



**PROTEA HOTEL  
R Y A L L S**

## **“Malawi undertakes its’ first internationally led barista training”**

The Eastern African Fine Coffees Association (EAFCA) in partnership with the Coffee Association of Malawi (CAMAL) and the Coffee Quality Institute through USAID- COMPETE program is pleased to announce the 1<sup>st</sup> Preliminary Internationally-led Barista Training in Blantyre, Malawi from October 13<sup>th</sup> – 14<sup>th</sup> 2011.

The exclusive Protea Ryalls Hotel have generously sponsored the hosting of this “first of its’ kind” event, which will be facilitated and led by Ms. Colleen Anunu an internationally qualified barista and trainer from the USA and coordinated by Ms. Mbula Mutahi, also a fully qualified barista – representing EAFCA.

This Barista training aims to involve the Malawi retail sector to increase the quality of the domestic preparation, service and consumption of fine Malawi coffees among the general public within the domestic market.

Over the last 8 years, EAFCA has worked closely with the Malawi coffee industry members to organize several trainings to address the knowledge gap in the coffee value chain right from planting to harvest and processing. Today, Malawi can call upon a human resource pool of skilled coffee cuppers, Q-graders and millers to sow the seeds of knowledge received from these trainings in the country’s coffee industry. As a follow up to the National Taste of Harvest, CAMAL and EAFCA, would like to grow the skill and numbers of coffee retail experts through barista training.

The program will cover two days of intensive and on-hands training of espresso equipment at the Protea Hotel Ryalls on Thursday and Friday, 13<sup>th</sup> and 14<sup>th</sup> October 2011. The two day course will cost MWK 10,000.00.

Key benefits of the Barista training include

- Improved skills applied in preparation and service of coffees within Malawi.
- Increased domestic consumption of coffee by allowing the public to taste quality coffee thereby developing loyalty and stimulating trade and consumption
- Improvement of quality in all links of the value chain: From farm to cup
- Introduction of a variety of value added coffee products into the market for the benefit of all.
- Bringing together coffee stakeholders in a fun, exciting national event, thus promoting networking and trade relationships in the region.

At the end of Barista training, the Malawi chapter will host a “coffee club”, which will take the form of a cocktail reception bringing together all the EAFCA members and Malawian coffee stakeholders in the public and private sector. Here they will have an opportunity to network and share experiences, while the winning TOH coffees and participants from the Barista training receive recognition in form of prizes, trophies and certificates.

If you **interested in participating** in this exciting program, please respond immediately by contacting:

The Coffee Marketing Co-ordinator (Coffee Association of Malawi)  
Mrs. Theresa Maseko Tel: 01983737 Cell: 0881222220  
Email: [camal@coffeemalawi.org](mailto:camal@coffeemalawi.org) Fax: 01910001

Or by filling out the attached Registration Form and sending it to the contact above. There are only 25 available spaces for this training and they will be on a first come first served basis.

Cash or cheques must be presented before or at Registration at 8am on Thursday 13<sup>th</sup> October 2011 to Mrs. Theresa Maseko of the Coffee Association of Malawi at Protea Hotel Ryalls to secure a place.

## **About EAFCA:**

The Eastern African Fine Coffees Association (EAFCA) is a regional non-profit, non-political, member-driven association representing the coffee sector in eleven member countries of Burundi, Ethiopia, Kenya, Malawi, Rwanda, South Africa, Tanzania, Uganda, Zambia, Democratic republic of Congo and Zimbabwe.

Established in 2000 and with its Secretariat in Kampala, Uganda, EAFCA members include both private and public sector coffee stakeholders including producers, exporters, international importers, roasters, policy makers, transporters and trade representatives.

EAFCA collaborates with a host of development partners like USAID, CFC, European Union (EU), ICO and others to increase the trade in fine and specialty coffees in the region, improve quality and boost domestic consumption.

**Our vision: To Be the World's Leading Origin of Fine Coffees**

**Our mission: To Promote the Production, Quality, Consumption and Trade of African Fine Coffees.**

### **9<sup>th</sup> EAFCA Fine Coffees Conference & Exhibition, 16<sup>th</sup> – 18<sup>th</sup> February 2012**

EAFCA has hosted seven successful *African Fine Coffee Conferences & Exhibitions*: in 2004 in Nairobi, Kenya; 2005 in Livingstone, Zambia; 2006 in Kilimanjaro, Tanzania; 2007 in Addis Ababa, Ethiopia; 2008 in Kampala, Uganda; in 2009 in Kigali, Rwanda; in 2010 in Mombasa, Kenya and in 2011 in Arusha, Tanzania.

EAFCA is thrilled to be organizing yet another world class event that promotes productivity, quality, trade of fine coffees and their consumption in **Addis Ababa Ethiopia.**

Registration for the **9<sup>th</sup> African Fine Coffee Conference & Exhibition** is OPEN! Visit [www.eafca.org](http://www.eafca.org) or [www.africanfinestcoffee.com](http://www.africanfinestcoffee.com) to register for the conference and exhibition NOW.