



Coffee Seminar and 2nd FHC Coffee Cupping Challenge

Coffee Cupping Seminar Part 1 will introduce why we cup coffee, formal professional cupping protocol techniques and identify areas of sensory perception and evaluation and how to record observations.

Attendees to this session will gain the skills needed to prepare a cupping in their own factories and be introduced to sensory observations. This is a beginning course for anyone interested in coffee core competencies and building skills in coffee.

Coffee Cupping Seminar Part 2 will participate in an actual cupping followed by discussion and identifying flavor attributes. One flight of cupping and a final session of a Triangulation Cupping Challenge will round out the session.

Attendees to this session are required to attend Coffee Cupping Tutorial Session 1 and will consist of roasters, specialty coffee retailers, chefs, wine connoisseurs and those with a passion for coffee who wish to expand their tasting skills. Upon completion of this event, participants will receive a certificate of participation.

Coffee Seminar and 2nd FHC Coffee Cupping Challenge

Coffee specialist and BEST Coffee School founder, Sherri Johns will present a tutorial on the art and skill of professional coffee cupping. Followed by the first ever Triangulation Cupping Challenge in China!

Sherri Johns's credentials are impeccable and include:

Global consultant for numerous global Coffee and Governmental Associations & Private Sector

Head Judge, one of only 5 worldwide, for Cup of Excellence

International Lecturer and Seminar leader of Coffee and Barista Education

Author of numerous published articles and book on Coffee

Certified Tasting and Technical Head Judge for Ultimate Barista Challenge

Former Head judge of World Barista Championship * Judges Certification Committee

17th November

10:30 – 11:30 Coffee Cupping Tutorial, part 1

"Introduction to basic Coffee Cupping Skills"

13:30 – 14:30 Coffee Cupping Tutorial and Challenge, part 2

"Tasting and identifying flavor attributes. Cupping and Triangulation Cupping Challenge."

All participants in both tutorials will receive a certificate.

Cost: RMB ¥ 100/ session



Coffee Cupping Seminar
At FHC China,
16 - 18 November 2011
Shanghai New International Exhibition Center,
Pudong, Shanghai, China

**Exploration in Professional Coffee Tasting –
Cupping Protocol, Standards of Evaluation &
2nd annual Cup Challenge**

Two one hour and half sessions lead by Sherri Johns, Head Judge and Quality Control for Cup of Excellence, President WholeCup Coffee Consulting, LLC. And Managing Director of Ultimate Barista Challenge and BEST Coffee School, USA.

Part One of this two part Seminar will begin with an overview of coffee origins where and how coffee is grown, harvested, processed and how microclimate affects coffees intrinsic flavor profiles. We explore the professional techniques used by coffee cuppers to evaluate coffee in identifying body, flavor and acidity, sweetness and a clean cup. Attendees will cup taste test coffees from a variety of growing regions with a focused cupping on regional coffees. This is an introductory to mid level course. Participants will receive a certificate of participation. Ideal for wine tasters, sommeliers, restaurateurs, F&B professionals, coffee professionals who wish to increase their specialty coffee knowledge.

Part Two, prerequisite must include Session 1, will focus on cupping and the FHC Cup Challenge. Two flights roast profiling, standardization of scoring cupping, discussion of coffee and ultimately a first ever annual Cup Challenge featuring triangulation identifying to test skills. This is a mid level to high level course.

Depending on room size – 20 - 25 attendees per session.

*Attendees, Absolutely No use of perfume, cologne, strong deodorants or other sensory distractions in cupping sessions allowed



Please complete this registration form and return with payment to confirm one ticket. Cost is per person, per session. Thank you.

Company Name: _____

Names in attendance:

1) _____

2) _____

Address: _____

City: _____ State/Province: _____

Country: _____ Postal Code: _____

Phone: _____

Fax: _____ Email: _____

Mobile of contact: _____

Credit Card Number: _____ Expiry: _____

Name on card: _____

***Participants will be confirmed by FHC once payment received.

Limited seating capacity to 20 persons.

FAX COMPETED FORM TO: Ms. Becky SUN @ fax: +86 21 62095210