

March 3rd, 2010
FOR IMMEDIATE RELEASE
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ALTERRA COFFEE & MILWAUKEE TO HOST THE 5-STATE GREAT LAKES REGIONAL BARISTA COMPETITION AT DISCOVERY WORLD, March 12th - 14th

Where: Discovery World

When: Friday, March 12th - Sunday, March 14th

Address: 500 North Harbor Drive, Milwaukee

Alterra is honored to once again host this annual competition of the best and brightest baristas of the 5-state area!

This year the event takes place over 3 days at Milwaukee's Discovery World Museum. Come on out to see the Great Lakes area's (Wisconsin, Illinois, Indiana, Michigan, and Ohio) finest baristas vie for a chance to compete at the U.S. Barista Championship in Anaheim, CA this April.

What exactly does a barista competition entail?

Fifteen minutes, four cappuccinos, four espressos, and four signature drinks prepared in front of a panel of judges. A strong focus is placed on presentation, cleanliness, professionalism, and of course, the quality of the drinks prepared. (Find more info about regional barista competitions, please visit usbaristachampionship.org.)

Following Saturday's competition, spectators and guests are invited to join Alterra at Sabor Brazilian Churrascaria at 777 N. Water St. in Downtown Milwaukee for appetizers, cash bar, live samba with Luciano Antonio & Planeta Azul w/ Passistas Samba Dancers, music from DJ Marcus Doucette of 88.9 RadioMilwaukee, single-origin espressos and a presentation by Brazilian coffee farmer Alexandre Gonzaga. Party like it's Carnival!

Event Schedule

Friday March 12th - Competition from 11am - 5:30pm

Saturday March 13th - Competition from 11am - 5pm, GLRBC Party @ Sabor 6pm

Sunday March 14th - Finals from 10:30am - 1pm, Awards presentation at 1:30pm

We encourage every coffee enthusiast to come out and experience the fascinating world of barista competitions! Spectators at the event are welcome to step up to the "4th machine," where they can sample the coffees, espressos, and signature beverages being prepared by competitors. Come cheer on your favorite Alterra baristas, including the 2009 GLRBC Champ Scott Lucey as well as Colin Whitcomb, Nathan Hoida and Cody Kinart.

The event is free and open to the public.
www.AlterraCoffee.com

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