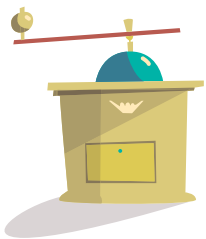




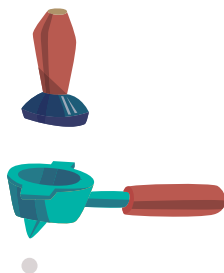
PRAGUE COFFEE FESTIVAL 2016



October 22-23, 2016
Franz Kafka's House



FINAL REPORT AND MONITORING



WHAT IS THE PRAGUE COFFEE FESTIVAL?

Prague Coffee Festival is based on the idea of supporting the Czech coffee culture and enabling all those who are interested in coffee to meet each other - regardless if they are the baristas, coffeeshop owners, coffee beginners and those who are already familiar with coffee, but are still eager to know more. Prague Coffee Festival tries to put the coffee-related topics in the program in a broader context, so that everyone would come into his own. The participants can enjoy the lectures, coffee tasting of the samples from local and foreign roasteries, presentation of coffeeshops and individual baristas, workshops of the alternative coffee preparation methods, and also the competitions and additional program.



WHO ORGANIZES THE PRAGUE COFFEE FESTIVAL?

Prague Coffee Festival 2016 is organized by NGO Coffee Embassy whose main goal is to promote coffee culture and introduce the topics referring to coffee, its growers, processors and new methods in the industry to the general public. The activities of the Coffee Embassy include organization the educational courses about coffee or public cuppings, creation of an independent platform for baristas, organization of the biggest annual Czech coffee event - the Prague Coffee Festival - or cooperation with development projects in the coffee producing countries.



PRAGUE COFFEE FESTIVAL 2016

The fifth Prague Coffee Festival took place this year and the visitors could enjoy two days full of coffee sensation in the unique Franz Kafka's House in the heart of Prague. It was possible to taste the coffee from Czech and foreign roasteries at the espresso bars, brew bars, and in the cuppings.

The lectures were aimed at both professional and non-professional public and the guests could learn among other things how to start a successful coffee business by British barista Gwilym Davies, or about specialty coffee in capsules by world-famous expert Maxwell Colonna-Dashwood. Aside from the Czech and foreign experts and baristas, the farmers from the coffee plantations from Nicaragua and Brazil also took part in the lectures.

There were workshops and contests not only in traditional and alternative coffee preparation methods, but also for example in latte art - painting in the coffee with milk - or art workshop with coffee cups.

At the occasion of Prague Coffee Festival, the fourth edition of the special coffeeshop guide in the Czech republic was published - the Book of Cafés 2016.

The whole event was perfected by the music by DJ Pocoloco from Cabaret Manana and MC Ondra.

Live Vanilla Choice band performed later at the traditional afterparty in Café Jedna.



SUMMARY OF THE 5TH PRAGUE COFFEE FESTIVAL

Number of guests at the festival: [2895](#)

Participating roasteries:

» [total of 43 roasteries](#)

Czech republic

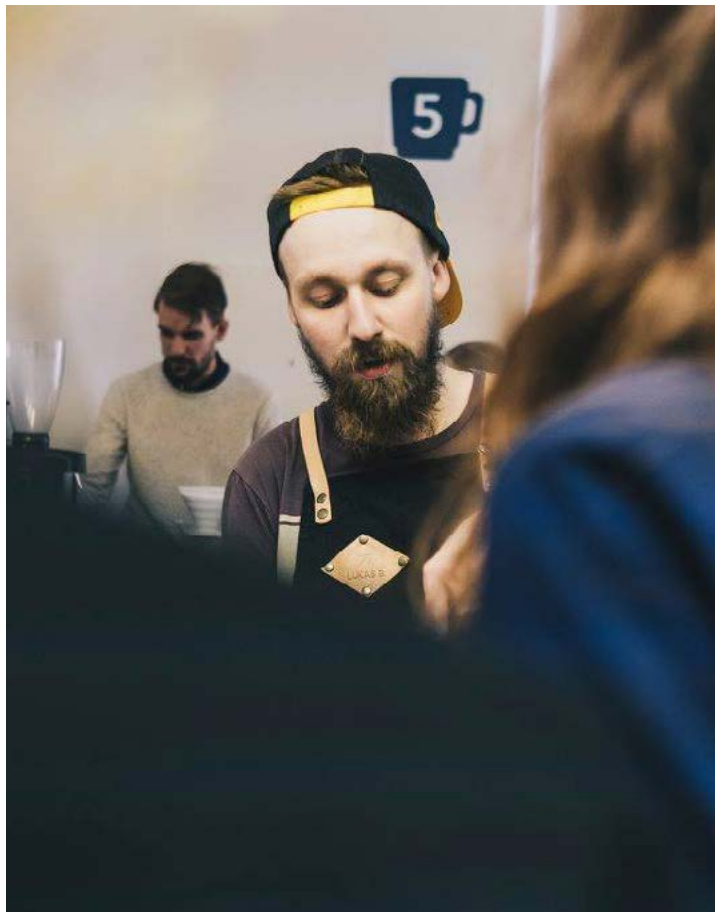
Coffee Source
Dos Mundos
Double B Coffee & Tea
Doubleshot
Gill's Coffee
Kavárna Pražírna
Kávový klub/kafe karlin
La Boheme Cafe
mamacoffee
Nordbeans
Rebelbean
Rusty Nails Coffee
original coffee
coffee culture
fiftybeans
kapitan arabica
amáres coffee
ikona coffee
Kikafé
brick city coffee
birdsong coffee

Slovakia

goriffee
green plantation
Diamonds roastery
Kavala

the World

da Matteo
Per Nordby
Rocket Bean Roastery
five elephant
casino mocca
Climpson nad sons
gardelli
coffee proficiency
beyond within
cambell&syme
fjord coffee
machina
Tim Wendelboe
Mahlefitz
hasbean
baileis coffee
taf



Participating coffeeshops:

» total of 15 coffeeshops

Alchymista
Bakla café
Cafe Datel
Cafe Letka
Kavárna Čekárna
Pikola
Cafe Jen
Ema espresso bar
Kafemat
U Černého stromu
Lípy
Coffee Room
kafe jak lusk
coffee imrvére
mymika



Special guests at the festival:

Gwilym Davies (United Kingdom)

Maxwell Colonna-Dashwood (United Kingdom)

Patrik Rolf Karlsson (Denmark)

Paulo Cesar Toledo Campos (Brazil)

José Manuel Velásquez Betanco (Nicaragua)

Zuzana Černá (Coffee Embassy)

Zdenka Panovská (University of Chemistry
and Technology in Prague)

Jáchym Růžička (Coffee Embassy)

Michal Truksa

Veronika Galová Veselá

Karolína Kumštová

Tereza Balá



MULTIMEDIA OUTPUTS

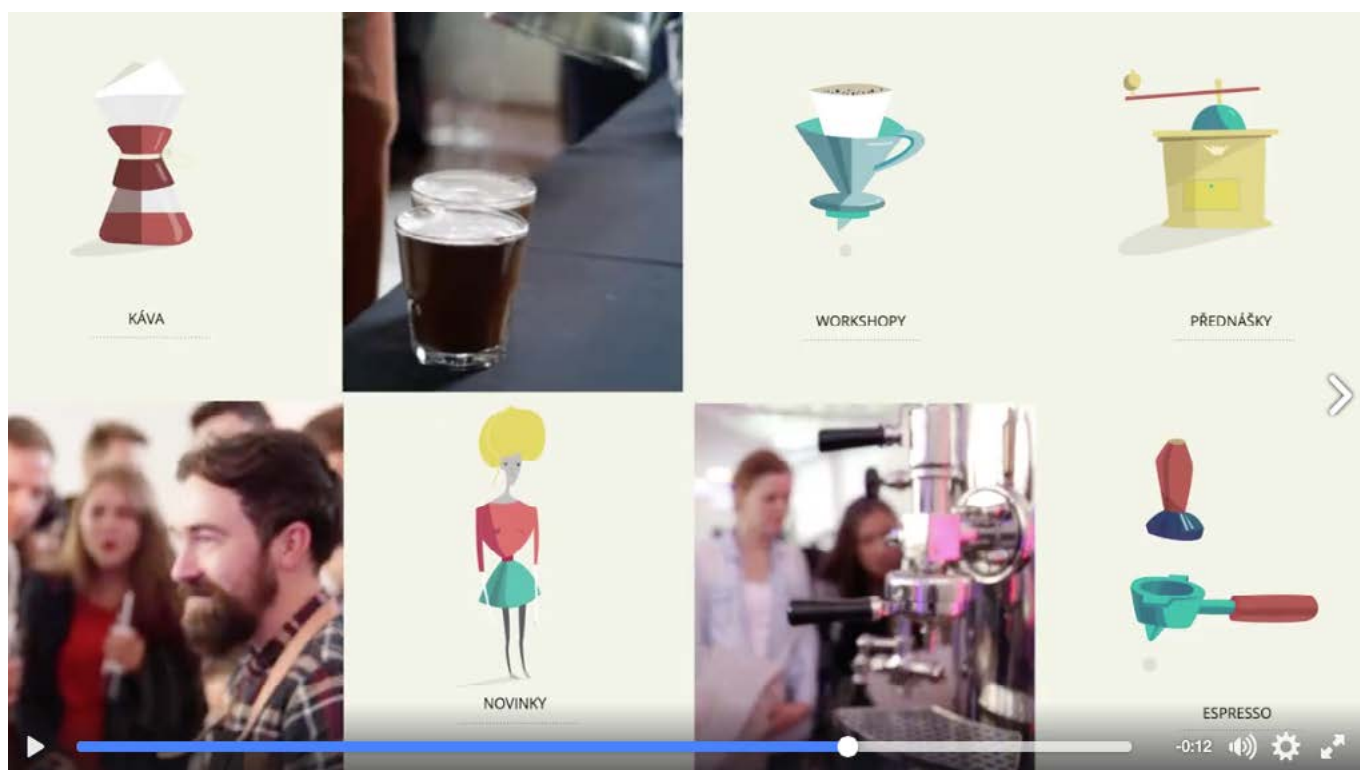
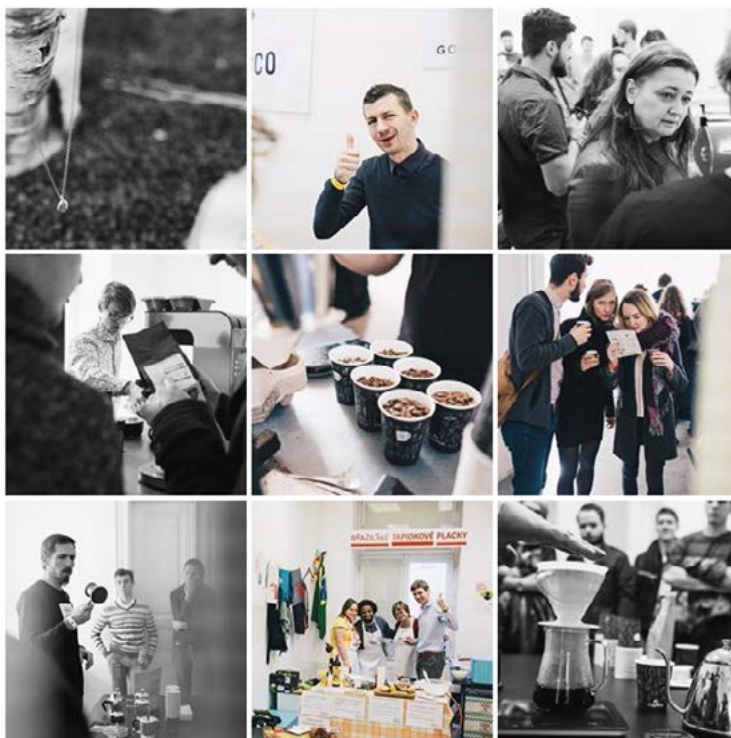
Official gallery

Saturday 22 October 2016

Sunday 23 October 2016

Official video:

Collection of videos



PRAGUE COFFEE FESTIVAL 2016 - PUBLIC RELATIONS

Press reports

two Czech press reports
one English press report

Media and advertisement campaign

internet
outdoor
radio broadcast
press
Book of Cafés



Contests

contest for the GoatCup cups on Facebook
contest for the tickets on mamacoffee Facebook
contest in painting on cups at the festival
GoatCup Milkbattle contest in painting in coffee with milk

Video

two video reports from the festival

Merchandise

T-shirts (4 types)
tank tops (3 types)
canvas bags (3 types)
mugs
charms
patches
buttons
coltbrew beverage
cascara (dried)

PRAGUE
coffee
FESTIVAL

22.-23. ŘÍJEN | 10.00 - 18.00 | KAFKŮV DŮM

HLAVNÍ PARTNERI
DOPLET CHEMEX la marzocco mamacoffee

2016
Vstupenky můžete získat
online na www.koffeetisk.cz
Kupujte vstupenky jen osobně
předtím než dorazíte na festival
a potvrďte je, protože již v tu
chvilku se mohou vyčerpávat.

PARTNERI
CASCARA
CupPlus
Coffee Klub
EXPRESFM
klesib

MEDIÁLNÍ PARTNERI
f
t
g

Book of Cafés

The fourth edition of the Book of Cafés has been published at the occasion of the International Coffee Day and fifth Prague Coffee Festival. It will lead its readers to 43 different places with coffee scent all over the Czech republic not only on paper, but it also directly invites to visit. Whoever buys this book will get for free one coffee-based beverage in each of the presented cafés. Most cafés are located in Prague (19), Brno (3) and Ostrava (3). The book presents coffeshops from 21 Czech towns.



INTERNET

Official webpage: www.coffeefest.cz

Visitors:

September: 4 577

October: 20 995

Facebook – page: PragueCoffeeFestival

9 569 fans at the moment

14 % growth since 9. 9. 2016

Facebook – event: událost

6 700 people were interested

1 800 people attended

971 shares

Twitter: Prague_coffee

626 followers

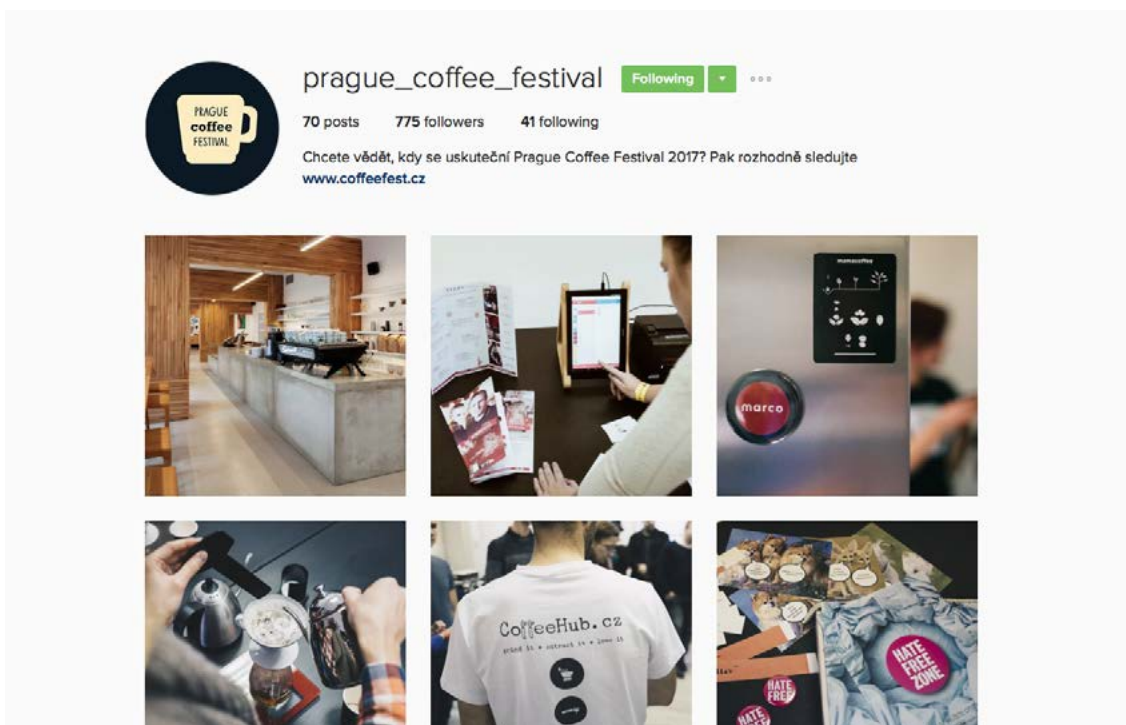
Instagram: prague_coffee_festival

754 followers

51 % growth since 9. 9. 2016, when I began with the PR of the festival

MONITORING

[Monitoring table](#)



RADIO BROADCAST

Advertisements:

Rádio 1
Expres FM
Classic

Reports, interviews:

Rádio 1
Expres FM
ČR Dvojka
Rádio Applaus

PRESS

[Monitoring table](#)

TV

TV 13 (report directly from the festival)

OUTDOOR

Poster advertisement in participating coffeshops (200 posters)

Právě hraje:
DAN WALTERSTEIN
10:05 - 11:40

Hledej Registrace Přihlásit se

PROGRAM POŘADY DJS DOWNLOAD REKLAMA Z ÉTERU MESSAGE BOARD E-KIOSEK KONCERTY ROZHOVORY

PRAGUE COFFEE FESTIVAL 2016

DNES NA RADIU 1

10:05	DAN WALTERSTEIN
11:40	KULTURNÍ SERVIS
11:45	DAN WALTERSTEIN
12:00	BLN

UWAGA

Od začátku října jsme přichystali programové změny. Dotkly se zejména pořadů v pondělí a ve středu. Do vysílání Radia 1 přibyl také nový pořad o grime music nazvaný Radio51, jehož moderátorem bude rapper a DJ SMACK. [více](#)

CD NONSTOP

Dnes od 19:00

GEORGE FITZGERALD
Fading Love

Echo24.cz | Ordochod Velké Británie z EU zahájíme v březnu, potvrdila Mayová

FESTIVAL PARTNERS

Prague Coffee Festival 2016 could not happen without the kind help of our partners. We would like to thank them a lot!

Prague Coffee Festival 2016 je pořádán pod laskavou záštitou ministra zemědělství Mariana Jurečky a pod záštitou primátorky hlavního města Prahy Adriany Krnáčové.



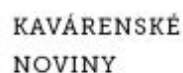
Hlavní sponzoři



Partneři



Mediální partneři



CONTACT

Coffee Embassy z.s.

address:

Dukelských hrdinů 47

Veletržní palác

170 00 – Praha 7

Invoicing address:

Coffee Embassy z.s.

Osmého listopadu 436/48

169 00 Praha 6 – Břevnov

IČ: 03119432

DIČ: CZ03119432

Adam Pešta

Head of production

tel: +420 773 698 622

e-mail: adam@coffeefest.cz

Martin Rippl

PR, media

tel: +420 734 257 808

e-mail: martin@coffeefest.cz

www.coffeefest.cz

[#coffeefestcz](https://www.instagram.com/coffeefestcz)

FB: PragueCoffeeFestival

Twitter: Prague_coffee

Instagram: prague_coffee_festival

