



**RESTAURANT  
ASIA 2024**  
5<sup>th</sup> International Restaurant,  
Kitchen & Culinary Equipment &  
Supplies Exhibition



26<sup>th</sup> – 28<sup>th</sup> June 2024 | Marina Bay Sands Expo & Convention Centre

## **Better Brews, Bigger Stage: Singapore National Coffee Championship returns to Speciality Coffee & Tea Asia, to be hosted at first-ever SIGEP Asia**

*Excitement brews for the upcoming edition of the competitions, with winners set to represent Singapore at the World Coffee Championships*

**Singapore, 3 June 2024** – The next edition of the Singapore National Coffee Championship (SNCC) returns next month from 26 to 28 June 2024 at Speciality Coffee & Tea Asia (SCTA) held at Sands Expo & Convention Centre Singapore (Halls D, E and F). SCTA is now part of the inaugural [SIGEP Asia](#), the first-ever Asian edition of the world's leading Italian international artisan gelato, pastry, bakery and coffee trade show SIGEP, that is expected to host up to 10,000 trade visitors and buyers, and over 250 exhibitors and brands from 20 countries and regions.

Organised by IEG Asia, SIGEP Asia will be held alongside the 5th edition of [Restaurant Asia](#) – co-organised with the Restaurant Association of Singapore (RAS), and co-located with IEG Asia's recently acquired series of food and beverage (F&B) trade shows Speciality Food & Drinks Asia (SFDA), Speciality Coffee & Tea Asia (SCTA) and Food2Go.

The SNCC is the flagship competitive event staged by the Singapore Coffee Association that raises the profile of the barista profession, promotes best practices in coffee preparation, and encourages local baristas to continually improve their craft. With SIGEP Asia and SCTA as the platform for this edition of SNCC, participants, supporters and coffee enthusiasts alike will be immersed into all aspects of coffee production – from sourcing and brewing – and be a part of the growing competitive coffee scene.

"Coffee competitions like the Singapore National Coffee Championship are incredibly important as they push the boundaries of coffee excellence and inspire a new generation of passionate baristas. This aligns perfectly with SIGEP's mission of creating the 'dolce experience' and celebrating the artistry behind the beverages we love. We're thrilled to partner with the Singapore Coffee Association, a stalwart of Singapore's coffee industry since the 1950s, at the inaugural edition of SIGEP Asia and showcase Singapore's vibrant coffee scene to the world," said **Ilaria Cicero, Chief Executive Officer of IEG Asia and Organiser of the events.**

### **Four highly coveted competition titles**

This edition of the SNCC comprises four competitions and a total of 60 participants are expected to participate.

The **Singapore National Barista Championship**, presented by Santino, will see Singapore's top baristas come together to showcase their coffee-making talent – judged based on taste, presentation and technical skills – with the National Champion going on to represent Singapore at the World Barista Championship 2025.



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The **Singapore National Brewers Cup**, presented by TIMEMORE, will showcase the best talents in brewing filtered coffee by hand, promoting manual coffee brewing and service excellence. The Brewers Cup Champion will represent Singapore at the World Brewers Cup 2025.

The **Singapore National Latte Art Championship** brings out the artistic side of coffee making – specifically the skill of creating designs with milk foam atop a latte. The participant with the most artistic pouring methods and designs will represent Singapore in the annual World Latte Art Championships 2025.

The **Singapore Cup Tasters Championship** seeks to identify professional coffee cuppers who demonstrate speed, skill and accuracy in distinguishing the taste differences in specialty coffees. The victor will represent Singapore at the annual World Cup Tasters Championships 2025.

### **Springboard for F&B excellence and entrepreneurship**

The SNCC has been a springboard for many aspiring baristas, many of which have gone on to make their mark in the F&B industry both in Singapore and abroad. For example, Jervis Tan, Champion of the Singapore Latte Art Championship 2023 and owner of Oaks Coffee Co, clinched 6th place at the World Latte Art Championship 2023 in Taipei. Jervis has been a five-time Singapore Latte Art Champion and two-time finalist of the World Latte Art Championship.

"We're thrilled to be hosting the prestigious Singapore National Coffee Championships at SIGEP Asia this year, under the Speciality Coffee & Tea Asia series. This move to a much larger platform reflects the growing importance and vibrancy of Singapore's coffee scene. SIGEP Asia offers the perfect stage for talented baristas to showcase their skills, and we welcome enthusiasts and industry leaders alike to join us on this journey to witness the incredible talent and creativity within the coffee industry," said **Victor Mah, President of the Singapore Coffee Association**.

### **Key presenters and sponsors**

SNCC is well supported by leading industry sponsors, including Santino as key presenter for Singapore National Barista Championship and TIMEMORE as key presenter for the Singapore National Brewers Cup. Other sponsors include Bettr Barista, Victoria Arduino distributed by Santino, F&N Foods, Vitasoy, DaVinci Gourmet, Starbucks, Bero Coffee Singapore, GFS Innovation, Claytan® Fine China (Tableware), Hario, BÜCHI, BUNN and Scotsman Industries.

### **Key happenings at SIGEP Asia**

The inaugural SIGEP Asia will serve as a beacon for the entire F&B and Hotel, Restaurant, and Catering (Ho.Re.Ca.) industries by streamlining industry trends and fostering strategic business connections. The event will bring together leading European and Asian industry players to showcase the latest F&B products and foodservice technologies, and host other fringe events such as the RAS Leadership Symposium and seminars, masterclasses and tasting sessions.

Visitors can look forward to an impressive lineup of exhibitors and brands from 30 countries, spanning from Australia, Austria, Germany, Italy to Japan and beyond. These include Boncafé International,



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Dasher, Evoca, Glyph Supply Co, Huggs Coffee, MHW-3Bomber, The Coffee Folks and Zero Hero, among many others.

### **Pre-registration is open!**

To express interest in attending as a visitor, pre-register [here](#).

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### **About SIGEP Asia**

Organised by IEG Asia, SIGEP Asia 2024 is the inaugural Asian edition of SIGEP, the world’s leading Italian international artisan gelato, pastry, bakery and coffee trade show. SIGEP Asia will be held alongside the 5th edition of Restaurant Asia, and co-located with food and beverage (F&B) trade shows Speciality Food & Drinks Asia (SFDA) and Speciality Coffee & Tea Asia (SCTA), and takeaway and delivery exhibition Food2Go.

SIGEP Asia 2024 will showcase the entire supply chain of gelato, pastry and chocolate production, including ingredients, machinery, equipment and accessories, and cover all areas of coffee and tea brewing – from specialty coffee beans and tea leaves, to roasters, grinders and barista equipment. The event will also feature foodservice technologies, national competitions, cooking demonstrations, and other fringe events.

The expansion of SIGEP into the region, through these combined events, will bring together the fast-growing F&B and Ho.Re.Ca. (Hotel, Restaurant, and Catering) industries to explore new products and services, create fresh opportunities and foster business networks.

### **About IEG Asia**

Following the signing of a Memorandum of Understanding between Italian Exhibition Group (IEG) and the Singapore Tourism Board, IEG has established IEG Asia Pte Ltd in Singapore. This continues IEG’s development plan in Southeast Asia as an entirely owned subsidiary with acquired trade events Restaurant Asia and International Coffee & Tea Asia series, Speciality Food & Drinks Asia, Speciality Coffee & Tea Asia, Food2Go, and the Singapore International Jewelry Expo series.

This extends IEG’s expansion strategy into Southeast Asia, fostering a virtuous circle that will strengthen global businesses and facilitate further expansion.

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