

FOR IMMEDIATE RELEASE

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**CAFFEINE SOLUTIONS LAUNCHES THE BARISTA REDEFINED
CHALLENGE AT SEAsia CAFE EXPO 2019**

[Caffeine Solutions](#) Singapore will launch the Barista Redefined Challenge (BRC) at the inaugural SEAsia Cafe Expo 2019. Participants of the BRC will stand to win over \$12,000 worth of prizes such as the La Cimbali M21 single group professional espresso machine among others.

As revealed by Keith Loh, CEO of Caffeine Solutions, "We are excited to announce this new partnership with SEAsia Cafe Expo 2019 which positions us as a forerunner in the industry both locally and regionally. To celebrate this special occasion we have created the Barista Redefined Challenge that aims to promote growth in the barista profession by actively pairing the latest in coffee machine automation with craft coffee brewing."

Wide range of coffee and machine options

Caffeine Solutions' coffee portfolio offers a full-range of roasted coffee from traditional Italian espressos to single-estate hand-brewed coffees and OEM custom-blending options to suit any wholesale customer's preferences. Their coffee brands now include; Coffex, Caffe Cagliari, and Guerilla Coffee. They also carry a full range of equipment from fully automated, IOT ready, super high-speed coffee machines to traditional semi-automatic machines. Their machine partners boast globally established brands; Slayer, La Cimbali, Faema, Unic, Necta, Mahlkonig and Fiorenzato.

Launch of world's first BRC

On August 29th 2019 from 10am-6pm, the first edition of the BRC will feature a latte art challenge that will showcase a barista's latte art making skills using automated milk texturing technology. This patented technology by La Cimbali is called [Turbosteam™](#) and it allows the barista to make beautiful latte art without the need to manually steam and froth the milk. Amazing prizes worth over \$12,000 will be at stake for the winners of the BRC. The winner of this inaugural BRC Cup will win a La Cimbali 1 Group M21 professional espresso machine paired with a La Cimbali CM On Demand espresso grinder. The BRC second place will win a La Cimbali 1 Group M21 professional espresso machine while the third place winner will receive a La Cimbali CM On Demand Espresso Grinder.

There will be a registration fee of S\$28 per competitor. Limited tickets are available so book your slots early! For more information email: hello@caffeinesolutions.sg or contact Sham@+65 86689511

About Caffeine Solutions Pte Ltd

Caffeine Solutions is the brainchild of Keith Loh, an F&B veteran who founded many original concepts such as Bedrock Bar & Grill and Oriole Coffee Roasters. He is also the Singapore National Barista Champion in 2010 and the Singapore National Cup Taster's Champion 2013 among many other accolades. Caffeine Solutions is a premier, full-service wholesale coffee solutions company with offices in Singapore and more recently, in Indonesia. Our vision is "Barista Redefined". We believe that automation will play a growing part to our customers coffee solutions. Caffeine Solutions provides complete solutions with a focus on automation to improve our customer's sales, product consistency and productivity.

BRC REGISTRATION CONTACTS

EMAIL: hello@caffeesolutions.sg

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Caffeine Solutions Pte Ltd / Coffex Pte Ltd

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Main Office:

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PT Caffeine Solutions Indonesia

Showroom, Service & Training Centre:

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Essential Web Links

Caffeine Solutions: <https://www.caffeesolutions.sg/>

Coffex: <https://coffexcoffee.com/>

Turbosteam Milk4 Technology: <http://www.cimbali.com/innovation/milk/turbosteam-milk4>

Our Coffees:

Caffè Cagliari, Coffex & Guerilla Coffee: <https://www.caffeesolutions.sg/coffee/>

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