



**Caffè Culture Show**  
30 September –  
1 October 2025



**THE CUPPING  
DIRECTIVES**

# **The Cupping Room**

**New for 2025**



# Overview

Thank you for your interest in taking part in The Cupping Room - a new feature at Caffè Culture for 2025. We are now offering a fully catered-for space, for you to showcase your coffee to an audience of green buyers, roasters and coffee professionals. What's more, we take care of everything which allows you to network and talk about your coffee freely, without worrying about the set-up of the session.

Caffè Culture has partnered with The Cupping Directives, a small UK based business specialising in coffee event organisation, to launch The Cupping Room at the 2025 show and to give you an opportunity to purposely extend your reach, increase your brand recognition and explore new partnerships.

## Objectives

The Cupping Room will provide you with the opportunity for a professional and spacious showcase of your coffee to registered guests, allowing you the time to meet them and talk about your business and the coffees. We take care of everything from the equipment and coffee set-up, maintenance of the session, to the clean-down of the tables.

On the lead up to the show, your business and brand will gain extensive promotion by being included in frequent email newsletters, across social media as well as featuring in the dedicated Cupping Room page of the website.



### **GAIN PARTNERSHIPS**

Meet individuals and business's who can buy or work with green coffee to create future partnerships and sales.



### **BRAND RECOGNITION**

Promote your business's involvement across an extensive multi-channel promotional campaign.



### **SHOWCASE YOUR COFFEE**

All the equipment required for a professional cupping is provided, so you can give the best showcase of your single origin lots and blends.



### **SUPPORT**

The Cupping Directives offer full support during the set-up of the event and will handle any post-cupping enquires you, or your guests, have.

# Opportunity

We have 9x45 minutes sessions available throughout the two days of the show.

**Price:**

**1x45 minute session**

**Exhibitor - £250 + vat**

**Non-exhibitor - £500 + vat**

We strongly encourage you to exhibit at the show to direct interested buyers to your stand enabling them to experience your full range of coffees and have more time to talk to you independently.

As an exhibitor, you have first refusal on any one of the 45-minute sessions as well as a 50% discount, as a thank you for supporting Caffè Culture. The sessions will then be available to all after Monday 12<sup>th</sup> May and will be offered on a first come, first serve basis.

# Package

As part of The Cupping Directives' service, you will gain access to a fully functioning professional coffee cupping space that utilises some of the best equipment found in Q.C labs and tasting events, including:

- Stainless steel, lightweight and ergonomic cupping spoons from W-Wright.
- Lightweight, heat preserving cupping bowls from Barista Hustle.
- Spittoons for those who have consumed too much coffee.
- Multiple 3.5L Igenix kettles to ensure efficient pouring and ease of use.
- Coffee sample trays to display your product to potential buyers.
- Stainless steel place and set numbers to make communication easier.
- Industry standard single-dose grinders to ensure consistent grind sizes.

Our commitment includes working alongside you to organise all the logistics and to ensure you have enough space to accommodate your sample and marketing materials, thus creating a conducive environment for you to sell.

# Contact

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