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## PRESS RELEASE

For Immediate Release

### Celebration of Speciality Coffee Returns to 1 Utama with Malaysia Coffee Week 2022

*A 4-day coffee festival where international speciality coffee origins come together under one roof – [www.malaysiacoffeeweek.com.my](http://www.malaysiacoffeeweek.com.my)*

**Petaling Jaya, Malaysia, 20 Jan 2022** – After the successful debut of Digital Malaysia Coffee Week (DMCW) 2021 organised by the Malaysia Speciality Coffee Association (MSCA) with Shopee last year, MCW returns with a fully in person physical format to be held at 1 Utama Shopping Centre come 03 to 06 March 2022.

For the first time featuring the broadest varieties of speciality coffee origins from the world’s coffee producing countries, the organiser will be putting together the **Speciality Coffee Village** as part of it’s key highlights. The village will be located at the “Rainforest” in 1 Utama which is a specially curated area that features koi ponds, suspension bridge and lush foliage, right at the heart of the mall. “Live” coffee roasting demonstration will also be conducted at the village extending the aromatic coffee scent to this covered outdoor space.

“1 Utama is delighted to partner the Malaysia Speciality Coffee Association in staging the Malaysia Coffee Week 2022 at our mall. As the most widely drank beverage in the world, coffee comes naturally to many as their daily “must drink” beverage to start their day. As one of the leading shopping malls in the country, we are always working towards making our mall as a “must visit” shopping and dining destination for all” said Ms Chai Ai Ping, Senior Manager, One Utama Shopping Centre.

In addition to the Speciality Coffee Village, the organiser will also be staging the inaugural **Malaysia Barista Team Challenge 2022** where 3 baristas come together as a team to compete against another team where speed, accuracy, service, and skills are put to the toughest test. The winning team may go on to represent the country in the ASEAN Barista Team Championship which will be held come October 2022 in Singapore.

“As the national trade association championing speciality coffee, MSCA believes in the need to continue our efforts to put up events that help propel the industry forward. MCW was conceived to serve this particular purpose of celebrating everything on coffee. With the expansion of MCW from the “Oval” to “Rainforest” in 1 Utama, MCW will

be the largest event of its kind to be held in Malaysia which highlights the significance of the speciality coffee sector.” Said Ms Yip Leong Sum, President, MSCA.

Like the Digital Latte Art Competition 2021 which was held in December last year, the Malaysia Barista Team Challenge will incorporate the handling of plant-based milk from MILKLAB ranging from oat, almond and coconut.

“MILKLAB is proud to be the main sponsor of plant-based and dairy milk for the Malaysia Barista Team Challenge 2022. We are excited to further our collaboration to develop the coffee scene with the amazing support and meticulously planned barista competitions hosted by MSCA” said Nellie Lim, Regional Marketing Manager, Asia & Middle East.

The excitement does not stop there as a “**Spin & Win**” programme will also be put up by the organiser where the lucky winners will stand a chance to win from a pool of coffee prizes such as espresso coffee machine, coffee drip bag, drip coffee kettle and more worth over RM10,000.00!

More than 80 exhibitors and brands such as Dankoff Coffee Specialist, Coffex Coffee, Classic Coffee, DaVinci Gourmet, Global Coffee Resources, JWC, Gruppo Cimbali, Arissto, De’Longhi, Nescafe Dolce Gusto, MILKLAB and more will participate in the 4-day event to be held under stringent safe management measures. The organiser will work closely with its venue partner to ensure the best experiences for all visitors and coffee enthusiasts who are expected to visit the event in sizeable numbers.

With specially curated coffee village showcasing different coffee origins, “live” coffee roasting, barista team challenge, attractive lucky draw and hundreds of coffee products on showcase, MCW has set the benchmark as a must attend coffee event in the country for all.

## About Malaysia Speciality Coffee Association (MSCA)



Website: [www.msca.org.my](http://www.msca.org.my)

The Malaysia Specialty Coffee Association (MSCA) was formed with the vision to build and secure growth in the Malaysian speciality coffee Industry. The association consists of coffee professionals, suppliers, distributors, technicians, baristas and many young talented individuals.

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