their knowledge and understanding.

In the theatre, Sheffield-based Cuppers Choice, led by Harley Butcher, offers a roaster's perspective on adopting air-roasting and sharing his practical experience of transitioning to IRM's technology.

Sensory insight comes from Roosa Jalonen, UK Barista Champion 2024 and CQI Arabica Q-Grader, whose interactive session will involve participants tasting two coffee samples – one roasted on an air roaster, the other on a traditional roaster – to explore how air roasting deepens aroma clarity and cup quality.

Technical innovation continues with Sam Corra, of Nucleus Tools, who will lead two discussions: Using Technology to Redefine Stereotypes in Roasting and Using Data to Create More Effective Roast Plans.

Caffè Insights in partnership with THE CAFE EXPERTS

Across two packed days, hear from over 30 experts, sponsors and operators using technology, automation and innovation to suggest smarter strategies for a tougher market – profitably transforming their businesses.

Curated by hospitality expert John Richardson, Caffè Insights is where real café conversations happen – offering up practical, proven tactics built for today's challenges and tomorrow's opportunities.

With this year's 'Big Four' being: Automation, Technology, People and Product, the timetable includes talks on how to: 'Cut Costs Without Cutting Corners', 'Reduce Wage Pressure with Smart Tech', 'Boost Loyalty & Repeat Business' and 'Grow Sustainably – Not Stressfully'.

This one's for the operators. The café owners. The managers. The ones juggling costs, queues, staff rotas and still showing up, day after day.

Join us at Caffè Culture 2025 and walk away with real tools, practical insights, and connections that can change your business.

Tech, equipment and product breakthroughs reshaping profitability in cafés today



The Cupping Room

NEW for 2025, The Cupping Room, in partnership with The Cupping Directives, gives you an unmissable opportunity to get hands-on with the very coffees shaping the UK specialty scene.

Join us at the cupping table with nine of the UK's best importers and roasters who are shaping the specialty coffee scene. Taste and compare close to 100 coffees over two days of full-on slurping action, alongside the people responsible so you can ask your burning questions. Dive into curated sessions with coffee from every corner of the globe, so whether you're a buyer, roaster, barista or decision maker, this is the space for you to connect, discover and learn.

No experience or equipment required, just come by at the beginning of each session.



Tuesday 30th September

PRIMAVERA

Join Tom Merrow-Smith at 10:30 - 11:15

Primavera builds producer-first, transparent, and equitable relationships with quality and sustainability at their heart. Sample the outstanding fresh harvest from Guatemala, Colombia, and Ethiopia.

AGRI EVOLVE

Join Martin Rowland at 11.45 - 12.30

Agri Evolve works directly with smallholder farmers in the Rwenzori region of Uganda focusing on quality processing and improvement of livelihoods for farmers and their communities.

KHIPU

Join us on from 13.30 - 14.15

Khivu Coffee presents exceptional Peruvian coffees from diverse regions, combining classic sweet, clean profiles with floral, fruit-forward expressions from some of Peru's finest producers.

OMWANI

Join James Wilkinson at 14.45 - 15.30

As a relationship-driven East African coffee company, Omwani acts as the bridge connecting roasters and producers. Featuring coffees from Zambia, Ethiopia, South Sudan and more.

VOLCAFE

Join Eros Ceresa at 15.45 - 16.30

Volcafe is an export/import operation, with focus on improving the coffee value chain. We are presenting lots from Huila, Colombia from Finca El Diviso.

Wednesday 1st October

BOSSA COFFEE

Join Bruna Costa at 10.30 - 11.15

Bossa Coffee Company is a Brazilian specialty coffee importer led by women. We specialize in sourcing coffees from female producers, supporting regenerative agriculture, and offering unique experimental microlots.

ANDRONICAS

Join Andrew Knight at 11.45 - 12.30

Taste the four distinct elements of our Signature Blend—crafted over 20 years ago—and the final combination. Timeless, refined, and still truly exceptional.

COFFEE LEGENDS

Join us Artie Weno at 13.15 - 14.00

Our company, Coffee Legends, sources coffee directly from family farms and washing stations of Daye Bensa Coffee in Ethiopia, specifically from regions that have consistently produced COE (Cup of Excellence) winners.

QUE ONDA GREEN COFFEE

Join Evie Wojtas at 14.30 - 15.15

Que Onda respectfully sources green coffee from Mexico and Peru, supporting regenerative farming and delivering complex lots for roasters.



Brew Lab by BREWED BY HAND

Join us for a hands-on coffee experience like no other at the BBH Brew Lab, brought to you by Brewed By Hand.

Showcasing renowned roasters – celebrated for their exceptional transparency and sustainability credentials – and brewing equipment from across the UK, this immersive zone is an exciting opportunity that allows attendees to explore new brewing techniques, taste outstanding specialty coffee and connect with fellow coffee enthusiasts. It's the ultimate space to discover the art of high-quality coffee, brewing tools and to learn directly from industry experts.

DAY ONE: 9AM-1PM: Blossom and Crankhouse; **1PM-5PM:** All Things Bloom and Chipp

DAY TWO: 9AM-1PM: Volcano and The London Coffee Factory; **1PM-5PM:** Saint Espresso and Intermission.



European Speciality Tea Hub

Discover the next wave of speciality tea at the heart of Caffè Culture.



Expect a well stocked tea bar, a high-energy matcha bar, matcha latte art throwdowns, and a blind tasting competition returning for its fourth year. The event will also feature expert panels and immersive brew bars, all led by pioneering brands that are redefining what's in your cup.

Discussions will cover key topics such as sustainability, sourcing, innovation, and the rise of matcha. Notable speakers include Olivia Nottin (Matcha & Beyond), Annabel Kemar (Tea Rebellion), Oscar Woolley (Suki Tea), Ajit Medan (Camellia's Tea House), and more.

This vibrant, hands-on hub celebrates the craft, culture, and innovation transforming the tea world. Whether you're a barista, buyer, or simply tea-obsessed, the Tea Village is the perfect space to connect, learn, and experience speciality tea through tastings, events, and masterclasses. See you there!

Tuesday 30th September

- 12:00**
Brew for the Planet: Climate and Nature Positive Grounds
Hosted by Annabel Kalmar (Tea Rebellion), Ajit Madan (Camellia's Tea House), Emily Holmes (Good & Proper), Allan Pirret (Novus Tea)
- 14:30**
Blind Tasting Competition (Tea Village)
- 17:00**
ESTA Reception (Matthew Algie Showroom 233, 1st Floor BDC)

Wednesday 1st October

- 11:00**
Matcha Latte Competition (Tea Village)
- 14:30**
Panel Discussion (Caffè Insights Theatre). Matcha Rising: Balancing Demand, Quality & Sustainability
- 15:00**
Brew it Better – Suki Tea Demo (Matthew Algie Showroom 233, 1st Floor BDC)

World Coffee Innovation Awards with Foodbev

The World Coffee Innovation Awards is back at Café Culture Show! Join us at the Caffè Insights stage and celebrate the latest and greatest products, innovations and technologies in the ever-growing coffee industry. With over 20 categories to recognise all aspects of brewing, roasting and packaging, discover up and coming brands and the best innovations the world of coffee has to offer.

Visit the World Coffee Innovation Awards showcase stand where we will be showcasing some of the previous and new entrants such as The Good Cup with their fully sustainable drinking cups as well as new entrants such as Cocola who are elevating the coffee industry with their innovative coconut beverage sweetener. Drop by for a drink from our partners in this year's showcase, including flavours from Monin syrups and Mafia Matcha.

Awards will be held on the Caffè Insights Theatre on 30th September at 15.30.



Jersey Dairy's Premium Drinks



Iced Coffee

Jersey Dairy's Iced Coffee combines 100% Arabica coffee with creamy Jersey milk for a smooth, bold taste. Serve chilled, over ice, or blended – perfect for cafés, restaurants, and leisure outlets.

Chocolate Milk

Made with rich Belgian chocolate and premium Jersey milk, Jersey Dairy Chocolate Milk is velvety and indulgent. Best enjoyed chilled or over ice – an ideal choice for cafés, restaurants, and leisure venues.



www.jerseydairy.co.uk

The Future of Coffee Syrups

STAND E3



Acacia honey natural coffee syrups. Health conscious customers demand the 'better for you' option and HUNI delivers!



Caffè Insights

In partnership with John Richardson,
author and café business consultant

The programme covers a wide range of topics, from adopting technology and automation, approaching cost increases and attracting and retaining customers. Designed to help café owners, baristas and coffee professionals navigate the challenges of the market, Caffè Insights provides attendees with actionable advice, innovative ideas and inspiration to drive their businesses forward.



Tuesday 30 September

11:00	Wake Up & Reboot The Profit John Richardson returns with his new book, Wake Up and Reboot the Profit. Drawing on 35 years in hospitality and 20 years of consulting, he reveals the 10 fundamental shifts cafés must face – and he lays out the Profit Reboots owners need to make to survive and thrive. <i>John Richardson</i>
12:00	Engineering The Espresso Experience: Craft Meets Consistency Discover how automation, workflow design, and smart equipment choices are reshaping speed and consistency in coffee service. This panel brings together operators and innovators to explore what it really takes to deliver a seamless espresso experience without compromising on quality or connection. <i>Camilla Morgan, Alexander Spampinato, Elliott Chandler-Gordon, Rocio Rodrigo</i>
13:15	“I’d Never Go Back – The Tech That Changed My Business” Two leading operators share the upgrades that reshaped their business models, boosted profits, and proved they’re no longer optional in modern café life. <i>John Richardson, Peter Dore-Smith, Rob Hodges</i>
14:15	AI For Profit: 7 Quick Wins Every Café Can Use An interactive session where Ed O’Brien and John Richardson demonstrate, in real time, some of the quick wins you can instantly apply in your business. <i>John Richardson, Ed O’Brien</i>
15:30	World Coffee Innovation Awards Join us at the Caffè Insights stage and celebrate the latest and greatest products, innovations and technologies in the coffee industry. With categories recognising all aspects of brewing, roasting and packaging, discover up-and-coming brands and the best innovations the world of coffee has to offer.

Wednesday 1 October

11:00	“Ask Me Anything”: 35 Years In The Café Business With John Richardson After 35 years in hospitality, 20 years consulting, and three bestsellers (with a new book on the way), John Richardson opens the floor to your toughest real-world café challenges. <i>John Richardson</i>
12:00	Friction Free Service – Fast, Consistent, Profitable Why cafés that upgrade service tools now are seeing faster sales, stronger loyalty, and lower staff turnover – and why you can’t afford to delay. <i>John Richardson, Stephen Vanquickenborne, Daniel Clarke, Jörg Krahl</i>
13:15	The Technology That Sells For You With numerous case studies, Square and Embargo reveal how seamless, low-cost digital tools make sales effortless – with no extra effort or pushy upselling. <i>John Richardson, Fryderyk Szydłowski, Fi Sellick</i>
14:15	Matcha Rising: Balancing Demand, Quality & Sustainability What defines genuine matcha quality and how to communicate it; how to secure reliable supply and opportunities to connect with the next generation. <i>Oscar Woolley, Olivia Nottin, Annabel Kalmar</i>
15:15	Technology In Coffee: Farm To Cup Bringing together producers, competition baristas and machinery experts to examine how innovation is influencing the way coffee is grown, processed and experienced. <i>Jon Townsend, Ted Longden, Ana Luiza Pellicer, Ari Huecherig</i>

IRM Roasters Forum

Curated by IRM, the two-day line-up will equip you with tools to make your business more sustainable and efficient. Plus, you’ll have a chance to speak to some of the industry innovators driving coffee forward, from the founders that developed these tools to the roasters utilising them.

Tuesday 30 September

10:45	The Future Of Coffee Roasting With AI AI is quietly transforming coffee roasting – but can it match human intuition? Explore how Artificial Intelligence is reshaping the craft with predictive control, data-driven insights, and enhanced consistency. <i>Panagiotis Nikas</i>
11:35	Roasting Showdown: Clarity In The Cup Join Roosa Jalonen, Head of Coffee at Special Guest Coffee, for an interactive tasting session. <i>Roosa Jalonen</i>
12:30	Mastering Control With Hot Air – Rethinking Roast Consistency & Efficiency An open discussion on the advantages of precision airflow roasting in modern production. <i>Ioannis Papadopoulos</i>
13:45	Using Technology To Redefine Stereotypes In Roasting Sam Corra from Nucleus Tools explores how modern technology, particularly the Link Roaster and its advanced Profiling Systems, is challenging long-held beliefs in roasting methodology. <i>Sam Corra</i>
14:35	Transitioning To The IRM: How We Matched Or Improved The Quality Of Our Roast Profiles In A Matter Of Weeks Cuppers Choice’s Director, Harley Butcher will look at and discuss the tools they are currently using to make their warehouse more efficient. <i>Harley Butcher</i>
15:30	Controlling Your Roast With Hot Air And Drum Speed How adjustments in airflow and drum speed can help roasters unlock consistency, complexity, and craft roasts that best express the character of each origin and processing method. <i>Alex Niculae</i>

Wednesday 1 October

10:45	Transitioning To The IRM: How We Matched Or Improved The Quality Of Our Roast Profiles In A Matter Of Weeks Cuppers Choice’s Director, Harley Butcher will look at and discuss the tools they are currently using to make their warehouse more efficient. <i>Harley Butcher</i>
11:35	Controlling Your Roast With Hot Air And Drum Speed How adjustments in airflow and drum speed can help roasters unlock consistency, complexity, and craft roasts that best express the character of each origin and processing method. <i>Alex Niculae</i>
12:30	Using Data To Create More Effective Roast Plans This conversation focuses on the evolution of the Link’s operating systems, from V4 to the forthcoming V5, and the enhanced ability to design more nuanced and data-driven roast plans. <i>Sam Corra</i>
13:45	The Next Wave Of Coffee Roasting The roasting industry is stuck, recycling ideas from decades ago. Machines with flashy screens and locked curves take freedom from roasters, replacing craft with presets. True innovation isn’t decoration – it must give us control, not remove it. <i>Ioannis Papadopoulos</i>
14:35	The Future Of Coffee Roasting With AI AI is quietly transforming coffee roasting – but can it match human intuition? Explore how Artificial Intelligence is reshaping the craft with predictive control, data-driven insights, and enhanced consistency. <i>Panagiotis Nikas</i>
15:30	Roasting Showdown: Clarity In The Cup Join Roosa Jalonen, Head of Coffee at Special Guest Coffee, for an interactive tasting session. <i>Roosa Jalonen</i>

Caffè Culture has a host of leading international experts and operators, that include:



Alexander Spampinato
Head of Wholesale Training / Director, 200 Degrees Coffee



Alex Nicolae
Co Founder / Head Roaster, BOB Coffee Lab



Ana Luiza Pellicer
Co-owner, Mió



Annabel Kalmar
Founder, Tea Rebellion



Ari Huecherig
Sales & Partner Manager, Dalla Corte



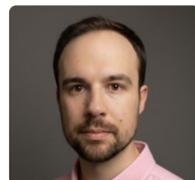
Camilla Morgan
UK Sales Director, Eversys



Daniel Clarke
Head of Strategic Accounts, Franke Coffee Systems



Elliott Chandler-Gordon
Director, Back Yard Coffee Roasters/ FIKA



Ed O'Brien
Managing Director, Hunter's Cake Company



Fi Sellick
UK Marketing & Strategy Lead, Square



Fryderyk Szydłowski
Co-founder, Embargo



Peter Dore-Smith
Founder & Director, Kaffeine



Ioannis Papadopoulos
CEO and Founder, IRM Coffee Roasters



John Richardson
Lead Consultant, The Cafe Experts



Jon Townsend
Director, The Institute of Coffee



Jörg Krahl
Head of Sales, HEMRO Group



Olivia Nottin
Founder, Matcha & Beyond



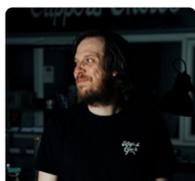
Oscar Woolley
Co-founder, Suki Teas



Panagiotis Nikas
Coffee Consultant / Author



Rob Hodges
Managing Director, Mission Coffee Works



Harley Butcher
Director, Cuppers Choice



Rocio Rodrigo
L&D Senior Trainer, Black Sheep Coffee



Roosa Jalonen
Head of Coffee, Special Guest Coffee



Sam Corra
General Manager, Nucleus Coffee Tools



Stephen Vanquickenborne
Export Sales Manager, Perfect Moose



Ted Longden
Coffee Coordinator, Watchhouse

Coffee that starts conversations

Spill the Beans is Combat2Coffee's non-military related sister brand that aims to create conversations across the country, allowing those who may struggle in day-to-day life to speak out through the power of coffee.

Don't sip in silence

Spill the Beans is more than just coffee. Every cup you enjoy supports mental health outreach work where people can talk about their struggles and seek support.

Each coffee means fewer people have to sip in silence.

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All details correct at the time of going to press

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Jofemar D19 w: www.jofemar.com e: amira@jofemar.com		Pack'd C1 w: packd.co.uk e: katy@packd.co.uk		Tea Rebellion ESTA5 w: tearebellion.com e: annabel@tearebellion.com
Khipu Coffee A9 w: khipucoffee.co.uk e: hello@khipucoffee.co.uk		Polypouch B8 w: www.polypouch.co.uk e: stephen@polypouch.co.uk		TEAPY T-4-1 ESTA1 w: teapy.co.uk/ e: roland@contravision.com
Kindred Forest C14 w: Kindresforest.co.uk e: katya@kindredforest.co.uk		Prana Chai F10 w: www.pranachai.com e: mario@pranachai.com		TFSE F16 w: cafecounters.co.uk/ e: mail@tfse.uk
Liquid Spirit Coffee Roasters F8 w: liquidspirit.com/ e: monika@liquidspirit.com		Press Coffee RZ5 w: presscoffee.london e: wholesale@presscoffee.london		The Bag Broker C12 w: www.thebagbroker.com e: mihai.toth@thebagbroker.com
Lotus Bakeries B1 w: www.lotusbakeries.com e: lan.Lucas@lotusbakeries.com		Printed Cup Company B20 w: www.printedcupcompany.com e: oliver.alcock@printedcupcompany.com		The Canvas E2 e: ruth@thecanvascafe.org
Luscombe Organic Drinks Ltd E10 w: luscombe.co.uk/ e: jeremy.wright@luscombe.co.uk		Probat SE A4 w: probat.com e: jan.molitor@probat.com		The Cupping Directives Cupping Room w: www.thecuppingdirectives.com e: andrew@thecuppingdirectives.com
Matcha and Beyond ESTA3 w: matchaandbeyond.com e: info@matchaandbeyond.com		Purple Planet Packaging B3 w: purpleplanetpackaging.co.uk e: mark@purpleplanetpackaging.co.uk		Three Chords Coffee RZ9 w: threecordscoffee.co.uk e: paul@threecordscoffee.co.uk
Matcha Rebellion ESTA5 w: tearebellion.com/pages/matcharebellion e: annabel@tearebellion.com		Qualitasse D11 w: www.qualitasse.co.uk/coffee/ e: mon@qualitasse.co.uk		Tuga Pastries B2a w: tugapastries.uk e: orders@tugapastries.uk
Matthew Algie Showroom 233 w: matthewalgie.com/ e: lachlanmacgillivray@matthewalgie.com		Que Onda A15 w: www.queonda.coffee/ e: rob@buttterworth.co.uk		Unic Coffee A5 w: www.uniccoffee.com e: rachel@uniccoffee.com
MD Coffee Ghattadahalli Estate A8a w: mdcoffee.in e: swaroop912@yahoo.co.in		Rafiki Coffee Ltd E12 w: rafikicoffee.com e: jono@rafikicoffee.com		Unox C5 w: www.unox.com e: amber.short@unox.com
Melitta D10 w: www.melitta.co.uk e: paul.blakeman@melitta.co.uk		Rave Coffee F13 w: www.ravecoffee.co.uk e: ian@ravecoffee.co.uk		Van Delft C21 w: www.vandelftchocolates.co.uk/cafe-noir e: steve.lindsey@bakerbennett.co.uk
Mulier RZ7 w: www.uniccoffee.com e: rachel@uniccoffee.com		Schultes Nitro E12 w: www.nitro-power.de/en e: h.lente@nitro-power.de		Victor Manufacturing C7 w: www.victormfg.co.uk e: Steven.McGarvie@victormfg.co.uk
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Nelson B17 w: www.nelsonwash.com e: allan@nelsonwash.com		Sip Syrup D14 w: sipsyrup.co.uk e: peter@sipsyrup.co.uk		Windmill Street Coffee RZ4 w: windmillstreetcoffee.com e: bill@windmillstreetcoffee.com
Nilky D7 w: nilky.co e: mine@nilky.co		SMEG D12 w: www.smeguk.com e: jdavies@smeguk.com		Wogan Coffee RZ1 w: wogancoffee.com e: james@wogancoffee.com
Novus Tea E5 w: www.novustea.com e: allan@dailygrindimports.com		Square UK F7 w: squareup.com e: laurenttricker@squareup.com		Wood Street Coffee RZ10 w: www.woodstreetcoffee.co.uk e: hello@woodstreetcoffee.co.uk
		Suki Teas ESTA6 w: suki-tea.com e: oscar@suki-tea.com		

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