

Maastricht to smell of coffee

Tuesday, 19 October 2010 12:21

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The 3-day event is expected to welcome 3,000 visitors from 50 countries. One of the competitions will be the World Latte Art Championship, where each barista will create a latte, a macchiato and a signature beverage and the drinks will be judged on the visual appearance, the taste and the aroma. There will also be competitors in the World Cup Tasters Championship, the World Coffee in Good Spirits Championship and the World Cezve/Ibrik Championship. This latter event refers to the way coffee is roasted, brewed and served in Greece, Turkey and the Middle East. To get the contract, three organisations, Blanche Dael Coffeelovers, MECC Maastricht and the Maastricht Convention Bureau, worked closely together. Charles Beckers of MECC says: 'In the preliminary phase, the teamwork of local parties is of the utmost importance. Next to that, an important reason was the extra effort we made to make accessibility of the city easier, by having welcome desks at Brussels and Düsseldorf airports and to arrange shuttles from these airports to Maastricht.'

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