



## SPONSORSHIP DOSSIER

**HOSTELCO**

Saló Internacional de  
l'Equipament per a la Restauració,  
Hoteleria i Col·lectivitats



FórumCafé  
Fórum Cultural del Cafè

## INTRODUCTION

With the creation of the Coffee Zone, Hostelco, the International Restaurant, Hotel and Community Equipment Exhibition, has sought to put the spotlight on the coffee industry. The Coffee Zone, the coffee sector's leading meeting in Europe, will bring the entire coffee universe, from coffee plantation to coffee cup, together in a single venue and is proof of the considerable interest aroused by this product, not only because of its high consumption but also because of its cultural aspects. The Coffee Zone will offer the opportunity to try different coffees from around the world and learn about the different methods used to prepare it.

According to data provided by the Forum Cultural del Café (Cultural Coffee Forum), Spain is the fourth largest coffee buyer in Europe and the seventh largest worldwide. Barcelona can also be considered the Mediterranean's coffee capital, for its infrastructures – in particular, its port as the major platform for the arrival and distribution of green coffee beans –, for the high concentration of points of sale and for the fact that a large number of franchises and specialist retail outlets have their head offices here. In fact, the only city which surpasses Barcelona in these parameters is Seattle, the US city where the Starbucks Coffee chain was born.

The Coffee Zone will be located in Hall 2 at the Montjuïc Exhibition Centre. In addition to 3,500 m<sup>2</sup> of exhibition space with 60 exhibitors specialised in coffee and related areas, it will also host:

- The final of the 5<sup>th</sup> National Barista Championship
- The 2<sup>nd</sup> Grand Finale between Spain, Andorra and Portugal
- Coffee tasting
- Courses and lectures
- Other events

The 5<sup>th</sup> National Barista Championship in Spain is organised jointly by the Forum Cultural del Café and Hostelco – Fira de Barcelona.

The Coffee Zone is organised in partnership with the Forum Cultural del Café, a non-profit association created in July 1996 and officially registered in 1997 that acts as a forum for all coffee lovers in Spain to further awareness of this aromatic product. Other goals are to communicate coffee as a culture to professionals and consumers, further the general interest of all the individuals or companies involved in its production, distribution and consumption and organise educational, technical, artistic, leisure and cultural activities for its members.

With a track record dating back 25 years, Hostelco – organised by Fira de Barcelona – is today the largest exhibition in Spain and the second largest in Europe for the hotel, restaurant and communities sector. At this year's exhibition, Hostelco will bring together more than 500 leading companies in the sectors that serve hotels, restaurants and communities at the Montjuïc exhibition centre (more than 30,000 m<sup>2</sup>). These companies use the exhibition as a promotion tool, business platform, for sales and to showcase their latest innovations. Hostelco is also supported and assisted by other organisations such as the Spanish Hotels Federation, FEHR, representing 75 national, regional and provincial associations whose members are part of the potential visitors to the exhibition, and the Spanish Federation of Associations of Manufacturers of Machinery for Hotels, Restaurants, Communities and Similar Industries, FELAC.



## 5th NATIONAL BARISTA CHAMPIONSHIP

### 2.1. Definition

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Organised for the third time as part of Hostelco – Coffee Zone- with the assistance of the “Forum Cultural del Café”, it is open to specialised baristas from all of the Autonomous Regions of Spain and, for the second year running, from Andorra and Portugal. The finalists from the regional championships held during 2010 will compete in the semi-finals of the 5<sup>th</sup> National Barista Championship on Saturday, 6 November, and the winners of the semi-finals will compete in the grand finale on 7 November.

All of the contestants will have to show not only their skill in preparing different types of coffee but must also be able to effectively convey their knowledge about this product.

They will have 15 minutes to prepare the machinery (coffee maker and grinder) and the accessories they may need and a further 16 minutes to prepare four espressos, two decorated cappuccinos, two special coffee-based drinks combined with other non-alcohol drinks and 2 more drinks with alcohol. While they are doing this, the baristas will talk about where the coffee they are preparing comes from, its features and organoleptic properties.

Their performance and knowledge will be assessed by a lead judge, two sensory judges and two technical judges.

There are probably several reasons why these championships are so popular. Here are some of them:

- The concept and the product are attractive for the consumer and the final result is far superior, in sensory terms, to the typical cappuccino we all know, as the texture of the milk makes it more pleasing to drink. The coffee is presented as a quality drink, with a diversity of flavours and textures.
- The barista’s participation in a championship is in itself a personal stimulus that is recognised in his day-to-day work by the consumer. If in addition he wins or is classified among one of the top few, his popularity increases and more consumers will come to his bar.
- Visibility in the media is high as the championship is visually very attractive and the shapes achieved with the cappuccinos are pure art.

### 2.2. Target audience

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The National Barista Championship targets professionals who work in the hospitality sector: restaurant managers, franchisees, hotel managers, etc., and also professionals working with coffee. It is a good opportunity for students learning the hotel and restaurant trade to learn about the world of coffee.

The trade press will also be present and the general press and audiovisual media will also be invited to attend.

### 2.3. Programme

EVENTS	DATES
COURSE IN COFFEE IN COCKTAIL-MAKING	5 NOVEMBER 2010, 10.30 A.M. TO 12 MIDDAY
LATTE ART DEMO	5 NOVEMBER 2010, 12.30 P.M. TO 2.00 P.M.
COFFEE TASTING HEATS	5 NOVEMBER 2010, 3.00 P.M. TO 5.00 P.M.
SEMI-FINAL 5 <sup>TH</sup> SPANISH CHAMPIONSHIP	6 NOVEMBER 2010, 10.00 A.M. TO 7.00 P.M.
LECTURE MR. MARINO PETRACCO	7 NOVEMBER 2010, 10.00 A.M. TO 12 MIDDAY
LECTURE MR. NESTOR OSORIO	7 NOVEMBER 2010, 12.30 P.M. TO 2.00 P.M.
FINAL 5 <sup>TH</sup> SPANISH CHAMPIONSHIP	7 NOVEMBER 2010, 3.00 P.M. TO 7.00 P.M.
BARISTA FIESTA	7 NOVEMBER 2010, 7.00 P.M. TO 8.00 P.M.
WINE, COFFEE AND OLIVE OIL TASTING	8 NOVEMBER 2010, 11.00 A.M. TO 1.00 P.M.
2 <sup>ND</sup> GRAND FINALE ANDORRA, SPAIN AND PORTUGAL	8 NOVEMBER 2010, 3.00 P.M. TO 6.00 P.M.
ESPRESSOS IN 1 HOUR COMPETITION	9 NOVEMBER 2010, 10.30 A.M. TO 11.45 A.M.
COFFEE COURSES AND TASTING	9 NOVEMBER 2010, 12 MIDDAY TO 1.30 P.M.
LECTURE ABOUT POLYPHENOLS	9 NOVEMBER 2010, 3.00 P.M. TO 4.30 P.M.
ROUND TABLE ON FAIR TRADE COFFEE CERTIFYING BODIES	9 NOVEMBER 2010, 4.30 P.M. TO 6.00 P.M.

\* Provisional programme

### 2.4. Venue

The championship will be held in Hall 2, Level 1, at the Forum del Café stand.

## HOSTELCO

Salón Internacional del equipamiento para la restauración, hotelería y colectividades.

### Sectores / Sectors

**2** **Àrea café.**  
Coffee area.

**2** **Vending**  
(distribución automática).  
**Vending.**

**2** **Food Service:**  
Alimentación y Bebidas.  
Food and beverages.

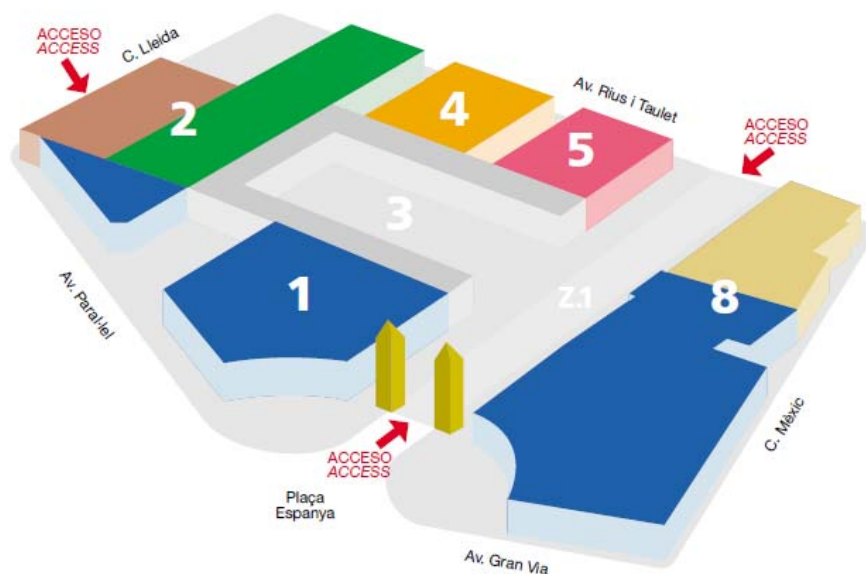
**2** **Mobiliario y decoración.**  
Textiles y uniformes.  
Furniture and decor.  
Fabrics and clothing.

**4** **Menaje y servicio de mesa.**  
Cookware and tableware.

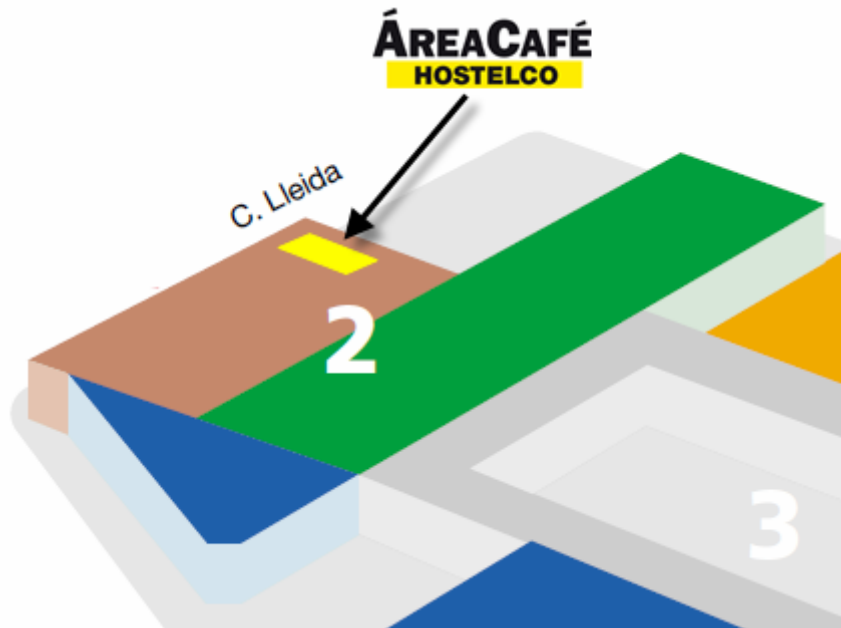
**5** **Gestión, control, informática y seguridad.**  
Management, control, computer systems and security.

**1** **Equipos y Maquinaria para hostelería.**  
**2** **Equipos and Machinery for the hotel and restaurant trade.**

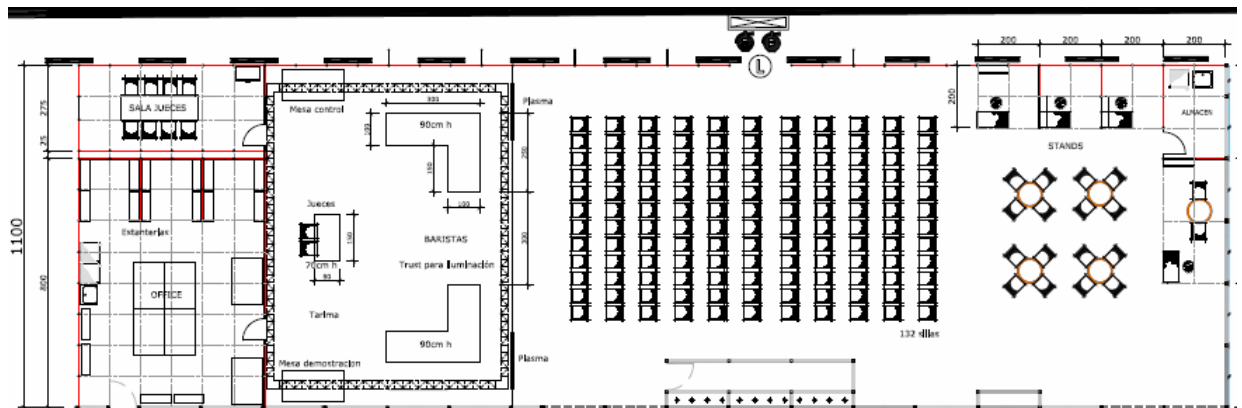
**8** **Expolimp** (equipos y productos para lavandería, tintorería, higiene y limpieza en general.  
**Expolimp** (equipment and products for laundry, dry cleaning, hygiene and general cleaning).



Location within Hall 2:



Floor plan:



## PROMOTION AND COMMUNICATION

The following means will be used for promotion and communication of the event:

### 1.- Internet

- Hostelco website – Coffee Zone
- Forum del Café website
- Links on the partner and sponsor companies' websites

### 2.- Advertising

- In specific trade magazines
- Outdoor banderoles in the exhibition centre
- Indoor signage banderoles in the halls
- Signage holders inside the halls
- Exhibition catalogue

### 3.- Mailings campaigns

- Invitation to visit the Coffee Zone + information about the championship, using the available database of restaurant managers, hotel managers and profiles interested in the coffee sector. In June and September 2010
- Monthly e-mailings from June onwards, using the available database of restaurant managers, hotel managers and profiles related with the hospitality sector.

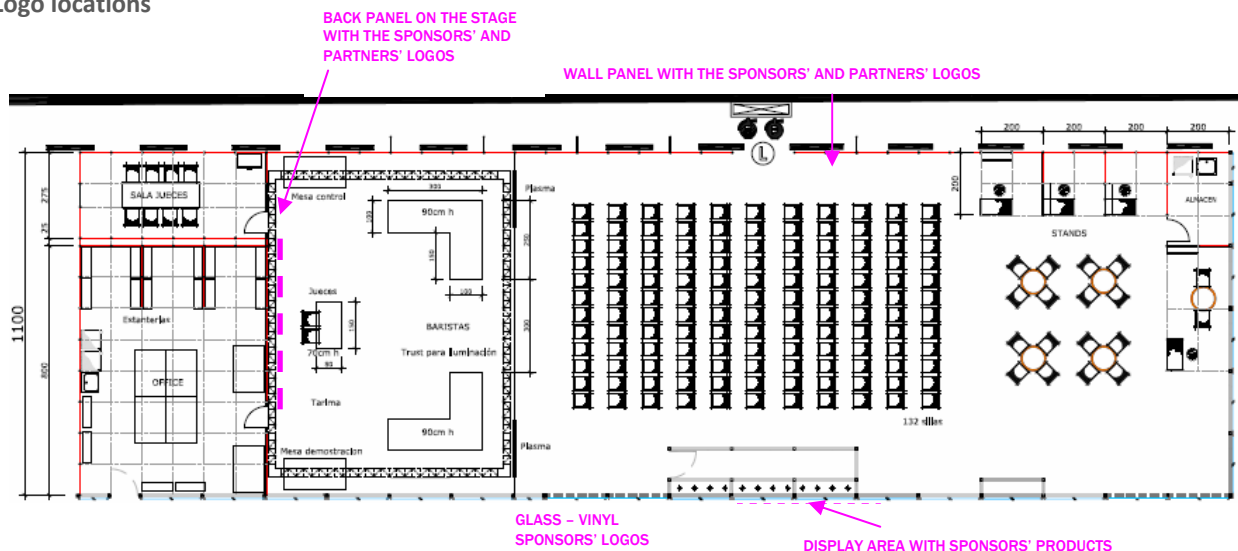
### 4.- Trade press

- Press conferences in Barcelona and Madrid (September 2010)
- General and specific press releases about the Coffee Zone

### 5.- Communication media

- Invitation to all the media to attend the championship semi-finals and final
- Supplements in the general press
- Radio
- TV

### Logo locations



## ORGANISATION STRUCTURE

### 5.1. Organising institutions

Forum Cultural del Café  
Hostelco, Fira de Barcelona

Forum Cultural del Café: The Forum Cultural del Café is a non-profit Association created in July 1996 by a group of people who shared a particular interest in coffee. Its goal is to bring together Spanish coffee enthusiasts to move forward knowledge about this aromatic product.

#### GOVERNING BOARD

Name	Company	Position	Location
SALVADOR SANS	CAFÉS EL MAGNÍFICO	President	Barcelona
JORDI CODINA	CAFÉS UNIC	Vice-President	Barcelona
LLUÍS SAULA	CAFÉS SAULA	Secretary	St. Feliu de Llobregat (Bcn)
JOSEP CASASAYAS	QUALITY ESPRESSO	Treasurer	Barcelona
DAVID GASULL	WATER&MORE IBERICA	Member	Barcelona
JOSEP ORIOL BRASÓ	CERÁMICAS ST. PANCRAC	Member	Barcelona
ALEJANDRO SALVO	CAFÉS A&S 1992	Member	Zaragoza
DAVID TOMÁS	PROMERCA	Member	Sant Boi (Bcn)
JAVIER BATALLA	GRUPO CAFÉS BATALLA	Member	Lleida
ALEJANDRO RODRÍGUEZ	CAFÉS BAQUÉ	Member	Vizcaya
MATEO MARTÍNEZ	XORXIOS	Member	La Guardia (Pontevedra)
MANUEL RODRÍGUEZ	RADAR PROCESS	Member	Vic (Bcn)
JOSEP ROVIRA	FORUM DEL CAFÉ	Consultant	Barcelona

Fira de Barcelona: The 15<sup>th</sup> Hostelco, the International Restaurant, Hotel and Community Equipment Exhibition, will be held on 5-9 November 2010. As part of the exhibition's events, once again the spotlight will be put on the coffee industry. With the creation of the "Coffee Zone" as its primary vehicle, this activity confirms the considerable interest aroused by this product, not only because of its high consumption but also because of its cultural aspects. The Coffee Zone will offer the opportunity to try different coffees from around the world and learn about the different methods used to prepare it.

Hostelco is an exhibition organised by Fira de Barcelona, an institution specialised in the organisation of industrial and professional exhibitions, leader of the Spanish exhibitions sector and one of the top four institutions in Europe in terms of number of events organised.

## Organising Committee of Hostelco 2010:

POSITION ON COMMITTEE	NAME	PROFESSIONAL POSITION	COMPANY
President	Mr. Jordi Roure	President	FELAC
Emeritus President	Mr. Jesús Mora Mas		
Senior Vice-President	Mr. Manuel Alorda Escalona	President	COMERCIAL KETTAL, S.A.
Senior Vice-President	Mr. Ramon Jove Sanz	President	AEFALTI
Vice-President	Mr. Jesús Mora Mas	President	AFMA
Vice-President	Mr. Miquel Fernandez Avellanet	President	ACFEH
Vice-President	Mr. Carlos Isabel Duesa	President	AFACO
Vice-President	Mr. Rafael Olmos		INNOVACIONES MECANICAS, S.A. "ZUMMO"
Founder Member	Mrs. Gemma Puig i Panadero	Director General of Commerce	GENERAL DIRECTORATE OF COMMERCE
Founder Member	Mr. Agustin Cordon	Managing Director	FIRA DE BARCELONA
Delegate Member from MITC	Mr. Antoni Montserrat i Sole	Territorial Director of Commerce in Catalonia	MINISTRY OF INDUSTRY, TOURISM AND COMMERCE
Member	Mr. Ferran Adria		RESTAURANTE EL BULLI
Member	Mr. Rafael Alvarez	President	IMEQHOS-Asoc. Importadores Distribuidores Equip. Hosteleria
Member	Mr. Francisco Javier Bahón Larruzea		FABRICANTES LINEA BLANCA, S.A.
Member	Mr. Rafael Boeta Beraza		BOAYA, S.L.
Member	Mr. Manel Casals i Saborit	Secretary General	GREMI D'HOTELS DE BARCELONA
Member	Mr. Josep Casasayas		QUALITY ESPRESSO, S.A.
Member	Mr. Fernando Coll Soms		FRIGICOLL, S.A.
Member	Mrs. Cristina Cordon		INDUSTRIA TECNICA VALENCIANA, S.A.
Member	Mr. Gabriel Escarrer Julia		CADENA SOL MELIA
Member	Mrs. Aurora Farré Llort		IBERITAL DE RECAMBIOS, S.A.
Member	Mr. Joan Gaspart i Solves	President	GRUPO HUSA
Member	Mr. Pere Girbau i Bover		GIRBAU, S.A.
Member	Mr. Xabier Goenaga		SAMMIC, S.A.
Member	Mr. Antonio Gros Manero		PRODUCTOS DEL CAFÉ, S.L.
Member	Mrs. M <sup>a</sup> Angeles Huguot Gort		LUIS CAPDEVILA, S.A.
Member	Mr. Juan Carlos Larrañaga Cortabarría		MARCOS LARRANAGA Y CIA., S.A.
Member	Mr. Francisco Jose Lopez de Vega		INDECASA, S.A.
Member	Mr. Juan Jose Mach	Sales Director	SAECO IBERICA, S.A.
Member	Mr. Manuel Marín		MAQUINARIA INDUSTRIAL HOSTELERA, S.L. - MAINHO
Member	Mr. Miguel Mas Cruañas		EQUIPURI, S.A.
Member	Mrs. Rosa M <sup>a</sup> Méndez	Director	FELAC
Member	Mr. Joan Molas i Marcelles	President	CONFEDERACION EMPRESARIAL D'HOTELERIA
Member	Mr. Jesus Mora Martínez	Managing Director	JEMI, S.A.
Member	Mr. Eduardo Perello Carrete		INCOTEL, S.A.
Member	Mr. Pere Pey Navines	Director	AEFIMIL
Member	Mr. Juan V. Robledo		ASOC.EMP. DETERGENTES Y PROD. DE LIMPIEZA S.A.
Member	Mr. José M <sup>a</sup> Rubio	President	FEDERACION ESPAÑOLA DE HOSTELERIA
Member	Mr. Fernando Sánchez Olavarría	President	FEDERACIÓN ESPAÑOLA DE ASOCIACIONES DE RESTAURACION
Member	Mr. Juan Carlos Sanchez Vecina	President	ASCEN
Member	Mr. Mario Sandoval Huertas		RESTAURANTE COQUE
Member	Mr. Salvador Sans	President	FORUM CULTURAL DEL CAFE
Member	Mr. Santi Santamaria		RESTAURANTE EL RECO DE CAN FABES
Member	Mr. Francisco Soler Piñon	Honorary President	MACAFE
Member	Mr. Xavier Torrents	Director Technical Catering	GRUP AREAS
Member	Mr. Jose Torres	General Manager	INFRICO, S.L.
Member	Mr. Emili Farrerons	Director of Institutional Relations and Protocol	FIRA BARCELONA
Member	Mr. Albert Planas	Director of Gastrofira	FIRA BARCELONA

## 5.2. Management teams

President Forum del Café – Salvador Sans

Exhibition manager – Isabel Piñol

Project manager – Montse Sánchez

Project secretary – Yolanda Bolaños – [yolanda@forumdelcafe.com](mailto:yolanda@forumdelcafe.com) / 93.310.38.33

Administration – Merche Gómez – [mgomez@firabcn.es](mailto:mgomez@firabcn.es) / 93.233.23.49

## TECHNICAL REQUIREMENTS

### TECHNICAL REQUIREMENTS - ESPRESSO MACHINES

Machines with traditional group (internal exchangers) or independent heating systems (all 3 are set to between 90 – 95 °C at the group head).

While the championship is in progress, there must be a technician on hand to ensure correct operational status of the machines and to check that they are properly levelled.

Three 2-group units with manually operated pushbutton (or non-programmed electronics) - 2 for the championship and 1 for practising.

### COFFEE GRINDERS

Grinders with traditional dosing systems or instant grinders are accepted.

3 units without tamper are required - 2 for the championship and 1 for practising.

### TECHNICAL REQUIREMENTS FOR THE MILK

It is prohibited to use untreated milk.

### TECHNICAL REQUIREMENTS FOR THE WATER

Filtered or mineral water. If mineral water is used, the sponsor must have a system for supplying the espresso machines and also a drainage system.

### CUPS

See the Championship's regulations at the Forum Cultural del Café website: [forumcafe@forum-cafe.com](mailto:forumcafe@forum-cafe.com)

The following product typologies can be sponsored:

- Espresso machines
- Grinders
- Water filters/treatments
- Milk
- Water
- Drink distribution
- Spare parts (baristas' equipment)
- Sugar and sweeteners
- Crockery
- Accessories and supplementary products (chocolates, syrups, biscuits, etc.)

**SPONSOR APPLICATION FORM**

**Company information**

Name \_\_\_\_\_  
 VAT No. \_\_\_\_\_  
 Address \_\_\_\_\_  
 Postcode \_\_\_\_\_  
 Town \_\_\_\_\_  
 Province/County \_\_\_\_\_  
 Country \_\_\_\_\_  
 Tel. No. \_\_\_\_\_  
 Fax No. \_\_\_\_\_  
 www \_\_\_\_\_  
 Contact person \_\_\_\_\_  
 Job title \_\_\_\_\_  
 e-mail \_\_\_\_\_  
 Direct or mobile phone \_\_\_\_\_  
 Business \_\_\_\_\_

**Sponsorship category**

Sponsor   
 Partner

State product to be sponsored  
 \_\_\_\_\_

**Product category**

Espresso machine   
 Coffee grinder   
 Filters   
 Treated milk   
 Water   
 Cups   
 Sugar   
 Sweetener   
 Supplements\*

\* Chocolate, biscuits, snacks, syrups and pastries

Payment:  
 50% of the amount must be paid with the reservation.  
 The remainder will be paid by no later than 3 November 2010

Name and signature of company officer      Company stamp

## SPONSORSHIP

2 categories are defined: Sponsor and Partner

The sponsorship categories that can be applied for will depend on the category of the product manufactured and/or marketed by the company.

The following product typologies can apply for Sponsorship:

### EQUIPMENT

Espresso machine

Coffee grinder

Water purifier

### PRODUCT

Milk

Bottled purified or mineral water

Cups

Sugar

Sweeteners

Accessories and Supplementary Products (chocolates, syrups, biscuits, etc.)

All of the products must meet the technical specifications described for each product in the championship's conditions.

The sponsorship amounts will be the following:

Equipment (sponsor)		Contribution
	Espresso machine	€15,000
	Coffee grinder	€7,500
	Filter	€1,500
Product (sponsor)	Milk	€1,500
	Cups	€1,500
	Water	€750
	Sweetener	€600
	Sugar	€600
	Supplements	€600
Partner	*see list in dossier	€1,000

### Deadline for receiving applications: 1 October 2010.

In order to take part as sponsor in the championship, you must have been an associate member of the Forum Cultural del Café for at least 1 year and have registered as an exhibitor at Hostelco 2010.

If there are 2 or more companies that meet this conditions and only one can be chosen as sponsor, this shall be decided by means of a further financial offer from the applicants in a sealed envelope. In addition to the sum offered in the sealed envelope, another 2 financial parameters will be considered: 25% of the contributions made by each company to the Forum Cultural del Café as advertising to date in its magazine and sponsoring the various regional championships organised during this year and 10% of the quantities paid to Fira de Barcelona as rental of the space for its stand at Hostelco 2010.

Therefore, the total offer to be considered will be the sum of the following 3 quantities (A+B+C):

A) Value of the offer in the sealed envelope	XX,XXX.XX euros
B) 25% of the contributions to the Forum during the year for advertising in the magazine and sponsorship of regional championships (2010)	XX,XXX.XX euros
C) 10% of the quantity paid to Hostelco as rental for the 2010 stand	XX,XXX.XX euros
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Amount to be considered in the tender (A+B+C)	XX,XXX.XX euros

The envelopes with the new offers will be opened and the contents will be announced in the presence of the applicant companies at the day and time agreed with the applicant companies and the organisation. The company who wins the sponsorship will be the company that contributes the highest amount obtained from adding together the items A + B + C.

#### 4.1. Sponsor

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The sponsor's products will be used exclusively during the championships (semi-finals and final). In addition, these products may be displayed in the sponsors' display area at the location allocated for the national championship.

##### **The sponsor of the Espresso Machine will be entitled to:**

- 1.- Availability for 2 days, morning or afternoon, of a lecture room with seating capacity for 60 pax
- 2.- Full-colour, full-page advert in the Hostelco catalogue – 50,000 copies
- 3.- Inclusion of the Logo + link with the sponsor's website, on the Hostelco / Coffee Zone website
- 4.- Inclusion of the Logo + link with the sponsor's website, on the Forum del Café website / interesting links
- 5.- Inclusion of the company's logo and/or name on promotional information for the activities
- 6.- Image of the logo (30 impacts) on posters and other image media for the championship.
- 7.- Showing of the sponsor's promotional video in the rest areas between performances by the baristas during the championship. (Estimated time 2 min.)
- 8.- Interview of the Sponsor during the Final.
- 9.- Inclusion of the logo on the Barista Championship banderoles throughout the exhibition area.
- 10.- Free invitations (2,000)
- 11.- VIP invitations (25)
- 12.- Display of the product in a preferential location inside the sponsors' display area at the championship venue.
- 13.- Use of the 3<sup>rd</sup> National Barista Championship logo for 1 year.

##### **The sponsor of the Coffee Grinder will be entitled to:**

- Full colour, ½-page advert in the Hostelco catalogue – 50,000 copies
- Inclusion of the Logo + link with the sponsor's website, on the Hostelco / Coffee Zone website
- Inclusion of the Logo + link with the sponsor's website, on the Forum del Café website / interesting links
- Inclusion of the sponsor's logo in the part of the website allocated to the exhibition's parallel activities
- Image of the logo (20 impacts) on posters and other image media for the championship.
- Inclusion of the logo on the Barista Championship banderoles throughout the exhibition area.

- Free invitations (1,000)
- VIP invitations (15)

**The sponsor of the Filter, Milk and Cups will be entitled to:**

- Image of the logo (10 impacts) on posters and other image media for the championship
- Free invitations (200)
- VIP invitations (5)

**The sponsor of the Water will be entitled to:**

- Image of the logo (10 impacts) on posters for the championship
- Products will be used at the Forum del Café stand

**The sponsor of the Sugar, Sweetener and Supplements will be entitled to:**

- Image of the logo (5 impacts) on posters for the championship
- Products will be used at the Forum del Café stand

**Partner**

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The Partner category entitles the company to sponsor any of the Coffee Zone events listed on page 3, and the barista championship (within the partner category)

The partner will have exclusive use of its products within its category.

Companies with products and services indirectly related with coffee can apply for this sponsorship category:

- Packaging
- Roasting machines
- Household coffeemakers
- Bar / kitchen equipment
- Computing equipment
- Washing equipment
- Ice-making machines
- Table linen
- Uniforms
- Furniture and décor
- Franchises
- Pastries
- Vending
- Services
- Other

**The Partners will be entitled to:**

Image of the logo (1/2 sponsor size) on posters and other image media for the Coffee Zone event or the championship.

Presence in the Forum Cultural del Café's magazine (logo + report in the December issue)

Free invitations (100)

VIP invitations (5)