



PORT MACQUARIE

SAT 19TH

NOVEMBER  
**2019**

[GOLDENBEAN.COM.AU](http://GOLDENBEAN.COM.AU)



**GREEN BEAN** &  
*Roaster Supplier*  
**ZONE**



## About Golden Bean

- 200+ coffee roasters participated in 2018 and over 1500 coffees were entered for judging
- Entries include roasters and coffee franchises
- 10 judging categories including espresso, milk and filter beverages
- Gold, Silver and Bronze medals awarded in each category
- An overall coffee roaster & coffee franchise winner is determined by adding each businesses espresso and milk beverage scores
- Conference engagement with 100+ coffee roasters, industry supporters and leading baristas
- Golden Bean has become a communication stream to the whole 'out of home' coffee market via EDM and social media engagement.

## The Green Bean Zone

This initiative is designed to create a link between the green bean buyers and associated suppliers with roasters. In many cases it is quite difficult to meet face to face due to geographical constraints of Australia and roasters are only getting to choose from the coffees that are sent to them as samples. It will also include a cupping session / buying show whereby roasters can cup a broad spectrum of origins and make purchasing decisions.

Everyone is invited and this event is FREE to attend.

### Supplier categories that benefit from being involved with the Golden Bean:

- Green Bean Coffee Importers
- Coffee Equipment Manufacturers and Distributors
- Packaging Businesses
- Consumable Products
- Business Services
- Beverage suppliers
- Water Filtration

### Key areas in which your company can benefit by being a Green Bean Zone partner:

- Two tickets to the full conference – 5 days including all VIP functions with drinks and evening meals.
- Leverage the Golden Bean as an additional communication stream to Australian coffee roasting businesses directly and indirectly to the whole 'Out of Home' coffee market. Your offer list can be shared via email, CafeCulture.com and social media
- Expo space on Saturday 23<sup>rd</sup> November at the Golden Bean event. We will provide power, Trestle table and Tablecloth.
- The conference will also include a number of fun social events and educational workshops attracting attendance from micro, small, large and corporate coffee roasting businesses. Your package includes invites to all networking events for two team members
- Offer list promoted pre – event to national coffee roaster & café database
  - Facebook
  - GoldenBean.com.au
  - E news

### Activity Cost - \$2,500

We would now like to invite you to be part of this exciting event as a Green Bean Zone sponsor and be included in upcoming event promotions. Please feel free to discuss options and ideas with us moving forward. We believe this large marketplace is ready for this event, which is now the world's largest international coffee roasters awards.

For more information about this exciting initiative or to book your position please contact me to discuss.

Regards  
Sean Edwards  
Managing Director  
Ph. 0419 287 608  
sean@cafeculture.com  
[www.CafeCulture.com](http://www.CafeCulture.com)



**The Program: 19<sup>th</sup> – 23<sup>rd</sup> November 2019**

**Tuesday 19** Calibration  
Judging

**Thursday 21** Calibration  
Seminar  
Finals Judging  
Evening Function

**Wednesday 20** Calibration  
Judging  
Seminars  
Evening Function

**Friday 22** Calibration  
Seminar  
Finals Judging  
Evening Function

**Saturday 23** Green Bean Zone (9am to 11am)  
Cold Brew-off  
Evening: Awards Dinner





# Booking Form & Working Agreement

## Golden Bean Australia/NZ – Green Bean Zone

Authorizing Person.....  
Business Address .....

Suburb ..... Postcode .....

Phone ..... Mobile .....

Email.....

### Company Information for website

Company Name .....

Product/Company Description (for website profile – 50-80 words).....  
.....  
.....  
.....  
.....

Company website or alternative contact details .....

### Delegate Information

Attending Delegate 1 .....

Attending Delegate 2 .....

*We will send you a VIP (no payment required) conference registration form to complete for your two delegates once payment has been processed.*

### Payment Information - Marketing Package \$2,500

Name on Card.....

Card Type ..... (Visa, Mastercard & Amex)

Card Number .....

Expiry Date ..... CVV.....

Card Owners Signature.....

*Cancellation Policy: Golden Bean has a no refund policy once signed. We will take alternate delegates for this booking if advised seven days prior to the event.*