



**COFFEE KIDS™**  
GROUNDS FOR HOPE

House of Schivas, Ythanbank, Ellon,  
Aberdeenshire, Scotland AB41 7TN, UK  
UK registered charity number: 1071787  
[www.coffeekids.org](http://www.coffeekids.org)

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**UK DEVELOPMENT LIAISON**  
Elisa M. Kelly  
[elisa@coffeekids.org](mailto:elisa@coffeekids.org)  
+44(0)7894204667

**Helping coffee-farming  
families improve the  
quality of their lives.**

**FOR IMMEDIATE RELEASE**  
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**Media Contact:**  
Elisa Kelly  
+44(0)7894204667

[elisa@coffeekids.org](mailto:elisa@coffeekids.org)

**Coffee Kids and Matthew Algie Host  
Celebrity Barista 'Knockout' at Reception**  
Latte-art battle and reception in conjunction  
with Caffé Culture/SCAE Show

LONDON, England — Coffee Kids will team up with Matthew Algie, the U.K.'s largest independent coffee roaster, for a Barista "Knockout" and reception on Thursday, June 24, from 6-8 pm at the Hand and Flower Pub.

The "knockout" will pit previous years' World Barista Champions against one another in a latte-art competition. The event is in conjunction with the Specialty Coffee Association of Europe Conference and Caffé Culture Show, Europe's largest specialty-coffee expo.

"Matthew Algie has supported Coffee Kids since 2001 and since that time has donated over \$200,000 to Coffee Kids programmes. They set the standard for a company that recognizes its connection to origin and cares about the coffee-growing families at the heart of the coffee industry," said Carolyn Fairman, executive director of Coffee Kids.

"As long-term supporters of Coffee Kids, we continue to be impressed with their work with local partners supporting coffee communities in the widest sense. Coffee Kids' work is particularly strong on education, health awareness and empowering women in coffee-producing communities. The Barista Knockout should be a fun way to celebrate and promote Coffee Kids' great work", said Gary Nicol, Chief Executive of Matthew Algie.

The reception will include:

- A Celebrity Barista Knockout Latte Art Competition, featuring past WBC winners Gwilym Davies, James Hoffman and others.
- A showing of a short film celebrating one of Coffee Kids' partner projects, Fundación Hijos del Campo (FHC), filmed by Kelly Kowalski of Pajama Girl Productions.

- A brief program by Executive Director Carolyn Fairman and Matthew Algie about Coffee Kids' work to improve the quality of life for coffee-growing families.

**What:** Coffee Kids and Matthew Algie Reception

**When:** 6-8 p.m. (18:00-20:00) June 24

**Where:** The Hand and Flower Pub ([www.handflowerpub.co.uk](http://www.handflowerpub.co.uk)),  
Upstairs Function Room, 1 Hammersmith Road, London, W14 8XJ  
(across from the Kensington-Olympia Exhibition Hall).

Tickets are extremely limited; contact [info-uk@coffeekids.org](mailto:info-uk@coffeekids.org) for information. Tickets are free, but donations are welcome. Please contact [elisa@coffeekids.org](mailto:elisa@coffeekids.org) or call 07894204667 for more information.

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**Coffee Kids, Inc.** is a nonprofit organization dedicated to improving the lives of coffee-farming families. Founded in 1988, the organization works closely with partners in coffee-growing communities to create community-based programs that respect the values, cultural integrity and ingenuity of the communities.

Coffee Kids supports economic diversification, education, and healthcare programs in Mexico, Guatemala, Nicaragua, Costa Rica and Peru. To learn more about Coffee Kids or to make a donation, please visit [www.coffeekids.org](http://www.coffeekids.org) or call 505-820-1443.

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**Matthew Algie** was established in 1864 in Glasgow as an importer and packer of tea. Now the UK's largest independently owned Coffee roaster, Matthew Algie pioneered the movement towards fresh espresso and ethical coffee sourcing. Working with some of the biggest names on the high street, Matthew Algie also has direct links with coffee growers.

Formally launching their new brand identity at Caffe Culture, Matthew Algie also incorporates the 'everything but the coffee division', Espresso Warehouse. Espresso Warehouse is a medallion sponsor of the 2010 World Barista Championships. visit [www.matthewalgie.com](http://www.matthewalgie.com) for more information or email [press@matthewalgie.com](mailto:press@matthewalgie.com)

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