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PRESS RELEASE

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Malaysia's Speciality Coffee Industry Riding the Wave with Malaysia Coffee Week 2022

Embracing the new normal, preparing an endemic economy supporting the coffee sector SMEs

Petaling Jaya, Malaysia, 28 Feb 2022 – After the successful debut of Digital Malaysia Coffee Week (DMCW) 2021 organised by the Malaysia Speciality Coffee Association (MSCA) with Shopee last year, Malaysia Coffee Week will be returning with an in person physical format to be held at 1 Utama Shopping Centre come 03 to 06 March 2022.

In what was to be a recovery period for a hard-battered food and beverage (F&B) industry has since been hit by the tsunamis of Omicron cases throughout Malaysia. But the overall situation seems promising for most. Despite the surging cases, the government stated that the healthcare system has already prepared for this, and there is no plan to tighten the economy further. With the high vaccination rate, the country is determined to live with COVID-19 which will continue to strengthen our country's economy.

With over two years of absence in physical event, MSCA is determined to embrace the new normal in an endemic environment to carry on with an in-person event to celebrate the world's most drank beverage – Coffee. More than 80 coffee related brands such as MILKLAB, Arissto, DaVinci Gourmet, Gruppo Cimbali, Coffex Coffee, Claytan Fine China, Dankoff Coffee Specialist, Lighthouse Coffee, De'Longhi, Starbucks Coffee at Home, Nescafe Dolce Gusto, and more will participate in this 4-day event which will be held under stringent safe management measures.

“As the national trade association championing specialty coffee, MSCA hopes to revitalize the coffee industry and propel it forward by staging this important event which is filled with activities and learning experiences for all.” Said Ms Yip Leong Sum, President, MSCA.

MCW22 will feature several key highlights such as **Hobby Classes: Latte Art Workshops**, a “**Live**” **Coffee Roasting** section with a variety of speciality beans and blends freshly roasted before your eyes, a **Spin & Win** programme with over RM30,000 worth of prizes such as coffee machines and brewing equipment, a **Malaysia Barista Team Challenge 2022** where 3 baristas come together as a team to compete against

each other where speed, accuracy, service, and skills are put to the toughest test and a **3.3 Cash Back** programme where every ringgit spent could be returned back to you with 3 times the amount!

About Malaysia Speciality Coffee Association (MSCA)



Website: 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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