

# The triumphant progress of a small bean around the world at iba 2009

from 3 to 9 October 2009 in Düsseldorf



- The diverse world of coffee: a highlight at the leading world fair for bakers and confectioners
- The special exhibition 'Coffee, Espresso and Baristas' provides information on this hot beverage in live demonstrations and discussions
- Inspiration and ideas for business involving coffee

Millions of people drink a delicious cup of coffee every day, at any time of day and whatever the season. Morning, noon or evening, coffee has clearly become a round-the-clock drink, and iba is giving this 'hot pick-me-up' its own special exhibition 'Coffee, Espresso and Baristas' in Hall 11. Famous coffee machine manufacturers and coffee roasting companies are displaying their range of products in this marketplace, where visitors can find out everything there is to know about the little brown bean.

Coffee is now just as much a part of the range sold by bakers and confectioners as bread, tarts, sandwiches or Danish pastries. Cappuccino, café au lait, latte machiatto and 'Schümli' café crème

are important earners, especially as more people are eating out. And the range of products at iba 2009 is as varied and international as the names and varieties of coffee. The wonderful aroma of coffee runs as a strong central theme through this year's World Market for Baking. Around 50 German and foreign companies, all of which feature coffee in their ranges, will be exhibiting both at the special exhibition and in the remaining exhibition halls. The products range from fixtures and fittings for coffee shops to coffee vending machines, coffee beans and accessories. At the same time bakers and confectioners can also discuss an appropriate shop interior with companies such as Aichinger, Berner Ladenbau and Schweitzer Ladenbau and seek advice from Azul Kaffee, J.J. Darboven, Heimbs, Alexander Schärf, Melitta and WMF on roasting beans and the price-performance ratio of machines.

The aromatic highlight is the special exhibition 'Coffee, Espresso and Baristas', which is modelled on an original retail outlet from the 1950s. This stylish ambience invites trade visitors to smell, taste, test and enjoy. Everyone can obtain information on

what is suitable for their own shops and gather ideas on using coffee to make their own business even more profitable. The first coffee pad machines for high-quality professional brewing as an alternative to fully automatic machines are on display, as are the new generation of semi-automatic machines, coffee mills and accessories. At the fair, bakers and confectioners can find out more about the products and services of the companies Kaffee, Espresso & Barista München (including pad machines, milk solutions and filter solutions) and Eraclea Deutschland (drinking chocolate). But making perfect coffee is not so easy; as the French author Alexandre Dumas once said, "Three things belong to a good cup of coffee: first of all coffee, secondly coffee and thirdly coffee again." For this reason two professional baristas are available every day to explain just how to make good coffee from now on with the right bean selection, the grinding degree of the coffee, the steam delivery or the professional handling of portafilter machines. They will be giving tips on the finer points of preparing the different types of coffee and possible 'crème' creations.