



5-8 NOVEMBER 2015 – VICTORIA HOUSE - LONDON

A new multi-sensory coffee event from the creators of the London Coffee Festival

“The House of Coffee & Co. is a new immersive coffee experience, carefully curated to appeal to the top end of the hospitality industry and aspirational coffee aficionados.”



With a design led approach inspired by modern art galleries, The House of Coffee & Co. places focus on the subject at hand, and forms the perfect canvas to illuminate coffee, food, music and art, raising standards and awareness among industry professionals and consumers alike.

From learning about coffee origins, roasting and brewing methods, visitors are taken on a journey of discovery through the world of coffee, before elaborating on their learnings with coffee and food pairings, and explorations of tastes and aroma.

The event creates a new key consumption period on the coffee calendar, providing a platform for seasonal product launches, and offering the chance to tap into festive season retail activity.



The House of Coffee & Co. takes visitors through a progressive, multi-sensory journey across 5 uniquely themed experiential galleries.

The event takes a collaborative approach in delivering experiences, with key partners playing host in each gallery.

Hybrid stand experiences targeting both trade and end users create unique environments aimed at engaging the audience in a distinct and memorable way.



GALLERY NO.1: Coffee Origins

A room dedicated to showcasing the origins and provenance of coffee, highlighting the differences between regions, and aiming to educate both trade and consumers.

This gallery provides a platform for green coffee traders, speciality coffee importers and artisan roasters to present their best to our discerning audience.



GALLERY NO.2: Roasting and Cupping

A gallery focused on the roasting process, this area is for producers of roasting equipment, both commercial and home use, as well as artisan roasters.

This room aims to enlighten visitors to the intricacies of the roasting process, and demonstrate the craft through interactive cupping sessions.



GALLERY NO.3:

Coffee and Food Pairing

A recreation of the café environment, providing a real world experience where coffee and food sit side by side.

A perfect space for food producers to place their products alongside well crafted artisan coffee, creating a gastronomical experience for visitors, and drawing attention to food's essential place within the context of coffee.



GALLERY NO.4:

Brewing

Featuring the latest in brewing equipment, for home and commercial use, this space explores the various methods utilised to brew coffee, from espresso through to cold brew.

A hands-on area, inviting guests to experience and attempt brewing methods first hand, and to understand how brewing methods affect coffee.



GALLERY NO.5:

Understanding Taste

A gallery for producers not necessarily related to coffee, but who aim to capture the taste buds of our guests.

A playground for wine makers, distilleries, purveyors of artisan cheese and charcuterie, and all things gastronomic, this space elaborates on the visitor's journey of taste and flavour.

WHEN & WHERE

- 5-8 November, Victoria House, Bloomsbury Square
- Two trade days (Thu & Fri)
- Weekend open to consumers

ATTENDANCE & FOOTFALL

- 4,000 industry professionals, from independent cafés, branded coffee chains, restaurants, hotel groups and retailers
- 5,000 coffee & food loving consumers - time pressed ABC1 Londoners

WHO EXHIBITS

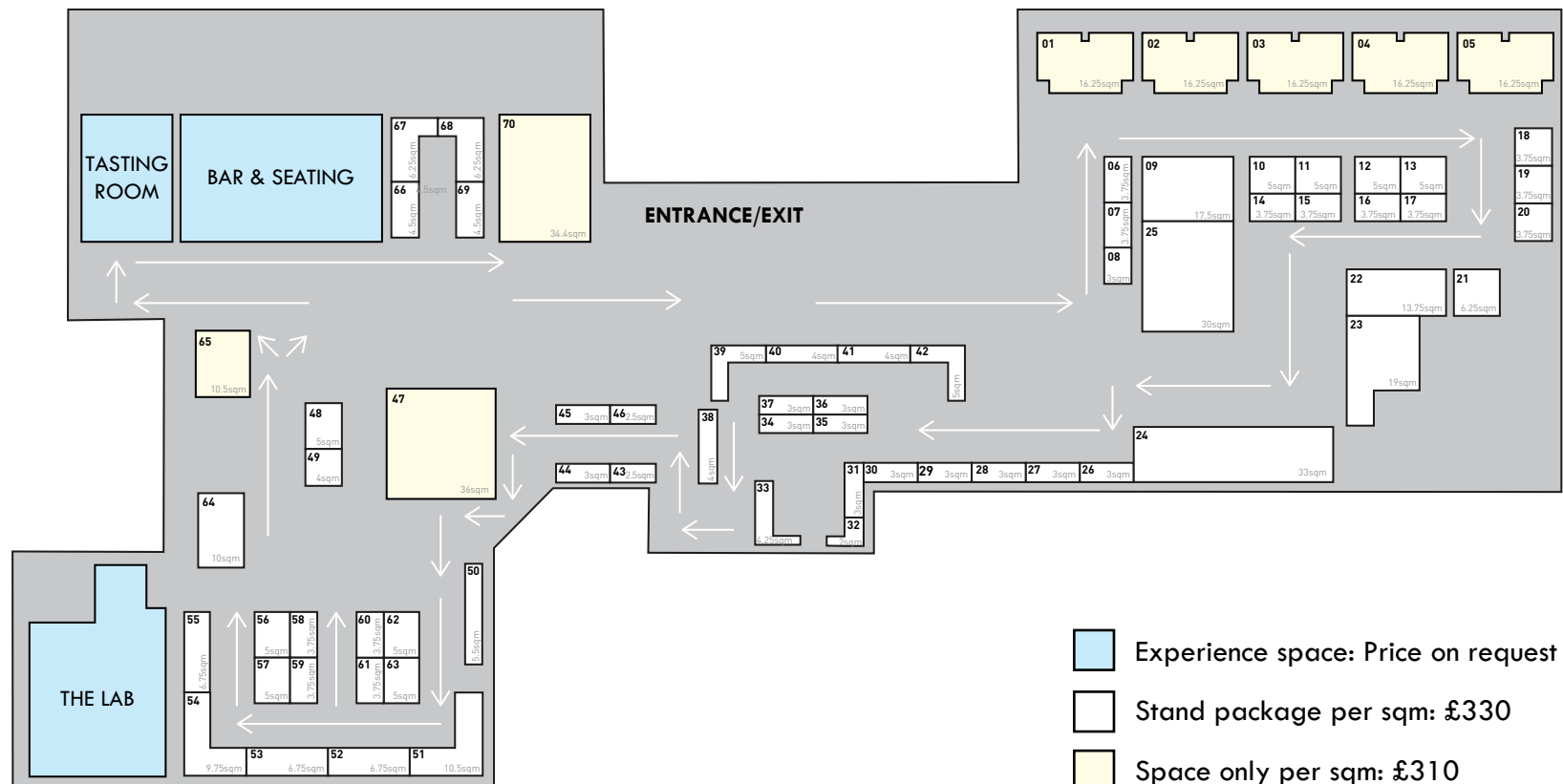
- Suppliers to the coffee industry - roasters, importers, domestic and professional coffee machines, brewing equipment etc.
- Food suppliers looking to engage with high end hospitality buyers, and discerning consumers with a love of good food and drink

REASONS TO EXHIBIT

- Develop new trade leads
- Raise brand awareness among consumers ahead of key festive consumption period
- Launch seasonal products
- Retail products direct to end users



FLOOR PLAN





CONTACTS:

Ludovic Rossignol
Head of Events
lrossignol@allegra-events.com
+44(0)20 7841 9069

Alex Berti
Creative Solutions Manager
aberti@allegra-events.com
+44(0)20 7841 9065