

BARISTA ATTITUDE

Barista Attitude at the World of Coffee 2022 with the new Tempesta, the official WBC machine

A competition version of the brand's jewel tells it's philosophy on an international stage

Susegana, 22 June 2022 - After three years, for the first time in its history in Milan, the World of Coffee will open its doors, to connoisseurs and lovers of Specialty Coffee, with a jam-packed schedule of events and competitions.

Barista Attitude will attend with its new Tempesta in competition guise. The official machine of the World Barista Championship until 2025, spreads the word of the brand's project through its ambassadors from all over the world.

Designed and built for competing artists, the Tempesta features an elegant and futuristic design, with steel legs and an intuitive and versatile touchscreen that allows the barista to focus on the action. The version that visitors will be able to admire at the stand features: a special back panel on which the word 'gara' is engraved in glossy black; WST competition filters; double and bottomless filter holders and a competition display as a software option. It is definitely a machine to be discovered, devoted to experimentation, exploration and - especially in this case - challenge.

Throughout the event Andrea Allen, Emi Fukahori, Diego Campus and Michalis Dimitrakopoulos will be present as official ambassadors of Barista Attitude as they perfectly embody the authentic philosophy of this brand and the true vocation for the art of extraction. Much more than just words, this is a real project that captures the attention of the coffee world and influences it in a proactive manner as well as sharing messages and values with the community. Born from years of experimentation, this is a sort of manifesto that not only involves a high quality product but also the experience that the brand wants to share through it.

Barista Attitude also focuses on the social impact of its product. To support coffee farmers, the company sponsors the Specialty Coffee Association's Buyers and Sellers of Coffee programme to connect with producers, buyers and roasters of green coffee. Internally, it is also conducting its own diversity and inclusion programme to culturally map areas for improvement as a company and as a group of people. A future-forward journey, then, that focuses on espresso as a social aggregator.

Barista Attitude awaits participants at MiCo in Milan, from 23 to 25 June, at stand H3-J04, Hall 3.