



Key Presenter  **SANTINO**



SANTINO SINGAPORE NATIONAL BARISTA CHAMPIONSHIP (SNBC)



SINGAPORE NATIONAL BREWERS CUP (SNBRC)



SINGAPORE NATIONAL LATTE ART CHAMPIONSHIP (SLAC)



SINGAPORE CUP TASTERS CHAMPIONSHIP (SCTC)

THREE-YEAR COLLABORATION BETWEEN SINGAPORE COFFEE ASSOCIATION AND IEG ASIA - HOSTING THE SINGAPORE NATIONAL COFFEE CHAMPIONSHIPS

Over the next three years, from 2024 to 2026, the Singapore Coffee Association will be staging the Singapore National Coffee Championship (SNCC) alongside IEG Asia Pte Ltd events. In 2024, it will be hosted during **Speciality Coffee & Tea Asia** which will be co-located with **SIGEP Asia** and **Restaurant Asia**, following the acquisition of the Speciality Coffee & Tea Asia series from Montgomery Events Asia. The competitions will be held from 26 – 28 June 2024 at the Sands Expo & Convention Centre, Singapore.

This year, SNCC will present four competitions: Singapore National Barista Championship (SNBC), Singapore National Latte Art Championship (SNLAC), Singapore National Brewers Cup (SBRC), and the Singapore Cup Tasters Competition (SCTC).

The various competitions highlight the different aspects in the world of coffee – from hand-brewed, filtered coffee and intricate coffee artistry, to distinguishing taste differences in specialty coffees and mixology.

Set against the backdrop of Singapore’s vibrant coffee culture, these prestigious competitions bring coffee enthusiasts, professionals, and industry experts to an internationally recognised platform for professionals to compete, learn and network, while showcasing their skills, creativity, and passion for coffee. The national champions would then represent Singapore in the World Coffee Championship 2025.

Victor Mah, President of Singapore Coffee Association said, “**We are thrilled to host SNCC alongside the inaugural SIGEP Asia**, and we are looking forward to celebrating the mastery of Singapore’s baristas. I hope the Championship will inspire a new wave of creativity, innovation, and passion within our coffee community.”

“This collaboration underscores our dedication to elevating the coffee experience, as well as our event, and this partnership with Singapore Coffee Association exemplifies our commitment to curating an extraordinary experience for all on the show floor. **I am positive that coupled with SIGEP Asia, SNCC will be a catalyst for further growth and evolution of the coffee industry,**” said **Ilaria Cicero**, Chief Executive Officer of IEG Asia, Organiser of SIGEP Asia.

For more information, please write to us at connect@iegasia.com.sg | www.sigepasia.com.sg | <https://en.sigep.it/>