



For Immediate Release

The Canadian Coffee & Tea Show announces its sponsorship of the 2009 Canadian Regional Barista Championships

Toronto, ON – July 15, 2009: Fulcrum Events Inc. and The Canadian Coffee Tea Show is pleased to announce its sponsorship of the Canadian Regional Barista Championships. Four regional competitions will be held across the country in search of the top 16 baristas that will compete at the Canadian Barista Championship, hosted by KRUPS (CBC), at this year's The Canadian Coffee & Tea Show on October 14 & 15, 2009 at the Vancouver Convention Centre – East.

The coveted coffee competition begins in Toronto with the Central Regional Barista Championship on Sunday, July 19, 2009 at the Gladstone Hotel in Toronto. It is followed by the Eastern Regional Barista Championship in Montreal on August 23, 2009, Western Regional Barista Championship for the first time in Victoria on August 29, 2009 and Prairies Regional Barista Championship on September 12, 2009 in Calgary.

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

The first, second and third place winning baristas from each regional competition will secure a place at the Canadian Barista Championship, hosted by KRUPS. The eventual winner of the CBC will represent Canada on the international competition stage at the World Barista Championship held next June, 2010 in London, England.

As a key feature of The Canadian Coffee & Tea Show, this year's Canadian Barista Championship, hosted by KRUPS promises to be the most exciting in the show's history.

"Hosting the event in Vancouver, Canada's coffee capital, has definitely raised the momentum of the barista competition and excitement for this year's battle for the title of Canada's best," says Yvonne Betancur, event coordinator for Fulcrum Events Inc.

The Canadian Coffee & Tea Show offers an extensive and comprehensive trade show experience and educational program for new entrepreneurs, independent and chain operators alike. It features seminars on growing profits and improving day-to-day operations, building sustainable coffee and tea programs, and presentations on state-of-the-industry statistics and trends. In addition to seminars, the educational curriculum also features interactive coffee and

tea cupping workshops led by industry experts. These workshops are designed to help operators perfect their cupping and brewing skills.

All four regionals will be broadcasted live on the Canadian Coffee & Tea Show website, www.coffeeteashow.ca.

For show details, sponsorship and exhibiting information, please contact Michael Cronin at 416.504.0504 ext. 114 or by e-mail at mcronin@fulcrum.ca or visit www.coffeeteashow.ca

For information on the Canadian Barista Championship, please contact Yvonne Betancur at 416.504.0504 ext. 122 or by e-mail at ybetancur@fulcrum.ca or visit www.canadianbaristachampionship.com