

For immediate release

## **Share Your Flair for Crafting the Perfect Cup of Coffee**

### ***Australian coffee company Danes Gourmet Coffee announces the Danes Grand Barista Championship 2009***

An **Orchestrale Etnica** and a trip to **Milan** value at over \$12k is up for grabs for the barista that's crowned the ultimate craftsperson of that perfect cup of coffee. If you are or know of a barista with an outstanding passion for a beautiful cup of coffee, entry to this exciting competition is now open.

Each morning hundreds of thousands of Australians hit the cafes to enjoy an artfully crafted cup of coffee, partaking in a ritual that enhances their day. The **Danes Grand Barista Championship** celebrates the passion, skill and creativity that goes into making every one of these perfect cups of coffee.

'Competing baristas must be consistent, must produce quality and above all, they must be prepared,' says **Danes Gourmet Coffee Institute** Head Trainer Jamie Hersol.

Baristas in the competition will have just 12 minutes to make four espressos, four milk coffees and four latte art coffees. They will be judged by coffee industry experts, on the criteria of beverage presentation, barista technique, personal presentation, service to judges and most importantly flavour.

Four heats set for August will determine who will compete in the grand final of the **Danes Grand Barista Championship** on Saturday August 15<sup>th</sup> at Manly Yacht Club. The winners of the Australian heats will compete against the top baristas from Thailand, Hong Kong, Korea and Singapore.

The prize pool for this competition makes this the richest barista competition in Australia. The winner will receive courtesy of our main sponsor Orchestrale a one group commercial Orchestrale Etnica, an elegant, Italian-built masterpiece machine soon-to-be available in Australia, and valued at \$8,700 plus a trip to Milan to appear on the Orchestrale stand at the Host International Exhibition.

**Entries close on Friday 31 July. Register today at [www.danes.com.au](http://www.danes.com.au)**

###

#### **Note for editors:**

Danes managing director Paul Jackson is available for interview. For more information, please contact Belinda Wight 0416 228 252.