



PRESS RELEASE – FOR IMMEDIATE RELEASE

FHA-FOOD & BEVERAGE TO HOST SINGAPORE NATIONAL COFFEE CHAMPIONSHIP 2020 (SNCC 2020)

SINGAPORE, 04 February 2020 – Singapore Coffee Association (SCA) has announced its new venue partner for the 2020 edition of the Singapore National Coffee Championship. This year's edition of five Singapore's most important coffee competitions will now take place from the 31 March to 03 April 2020 at the Singapore Expo in-conjunction with one of Asia's largest international F&B showcase organised by Informa Markets – FHA-Food & Beverage.

SCA is the organiser and owner of the following five coffee competitions in Singapore sanctioned by World Coffee Events (WCE) i.e. (1) Singapore National Barista Championship (SNBC), (2) Singapore Latte Art Championship (SLAC), (3) Singapore National Brewer's Cup (SNBRC), (4) Singapore Cup Taster's Championship (SCTC) and (5) Singapore Coffee-in-Good Spirits Championship (SCIGS).

"It is with delight that we will be hosting the much-acclaimed 2020 edition of the coffee competitions organised by the Singapore Coffee Association this year at FHA-Food & Beverage. As one of the leading tradeshow serving the F&B sector, it makes perfect synergy for us to partner SCA in staging the five national level championships during the show," said Mr Martyn Cox, Event Director, FHA-Food & Beverage.

Spanning across 85,000sqm of exhibition area, FHA-Food & Beverage is one of the largest tradeshow of its kind in Asia which provides not only a platform for buyers to source from a wide spectrum of F&B products and innovations, the event will also serve as a ground for gathering valuable insights into developments and emerging trends in the region's food & beverage industry.

"On behalf of Singapore Coffee Association, we will like to thank FHA-Food & Beverage for playing host to this year's competitions. It has been a challenging start to year 2020 for most. With good partners, SCA will continue to serve the greater interest of promoting Singapore's coffee industry." Said Ms Kimberly Yer, Chairperson of Events Committee at SCA

SCA has received strong support for its 2020 edition with 71 baristas competing in this year SNCC.

"Notwithstanding all odds, SCA stands firm in continuing our coffee industry development in Singapore. We thank the organiser of FHA-Food & Beverage for reaching out to us in a most timely manner. I am sure the industry will appreciate deeply" said Mr Victor Mah, President of SCA.



With the re-location of the competitions to FHA-Food & Beverage, details of the competition schedule will be made available nearer to date.

About Singapore Coffee Association

The Singapore Coffee Association (SCA) was established in the late 1950's by a group of pioneering coffee traders. During the ensuing years, coffee trade developed rapidly due to the enterprise and hard work of the traders. Singapore gained recognition as one of the coffee centres of the world. Today, as a result of the transformation, Singapore Coffee Association's membership represents all sectors of the coffee industry, from green coffee supply chain providers, international and national roasters to well-known coffee retailers.

About FHA-Food & Beverage

The platform of choice for industry professionals, including distributors, importers, manufacturers and retailers from Asia to see and source for high quality, new-to-market food ingredients, drinks and fresh produce. More than 80 per cent of the 2,000 exhibitors participating in FHA-Food & Beverage are renowned manufacturers and brands hailing from 70 countries and regions. ProWine Asia (Singapore), a satellite event of the highly successful ProWein in Düsseldorf, Germany, will return for its third edition alongside FHA-Food & Beverage. FHA-Food & Beverage is expanded from FHA – a mega event globally recognised for setting benchmarks as the leading authority and trendsetter for the food and hospitality markets in Asia. For more information, please visit www.fhafnb.com.

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