

For Immediate Release

Canadian Barista & Coffee Academy *Presents Western Region Canadian Barista Competition*

July 4, 2007 -- The Canadian Barista & Coffee Academy will present the Canadian Western Regional Barista Competition and Training Workshops on August 14-15, 2007 at Heritage Hall in Vancouver, BC. The event celebrates the skills of the barista; the consummate artist of the espresso machine. Some of Canada's top "espresso bartenders" will compete for the regional title and a spot in the finals at the National Barista Championships to be held in Toronto in September.

The competition features baristi preparing a series of espresso based beverages in a very tight window of time for a discerning panel of official coffee judges. Judges rate the competitors on taste, design, speed, showmanship and creativity.

The Canadian Barista Academy will also offer hand-on training for those new to the industry or those who want to perfect their skills. Workshops offered include: Barista Basics & Espresso Training and Advanced Barista Training & Latte Art. A cupping workshop will also be offered. The training takes place on August 14, followed by the Western Regional Competition on August 15.

As the premier regional event in Canada, organizers are encouraging baristi from cafes and restaurants to sign up. The competition is open to both novices and seasoned operators alike, and some fabulous prizes are available to be won. The competition is open to the public and will run from 12 p.m. – 6 p.m. at Heritage Hall in Vancouver. It will feature a coffee and tea fair with table top displays where visitors can see and sample new products from the event's sponsors. Proceeds from coffee sales will go to the Coffee Kids charity helping children and their families in coffee growing countries improve their quality of life. The event is open to the public. Doors open at noon.

For information call: 416 784-5210

Or please visit our website www.canadianbaristaacademy.com

The Western Regional Canadian Barista Championship sponsors are ECM, Nuova Simonelli espresso machines and Mahlkonig Canada
Other sponsorship opportunities are still available. Call today.