The Amsterdam Coffee Festival

Brewing Connections, One Decade Strong

/ EVENT GUIDE

3 – 5 APRIL 2025

BRITA

alpro

la marzocco
handmade in florence

aillio

Packiro

SANREMO
COFFEEMACHINES

KOFFIE & cacao

Allegra WORLD COFFEE PORTAL

5THWAVE
THE BUSINESS OF COFFEE & HOSPITALITY

HARIO

FRIZBEE CERAMICS

den Eelder

Aiya

decent
PACKAGING

/FLOORPLAN

/THE COFFEE TRAIL

Step onto the Coffee Trail 2025 – your guide to discovery, flavour, and unforgettable experiences.

Explore the most exciting destinations across the festival floor—interactive workshops, hands-on tastings, bold new product launches, and immersive brand activations. Use your roadmap to the sights, sips, and stories that make ACF25 a truly immersive, sensory celebration. Let the adventure begin.

4 Categories:

WORKSHOP
GAME/COMPETITION

TASTING
MASTERCLASS

● WORKSHOP

BARISTA COLLEGE (N43)
Silent Disco: The Story of Coffee & Sustainability
Pop on wireless headphones and dive into coffee's journey and sustainability in this immersive silent disco session.

BEPURE (N32B)
Sustainable Solutions: Eco-Friendly Packaging Workshop
Learn how compostable and recyclable packaging is transforming coffee sustainability in this quick, insightful workshop.

DALLA CORTE (N90)
Where Automation Meets Craft: Mytico & Aerialab Unveiled
Master the art of milk frothing with Mytico & Aerialab. Explore how semi-automatic machines are revolutionising coffee craftsmanship, delivering world-class precision with every pour.

DIYPRESSO (Z3)
Hands-On with DIYpresso
Assemble your own espresso machine! Get hands-on and learn the mechanics behind the perfect shot.

IL MANOVALE (R17)
Mastering Moka Extraction
Revolutionise moka brewing! Adjust pressure, grind, and temp to craft the ultimate extraction.

KALVERLIEFDE ZUIVEL (N12C)
Meet the Kalverliefde farmer
Meet the farmer, take a virtual dairy tour, and discover why keeping the calf with the cow matters.

KOFFIESCHOOL (N17)
Coffee, Hands-On & Sustainability
Refine your barista skills with troubleshooting tips, expert cuppings, and sustainability insights in multiple immersive experiences.

KOHRAFIJU (N31A)
Japanese Dripper Showdown
Discover the latest Japanese drippers! Compare their impact on flavour in this hands-on brewing session.

MEHMET EFENDI (N7)
The Art of Traditional Turkish Coffee Brewing
Step into the rich tradition of Turkish coffee and master the art of brewing with a cezve. Discover the secrets behind its bold flavour, velvety texture, and signature foamy top in this immersive experience.

SPICEKIX (C11)
SpiceKix Coffee Lab: Cold Brew Pairing & Ibrik Mastery
Pair cold brews with bold spices or master the ancient Ibrik brewing method – two workshops, endless flavour.

● TASTING

BOARDWALK COFFEE (R19)
Mashbrel Masters
How does texture change your coffee experience? Taste, compare, and sharpen your sensory skills.

CHALO (N52)
Non-Stop Chai & Matcha Tastings
Unlimited chai and matcha tastings! Hot, iced, or as creamy ice cream—find your favourite sip.

CIME (R3)
Filter Trip: Discover Granja La Esperanza
Experience the best flavours of Granja La Esperanza's expertly fermented coffees in this guided tasting.

COFFEE BEAN (C9)
Taste Asia's Finest Coffees
A rare chance to taste Asia's finest coffees. Join our exclusive sessions at 11:00 & 15:00!

ESSENTIAL COSTA RICA (N9C)
Taste Costa Rica's Sustainable Coffee
Sip sustainably-grown Costa Rican coffee, a pioneer in deforestation-free trade. Taste excellence with a purpose.

FINCA LA HOLENDESA (N13A)
Specialty Coffee Cupping: Colombia
A sensory trip to Colombia! Experience the finest Eje Cafetero coffees in this expert-led cupping.

KITCHEN AID (N1C)
Espresso Martinis with KitchenAid
Test the latest KitchenAid Espresso machines and experience café-quality coffee at your fingertips.

LEKKER BEAN (C10)
Experience Saudi Coffee (Gahwa)
Step into the world of Gahwa. Saudi Arabia's aromatic coffee tradition, served with dates & rich history.

LIGRE (N33D)
The Italian Coffee Moment
Experience the perfect Italian coffee moment with Ligre. Espresso, cappuccino, and la dolce vita in a cup.

MABO (R2)
Champions' Brew: Coffee Tasting
Sip like a champion! Taste competition-winning coffees and explore the impact of different processing methods.

MAMAS CHAI (N26B)
Chai Me If You Can
A chai experience like no other! Six unique blends, one unforgettable tasting. Are you ready to chai?

MONIN (N5)
Matcha & More with Monin
Matcha like you've never tasted before! Unexpected pairings and new ways to enjoy this trending ingredient.

NITRO BREW (N54)
Cold Brew Explorer
Cold brew, three ways! Discover how origin and processing shape taste in this guided tasting.

ORO TRADING (C8)
Cupping Session: A trip around the world of coffee with ORO
Travel the coffee world in a single cupping! Taste unique lots and hear their origin stories.

RUDYS KOMBUCHA (N28A)
Taste the Best Kombucha in the World!
Award-winning kombucha, straight from the world's best. Sip, savour, and discover your new favourite.

SUCAFINA (C3A)
Microlots & More: Cuppings from East Africa to Brazil
Taste your way through microlots and premium coffees from East Africa and Brazil. Join our cupping sessions on Thursday at 11:00 & 15:00, and Friday at 11:00 & 16:00!

SYMPLE COFFEE ROASTERS (R6)
Symple Cupping Session: Explore the Art of Coffee Tasting!
Deep dive into the world of cupping! Hone your tasting skills with Symple's curated coffee selection.

WAKULI (C2A)
Enter the Cold Brew Mothership with WAKULI
Step aboard the Cold Brew Mothership! Taste nitro-infused cold brews and explore the future of chilled coffee.

ZABRONI & CAFABERRY (N18B)
Discover the Rich Flavours of Cascara
Experience the fruity, tea-like essence of cascara. Taste Zabroni's Cascara Syrup and Cafaberry's Chocolate & Cascara Bar, redefining this sustainable ingredient

● GAME/COMPETITION

ALPRO (N2A)
The Alpro Claw Machine
Test your luck at the Alpro Claw Machine and win exclusive prizes. Ready to grab your reward?

ARLA (N6C)
Wheel of Fortune
Discover our brand, win amazing giveaways, and enjoy the rich taste of Arla *JORD* Haver Barista!

BODHI DRINKS (N31B)
Spin & Win with Bodhi
Spin the wheel, complete a challenge, or snap a creative pic to win a Bodhi prize worth €50!

CASCARA CABINET (N23)
Cascara's Cabinet: Prebiotic Pubquiz
Think you know gut health? Prove it in our prebiotic pub quiz. Fun, learning, and cascara sodas await!

CREATE COFFEE ROASTERS (R4)
Guess the Mystery Coffee
Can you guess the mystery coffee? Taste, analyse aromas, and win a reusable Create cup!

ELOVENA (N27A)
Guess & Win with Elovena!
Celebrate 100 years of Finnish oat expertise with Elovena! Sip on our Barista & Chocolate oat drinks, uncover what makes them special, and take on our secret challenge for a chance to win an exclusive prize!

KOFFIETJE (N61)
Grab a Coffee for Charity
Try your luck and win! With 250+ prizes, from coffee workshops to café freebies, everyone's a winner.

KOLIBRI COFFEE (R16)
Mystery Coffee Trivia
Answer three coffee trivia questions correctly and win a prize! Think you know your beans?

KTC (N53)
The 50 Bottle Challenge!
Subscribe & win! First 50 subscribers get a free Kambukka thermos—double the value, double the reward!

MANHATTAN COFFEE ROASTERS (N26A)
Mini Customters Challenge
Test your palate! Spot the odd coffee out in this mini cupping challenge with Ikthyia Merlin.

● MASTERCLASS

KURUKAHVECI MEHMET EFENDI (N7)
Exploring Turkish Coffee: Traditions & Trends with Brodie Vissers
A deep dive into Turkish coffee! From Ottoman roots to modern trends—brewing, tasting, and tradition.

ROJAS ESPECIALTY COFFEE (N30D)
Carlos Andres Perdomo Rojas
Join 5th-gen farmer Carlos Andres Rojas for an exclusive "crop to cup" masterclass & tasting.

SAGE (N29)
Master the Art of Espresso
Perfect your espresso-making skills with the Sage Espresso Masterclass! Get hands-on with expert tips, machine insights, and essential techniques to craft café-quality coffee at home.

SIP: THE SECRET INVITE-ONLY PARTY

SIP

SIP: THE SECRET INVITE-ONLY PARTY

WE'RE THROWING A PARTY – AND YOU'RE INVITED!

To celebrate 10 years of The Amsterdam Coffee Festival, we're going all out with SIP – a bold new destination where cocktail culture, natural wine and vinyl-only sets collide.

Think flavour-forward drinks, pure analogue sound, and an energy that shifts from laidback tastings by day to party vibes by sundown.

And the best part? SIP is included in your festival ticket.

COCKTAILS & WINE

€7.50 EACH

SIGNATURE COCKTAILS

FLYING DUTCHMEN COCKTAILS
Tiramisu
Busker's Irish Whiskey Triple Cask, Madeira wine, JaBIMo Jamaica Blue Mountain Cold Brew, lady finger

BELLY OF THE BEAST
Tropical Tonical
Spirited Union XO Colombian Rum, Oloroso Sherry Caffè Nativo Arabica Cold Brew, lychee, smoked lime tonic

DUTCH COURAGE COCKTAILBAR
Sporty Dutch Coffee Colada
Bols Barrel Aged Genever infused with fresh pineapple, coconut, water, Caffè Nativo coffee

DOOR 74
Tall, Dark & Handsome
Código 1530 Reposado tequila, cold brew, coconut, carob, sandalwood, nitro

DOOR 74
Speakeasy & Chill
Código 1530 Blanco tequila, tart cranberry, peach nectar, lime blossom honey

NATURAL WINES

WILDE WIJNEN
OKR
Moravia, Czech Republic
Skin-contact white. Textured and electric, with tropical fruit, citrus peel and a dry, zippy finish

Despina
Emilia-Romagna, Italy
Pet-nat Lambrusco. Lightly sparkling, bone-dry and thirst-quenching. Juicy red berries with a herbal lift

FUNKY WINES
Secco
Mosel, Germany
Sparkling white. A dry biodynamic blend of Riesling and Pinot Noir with mineral tension and soft mousse

Giandòn Rosso
Emilia-Romagna, Italy
Chillable red. Bright and juicy with wild cherry, crushed herbs and a fresh, easy finish

FAR OUT DRINKS CO.
Bolinha
Dão, Portugal
Orange wine. Elderflower, tangerine and grapefruit. Bold and aromatic, with light grip from extended skin contact

Nina
Dão, Portugal
Red blend. Vibrant and lifted with strawberry, raspberry and a touch of spice. Made from 20 native grapes

NILOUFAR WINE - ZERO-ZERO
Water of Love
Catalunya, Spain
Pet-nat blanc de noir. Garnatxa Negra. Soft red fruits, fine bubbles, and a clean, dry finish

Mitja Lluna
Catalunya, Spain
White. Bold and textural with orange-wine character. Aged in chestnut barrels. Elderflower, caramel and stone fruit

🎧 VINYL-ONLY SETS BY ESPRESSO RECORDS 🎧

All day, every day – SIP becomes a vinyl-powered sanctuary, curated by Espresso Records and powered by the stunning analogue sound system from @orse_audio.

This is no background music – these are immersive, genre-blending sets that move the room.

LINE-UP HIGHLIGHTS

THURSDAY 3 APRIL

12:00–16:00
@doktoro_dj & @dj_klapsalon

16:00–20:00
@jojojooojojoj & @jellehamstra

FRIDAY 4 APRIL

12:00–13:00
@doktoro_dj

13:00–16:00
@yuyamatsuura

16:00–20:00
@lonnyjoco

SATURDAY 5 APRIL

12:00–14:00
@doktoro_dj

14:00–17:00
@genewilliams

17:00–20:00
@jolene.33rpm

Whether you're in it for the cocktails, the crate-digging beats, or the bold flavours of natural wine – SIP is your backstage pass to the coolest corner of ACF25.

SIP: THE SECRET INVITE-ONLY PARTY

/ EXHIBITORS

N26D	5 ELEPHANT
BECOME A ROASTER	AILLIO
N1A	AIYA EUROPE
N2A	ALPRO
R20	ANDY ROASTERS
N6C	ARLA FOODS
N28B	AYA & IDA
N50	BARISTA SOCIETY
N35	BARISTA-ESSENTIALS
N43	BARISTACOLLEGE
N32B	BEPAC
C3B	BLOMMERS COFFEE
R19	BOARDWALK COFFEE
N31B	BODHI DRINKS
R15	BOO ! MODERN COFFEE COMPANY
N4C	BRITA
N2B	BWT
N23	CASCARA SODA
N25	CHAIWALLAH CHAI
N52	CHALO
R11	CHUNKY CHERRY
R3	CIME
C9	COFFEE BIAN
N9D	COFFEE SERVICE GROUP
R4	CREATE COFFEE ROASTERS
N17	DE KOFFIESCHOOL
N34	DELI REST SERVICE
N28D	DEM GOOD CHAI
N10B	DIRECTROASTER
Z3	DIYPRESSO
Z8	DOLCI BACI
N27A	ELOVENA
N20	FAST2MARKET / TOSTINI CAFFÈ
N32A	FINCA LA HOLANDESA
C2C	FINCA.SHOP
R10	FRESH BLACK
N30A	GIRAFFE COFFEE
N30C	GRAYCANO
R5	GROUNDED
N1D	GUATEMALAN COFFEES
N3C	HARIO
N30B	I KNOW JERRY FROM TORONTO
R17	IL MANOVALE
N8A	JETDRINKS
R18	KAFEA TERRA
N32C	KALVERLIEFDE ZUIVEL
N1C	KITCHENAID
N31C	KLEPPER & KLEPPER
N53	KOFFIETCACAO
N61	KOFFIETJE.NL
N31A	KOHIRAIFU
R16	KOLIBRI COFFEE
C1	LA MARZOCCO
N3A	LA SAN MARCO
C10	LEKKER BEAN
N33A	LIGRE
R2	MABÓ COFFEE ROASTERS
N26B	MAMASCHAI
N26A	MANHATTAN COFFEE ROASTERS
N7	MEHMET EFENDI
N24	MINOR FIGURES
N3D	MOCCA D'OR
R1	MOK
N32D	MOKKA UR
N5	MONIN
N39	MOUNT CARAMEL
C2B	MTS PACKAGING
N54	NITRO BREW
N19B	NOW.HERE
C4A	OATLY
N33C	OLIVO COFFEE CULTURE
C8	ORO
N2C	PACKIRO
N18A	PERFECTTED MATCHA
N33B	PINBOX
N9C	PROCOMER COSTA RICA
N4A	ROEMAH INDONESIA
Z2	ROHO COFFEE
N30D	ROJAS SPECIALTY COFFEE
N28A	RUDY'S KOMBUCHA
N21	RUM BABA
N29	SAGE APPLIANCES
N27D	SAMBAZON
N40	SANREMO
R13	SCHOT COFFEE ROASTERS
N31D	SINGLE ESTATE
C11	SPICEKIX COFFEE LAB
N51	SPROUD
C12	SPROUT COFFEE ROASTERS
C3A	SUCAFINA
R6	SYMPLE
C2A	WAKULI
N36	WATERCARE HOLLAND
N28C	YIN CHA
N18B	ZABRONI

SCHEDULE/ THURSDAY

LATTE ART LIVE

THE ULTIMATE LATTE ART MASTERCLASS

10:00 Kaspar Tammjärv
11:00 Merijn Gijbers
12:00 Kaspar Tammjärv
14:00 Kaspar Tammjärv
15:00 Kaspar Tammjärv
16:00 Merijn Gijbers

5THWAVE LIVE

10TH ANNIVERSARY EDITION

Join Jeffrey Young and industry leaders for bold talks exploring a decade of innovation — and the trends set to shape the next 10 years of specialty coffee in the Benelux.

11:00 **ESPRESSO EVOLVED: A DECADE OF INNOVATION IN ESPRESSO MACHINES**
How technology and culture have redefined espresso, from specialty cafés to global coffee hubs.
—
Andrea Zamprogno
Product Manager, Sanremo
Anton Mathes
Head of Product Development, Ligre
Henk Langkemper
Co-owner Espresso Service West, La Marzocco distributor NL
Johan Van De Bunt
National Account Manager, Hillewaert

12:00 **WOMEN IN COFFEE: DRIVING CHANGE AND INNOVATION**
Exploring the impact of women in the coffee industry – from farm to cup. This discussion will highlight the challenges, opportunities, and the future of gender inclusivity in coffee.
—
Hosted by: **Bregje Deben**
Co-owner of Koffieschool
Annelise Scholl
Founder of Grounds Coffees
Bregje Deben
Co-owner of Koffieschool
Dagmar Geerlings
Founder of Dagger Coffee

13:00 **NAVIGATING EUDR: WHAT IT MEANS FOR EUROPEAN COFFEE**
This session breaks down key requirements, traceability challenges, compliance strategies and the impact on the people behind the product to help coffee businesses adapt, minimize risk and maximize positive impact
—
Hosted by: **Pieke Abelman**
Owner of Barista College

15:00 **THE FUTURE OF COFFEE MARKETING: CONNECTING WITH NEW CONSUMERS**
Innovative marketing strategies, storytelling, and trends that connect coffee brands with tomorrow's audience.
—
Bryan Serwatka
Coffee Community Manager, Minor Figures
Rob Berghmans
Founder and Owner of Caffenation
Yorick Bruins
Co-founder of Wakuli

16:00 **COFFEE AT WORK 2.0: THE RISE OF SMART COFFEE VENDING**
How innovation and technology are reshaping coffee solutions for workplaces and beyond.
—
Joost Leopold
Headmaster, AST and Coffee Consultant at Koffieschool
Theo Leene
Managing Director, Powder Products Benelux
Tjerry Sanders
Managing Director, EVOCA Netherlands
Willem Huisman
Sales Director Professional, BRITA Benelux

CUPPING EXCHANGE

ORIGIN TALKS & CUPPING SESSIONS

10:30 Touton Specialties Coffee
11:30 Touton Specialties Coffee
12:30 Trabocca
13:30 Rojas Specialty Coffee
14:30 Trabocca
15:30 Grounds Coffee

BECOME A ROASTER

Sessions at:
10:30 / 11:30 / 12:30 / 13:30 / 14:30 / 15:30 / 16:30

ROAST MASTERS™

DAY 1 - QUALIFIERS

10:00-10:20 Giraffe Coffee Roasters
10:30-10:50 Blommers Coffee
11:00-11:20 MOK Coffee
11:30-11:50 MABÓ Coffee Roasters
12:20-12:40 Wide Awake Coffee
12:50-13:10 Manhattan Coffee Roasters
13:20-13:40 Kalve Coffee Roasters
13:50-14:10 Badeta Coffee
14:20-14:40 Calibre Coffee
14:50-15:10 Kolo Coffee
15:40-16:00 Screaming Beans
16:10-16:30 Andy Coffee Roasters
16:40-17:00 Moyee

Throughout the day, competitors will undertake a 90-minute mystery roasting session. Competitors must Roast Mystery Green Beans for the judges to cup on DAY 2.

SCHEDULE/ FRIDAY

LATTE ART LIVE

THE ULTIMATE LATTE ART MASTERCLASS

FRIDAY

10:00 Kaspar Tammjärv
11:00 Merijn Gijbers
12:00 Kaspar Tammjärv
14:00 Kaspar Tammjärv
15:00 Kaspar Tammjärv
16:00 Merijn Gijbers

5THWAVE LIVE

11:00 **FROM NICHE TO NECESSITY: 10 YEARS OF SPECIALTY COFFEE IN THE BENELUX**
Reflecting on a decade of growth and what lies ahead for the specialty coffee community.
—
Esther Maasdam
Co-founder of Manhattan Coffee Roasters
Marc Kluijver
Founder of KTC Magazine
Rose Van Asten
Coffee Consultant & Specialty Coffee Association Barista Trainer

12:00 **ROASTING SUCCESS: THE BLUEPRINT FOR BUILDING COFFEE BRANDS IN THE BENELUX**
Insights from leaders who turned passion into thriving coffee businesses.
—
Jens Crabbe
Owner of MOK Coffee
Joris Goossens
Commercial Director, Keen Roastery & Keen Coffee Bar
Véronique Heylen
Senior Sales Trader, Sucafina NV

FRIDAY

14:00 **CAFÉ 2025: THE DRINKS TRENDS YOU NEED TO KNOW**
Why cafés are embracing alternative drinks to stay ahead of the curve in an evolving market.
—
Ahmed Mahla
Head Roaster, Spicekix Coffee Lab
Dennis Durlinger
Brand Manager, Monin
Merijn Gijsbers
Barista Champion, Authorised SCA-trainer, Owner of Het Koffiegenootschap and brand Ambassador for Alpro
Vicky Ceulemans
Founder of Bodhi Drinks

15:00 **COFFEE COMPETITIONS: MORE THAN JUST A TROPHY**
How competitions drive innovation, elevate barista skills, and shape the future of specialty coffee.
—
Julia Kuin
Barista Market Development Lead Benelux, Oatly
Lex Wenneker
Owner of Friedhats Coffee and the Friedhats FUKU Cafe
Rose van Asten
Coffee Consultant & Specialty Coffee Association Barista Trainer
Zjevaun Janga
Owner of Ripsnorter Coffee

FRIDAY

CUPPING EXCHANGE

ORIGIN TALKS & CUPPING SESSIONS

10:30 Finca La Holandesa
11:30 Touton Specialties Coffee
12:30 Touton Specialties Coffee
13:30 Anacafé Guatemala
14:30 Procomer Costa Rica
15:30 Rumbaba Coffee Roasters

BECOME A ROASTER

Sessions at:
10:30 / 11:30 / 12:30 / 13:30 / 14:30 / 15:30 / 16:30

ROASTMASTERS™

DAY 2 - QUARTER FINALS

FRIDAY

09:30 Day 1 Round Results Announced

10:15 - 11:15 QF 1
11:30 - 12:45 QF 2
13:30 - 14:45 QF 3
15:00 - 16:15 QF 4

17:00 Quarter Final Round Results Announced

Throughout the day, competitors will undertake a 90-minute mystery roasting session. Competitors must Roast Mystery Green Beans for the judges to cup on DAY 3.

SCHEDULE/ SATURDAY

LATTE ART LIVE

THE ULTIMATE LATTE ART MASTERCLASS

SATURDAY

09:00 Kaspar Tammjärv
10:00 Kaspar Tammjärv
11:00 Merijn Gijbers
12:00 Kaspar Tammjärv
13:00 Kaspar Tammjärv
14:00 Kaspar Tammjärv
15:00 Matcha Latte Art Battle – ESTA
17:00 Merijn Gijbers

5THWAVE LIVE

ROAST MASTERS X
SIGNATURE DRINK PRESENTATION

10:00 / 11:00 / 12:00 / 13:00 / 14:00 / 16:00

CUPPING EXCHANGE

ORIGIN TALKS & CUPPING SESSIONS

09:30 Giraffe Coffee Roasters
10:30 Single Coffee Roasters
11:30 Tea Tasting Championship – ESTA
15:30 Chunky Cherry
16:30 Wakuli

BECOME A ROASTER

Sessions at:
09:30 / 10:30 / 11:30 / 12:30 / 13:30 / 14:30 / 15:30 / 16:30 / 17:30

SATURDAY

ROAST MASTERS™

DAY 3 – SEMI FINALS AND FINALS

SEMI FINALS

09:30 - 11:30 SF1
12:00 - 14:00 SF2
14:30 Round Results Announced

FINALS

15:00 – 16:30
17:00 Competition Winner Announcement