

PRESS RELEASE

Barista & Farmer, the Pitalito experience is over

The talent show moves toward Bogotá for the last challenges

Pitalito, June 8th 2018 – It's time to pack for the ten international contestants protagonists of the fourth edition of Barista & Farmer, the talent show dedicated to specialty coffee culture: the practical challenges and the classes at the prestigious Academy directed by **Alberto Polojac** are now over. With the experience in Pitalito, in the Huila district – the biggest coffee producing district of all 32 in Colombia – behind their back, the baristas are headed to Bogotá, the capital city, where their adventure will continue.

During the sixth day of the talent, the baristas received a visit by **Michele Cannone**, Head of Food Service Marketing of Lavazza, who joined the contestants in finca Mirador to deliver a special prize to the best picker of the day. It was won by local talent **Diego Campos**, who was able to pick more than 14 kilos of coffee cherries.

The activities continued in the afternoon, with the baristas who reached the Pitalito central market to buy the ingredients for a real “classic” of Barista & Farmer: the cooking competition. The best team was Six Monkeys, lead by 2011 WBC world champion **Alejandro Mendez**, who presented a trout over a chorupa sauce (obtained with turmeric) bed, accompanied by some local vegetables whose colours recalled those of the Colombian flag.

The day ended with a night trip, again to the village of Pitalito, to try the Colombian national sport, the Tejo, an activity that requires coordination and skills: a little exploding target must be hit, from a distance, with a dedicated rock, which is round and smooth.

The seventh day of the show saw the baristas move around on a noisy, supercolored Chiva, the local transportation, to the finca Lusitania, the coffee production field of cooperative **Coocentral**, the Cooperativa de Caficultores del Huila, which is partner of the event. The association, which was developed over the values of autonomy and independence, gathers more than 4 thousands coffee producers from seven municipalities in the Huila district. In the evening the participants left the SENA TecnoParque, which hosted the talent show so far. The last two competitions of the day saw Australian Glenn Bailey and Russian Victoria Rovenskaya triumph in the dancing competition, the Sanjuanero of course, while Japanese barista Rie Hasuda Moore won the trophy in the Chiva painting challenge.

The talent show, tomorrow, moves toward the capital of the country, Bogotá, for a tour of the many coffee shops and the last challenges which will determine the winner of the fourth edition of Barista & Farmer.

Barista & Farmer was conceived by **Francesco Sanapo**, several-times award-winning champion barista, in collaboration with **Italian Exhibition Group** and **SIGEP - International Exhibition of Artisanal Gelato, Pastry, Bakery and Coffee**, under the patronage of the **SCA - Speciality Coffee Association**, with institutional partners **IILA - Italian-Latin American Organization**, **SENA - Servicio Nacional de Aprendizaje** (National Learning Service), **Federación Nacional de Cafeteros de Colombia** and **Gobernación del Huila**, in partnership with **World Coffee Events**, **Lavazza** with the **iTierra! project** and the support of **La Cimbali**, **Faema**, **Mumac Academy**, **Urnex**, **Genovese Coffee**; golden media partners **Barista Magazine** and **Bargiornale**; media partner **Bean Scene Magazine**, **Cafè Olé**, **News**, **Coffee T&I**, **Coffee Talk**, **Crema**, **Espresso Magazine**, **European Coffee Trip**, **Roast Magazine** and **Comunicaffè**.

Videos with competitions and challenges of the participants will be uploaded daily on www.baristafarmer.com and on the social networks of the talent show.

Download all the Barista and Farmer 2018 materials here
https://www.dropbox.com/sh/ks4i62s820ppaqn/AAD_lvp8zv1VS0r7vLeOb-eJa?dl=0

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