

# 2017 VENDOR INFORMATION

---



CHARLESTON COFFEE CUP

# THE SEARCH FOR THE BEST CUP IS ON

---

Celebrate the Southeast's thriving coffee culture at Charleston's premier caffeinated event!

The fourth annual Charleston Coffee Cup will provide the opportunity to explore a diverse variety of high-quality roasters and charming coffee shops. This unique event will feature delicious tastings, latte art competitions, a roasters' challenge, chef demos, artisans, educational opportunities, a kids' zone and much more. We'll also feature some of the best local shops and artisans around.

Awards will be given in each high-stakes competition. The winner of the dairy latte art competition will receive a \$500 cash prize, and the leading non-dairy latte art competitor will take home \$200. The winner of the roasters' challenge will be featured in full-page ads in Roast Magazine and Barista Magazine. The winner also will receive a 4th Annual Charleston Coffee Cup "Best Roast Winner" badge to post on their website. Finally, the winner will be recognized on the official Charleston Coffee Cup website.

Over one thousand guests will delight in this food and beverage experience, which pairs the Southeast's best brews with sweet and savory treats from Charleston's vibrant restaurant scene.

There will be educational opportunities for the general public to learn more about each element of the coffee industry — from the grower to the cup. There will even be technical demos for coffee aficionados.



# DETAILS

---

## WHEN

Sunday, November 5, 2017  
10 a.m. to 3 p.m.  
Industry Hour begins at 9 a.m.  
VIP entrance begins at 10 a.m.  
General Admission begins at 11 a.m.

## WHO

1000+ guests  
50 roasters, brunch  
purveyors, artisans &  
coffee-related  
businesses

## WHERE

Memminger Auditorium  
56 Beaufain Street  
Downtown Charleston

## WHAT

Educational opportunities  
Great exposure  
Music & family-friendly fun  
Latte art & roaster  
competitions

# AWARDS

---

## BEST ROAST

2014 Winner: Counter Culture  
2015 Winner: Revelator Coffee Co.  
2016 Winner: King Bean Coffee  
Roasters

## PEOPLE'S CHOICE

2014 Winner: Cup Fine Coffee  
2015 Winner: King Bean Coffee  
2016 Winner: Red Rooster Coffee  
Roasters

# COMPETITIONS

---

Leading roasters from around the Southeast will compete for the title of Best Roast. A team of experts, led by the Balzac Brothers & Co., will crown the best caffeinated cup, and the winner will be featured in full-page ads in Roast Magazine and Barista Magazine, and will receive a plaque to display in their shop. Event guests will vote for their favorite brew as roasters compete for the People's Choice Award. The winner will receive a plaque to show off back home.

Our guests enjoy the excitement of the head-to-head dairy and non-dairy latte art competitions between their favorite baristas and challengers from around the Southeast. The dairy competition, which offers opportunities for sponsorship, will send one winner home with a \$500 prize. The non-dairy competition, hosted by Pacific Foods Barista Series, will send its first-prize winner home with \$200.



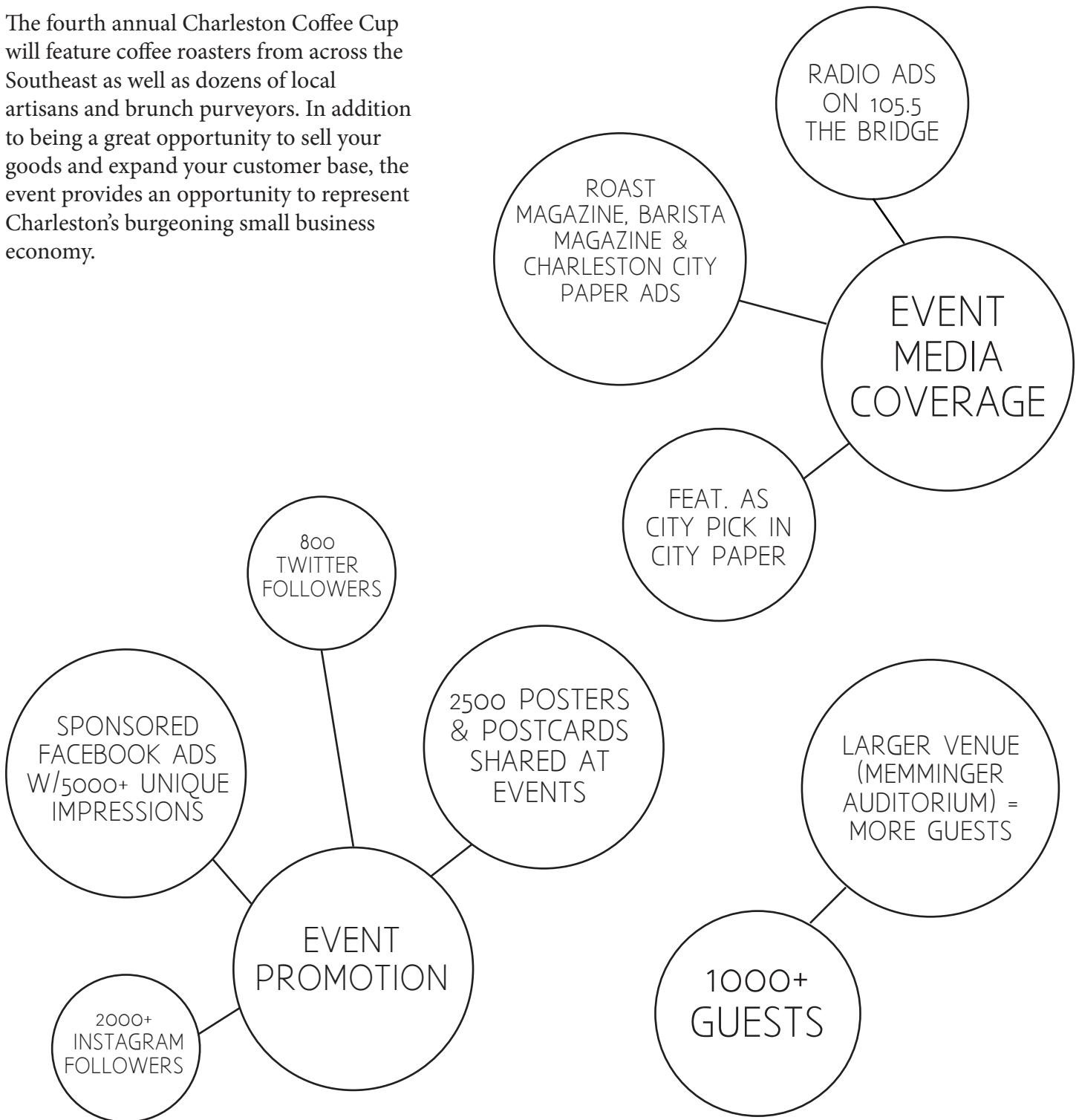
CHARLESTON COFFEE CUP

# WHAT ARE THE (NON-CAFFEINATED) PERKS

---

The Charleston Coffee Cup provides a fantastic opportunity for vendors to promote their businesses. Our media placement — in print publications, online, on the radio and through direct mail — preceding the event will attract upwards of 1,000 guests.

The fourth annual Charleston Coffee Cup will feature coffee roasters from across the Southeast as well as dozens of local artisans and brunch purveyors. In addition to being a great opportunity to sell your goods and expand your customer base, the event provides an opportunity to represent Charleston's burgeoning small business economy.



# READY TO BECOME A VENDOR?

---

The Charleston Coffee Cup is currently seeking brunch purveyors, coffee roasters and artisans. Vendors are welcome to sell promotional materials, including T-shirts, mugs and other goods. This is a great opportunity to connect with the community and expand your customer base. Apply now for our limited vendor space.

## THE DETAILS

---

- Each space is 10x8.
- All power needs will be handled by Technical Event Company.
- Only roasters will be permitted to sell and serve coffee made from their beans.
- Each vendor serving coffee will be permitted to provide guests with free samples in the reusable sample cups provided by the event.
- All vendors selling goods are responsible for collecting and processing payments.
- In the spirit of fairness, vendors will not be permitted to provide complimentary food.

## HOW TO APPLY

---

Apply on the Charleston Coffee Cup website, and follow the link in the online application to pay the \$10 application fee.

ARTISANS	BRUNCH PURVEYOR	COFFEE ROASTER
\$225	\$225	\$325

## LET'S DO IT

---

Contact Lori DeNicola at 843-814-4593 or [buzz@charlestoncoffeecup.com](mailto:buzz@charlestoncoffeecup.com).

