



10 Years of Vienna Coffee Festival

What started on a small scale in 2015 has now become a staple in the local event calendar: from September 6 to 8, 2024, the "Vienna Coffee Festival" will celebrate its tenth anniversary at the Vienna Marx Halle, with a promising program. A look back and a look ahead.

VIENNA, July 23, 2024. During a press conference at the legendary "Café Prückel" on Vienna's Stubenring, the program and highlights of the "Vienna Coffee Festival," which will celebrate its tenth anniversary at the Vienna Marx Halle from September 6 to 8, 2024, were presented today. "In Austria, both the quality of coffee and its consumption have made a steep career – to become a celebrated pleasure", explains organizer Günther Gapp. "Taste is subjective, but quality should not be. The festival in Vienna is the meeting place for all qualified participants in the coffee business and coffee scene – far beyond Austria's borders. Above all, for those who love to enjoy it."

"The Coffee Scene in Austria is Spectacular"

Although the Viennese coffeehouse can now look back on a 330-year history, the standard of quality and understanding among consumers has

skyrocketed with the rise of coffee shops over the past two decades. Austria has also produced two world champions, Felix Teiretzbacher in roasting in 2022 and Martin Wölfl in the brewing coffee discipline in 2024. "Measured by the population, we are spectacular," says Oliver Goetz, board member of SCA Austria, Coffee Pirates patron, and co-owner of Alt-Wien-Kaffee. Wolfgang Binder, himself a coffeehouse owner ("Café Frauenhuber") and head of the coffeehouse section of the WKO, underscores this: "The Viennese coffeehouse scene is constantly reinventing itself, coffee is becoming more diverse and higher quality, and the quality is increasing. No wonder, as the guest has become more sensitive."

2015-2024: The Development of the Vienna Coffee Festival

The "Vienna Coffee Festival," which first took place in January 2015 at the Ottakringer Brewery on the initiative of Günter Stölner (Cimbali Group Austria), has also done a good job from the start, as Gapp knows: "Today there are more roasteries, more coffee shops, more awareness of coffee in all its tasty facets, and even more good coffee in our own homes."

A boom also supported by numbers: "In 2015, the festival had 1,500 visitors; 2016 was our best year with over 12,000. Also because we have since followed a new concept that combines coffee with food, drinks, and music as additional entertainment pillars for young and old."

By now, the festival, which has been held at the Vienna Marx Halle since 2022, attracts not only guests from Austria in general and Vienna in particular, "but we also notice a large influx from the east among visitors and exhibitors - from Prague through Bratislava and Budapest to Bucharest."

Vienna Coffee Festival 2024: Inform, Taste, Try for Yourself

In addition to around 80 exhibitors representing over a hundred brands, the organizer is focusing on continuity and program expansion for the occasion "10 Years of the Vienna Coffee Festival": "Even more entertainment and guided interactions, even more touchpoints at targeted tastings and

information for visitors. And a new quality boost for precision and innovations. It remains a fascinating journey of discovery through the fantastic world of coffee."

Further Highlights from the Program

Filter is my Mission

The freshly crowned SCA World Champion Martin Wölfl (World Brewers Cup Champion 2024) specialized in filter coffee five years ago and this year won the world championship in Chicago among 41 participants. "Filter coffee has not really arrived and been accepted here - I see it as my mission to make it popular again!" In Brewing Sessions at the festival, Wölfl will talk about his experiences at a world championship and demonstrate brewing techniques.

Private Coffee Tour

Best entertainment and top information await all guests who join Peter Scheiber on the "Guided Private Coffee Tour." Scheiber has been a city guide in Vienna with a great love for coffeehouses for 25 years. Additionally, he is the managing director of "El Kaffee" and has thus made his two passions his profession.

Vienna Coffee Award

For the first time, the "Vienna Coffee Festival" will present awards to honor the outstanding achievements of companies and personalities in Vienna's coffee culture. The winners will be announced live on stage on the first day of the event, September 6, 2024, in collaboration with the Vienna Chamber of Commerce.

Rainbow Bagel Workshops

Just as diverse as the festival is the Rainbow Bagel, which Burgenland baker Ewald Kaiser has created especially for the festival and which can be baked on-site in workshops. "This bagel is our symbol of the Vienna Coffee Festival 2024," says Gapp. "Because the festival is so colorful in all its facets and, like coffee, acts as a bridge-builder that puts the common above the divisive."

Last but not least, there will also be an espresso bar with guest shifts from the hottest coffee shops in the city, curated by Otto Bayer (Balthasar Coffee Bar). Markus Brun (Gota Coffee Experts) will show how well spirits work in coffee with his passion "Coffee in Good Spirits" ("I'm more about the fun").

At the end of the press conference, the main sponsor of the anniversary festival was also drawn via a raffle - Daniel Platzer ("Don Dealer - Your Godfather of Good Coffee," Münchendorf, www.bohnendealer.coffee) can look forward to a sponsorship package worth €20,000.

Further Information & Prices:

Opening Hours:

Friday, September 6, 1-6 PM

Saturday, September 7, 10 AM - 6 PM

Sunday, September 8, 10 AM - 5 PM

Marx Halle, Karl-Farkas-Gasse 19, 1030 Vienna

Website: www.viennacoffeefestival.cc

Ticket Prices:

Pre-sale:** Regular € 18 // *Discounted € 16

On-site: Regular € 20 // *Discounted € 18

Combo Ticket (Sept 7 + 8): Regular € 25 // *Discounted € 20 / available from August 1.

* The discount applies to students, persons with special needs and their companions, SCA members (upon presentation of a valid ID).

Free entry for children up to 12 years old.