

**TBILISI**

**COFFEE**

**FESTIVAL**

**2024**

**REPORT**

# EVENT INFO



## 20/09

COFFEE EXPO

SCA CERTIFICATION  
WORKSHOPS

## 21/09

COFFEE EXPO

LATTE ART  
CHAMPIONSHIP

## 22/09

COFFEE EXPO

COFFEE IN GOOD SPIRITS  
CHAMPIONSHIP

For the second time, on September 20th, 2024, the Tbilisi Coffee Festival, a key event in Georgia's coffee industry, took place. Over three days at the Underwheel Club, leading coffee industry companies from Georgia gathered for a big exhibition. One of the main attractions was the Roasters Village, where specialty coffee roasters showcased their coffee and held cupping sessions. The festival included SCA Certification courses, workshops, and competitions like the Latte Art Championship and the Coffee in Good Spirits Championship (CIGS). These events were led by international coffee experts, including the first female World CIGS Champion.





# PARTICIPANTS

- DELONGHI
- JARDIN
- JDE PROFESSIONAL
- SAECO
- MEGA STAR
- PARMALAT
- SANTAL
- TULLAMORE DEW
- JOHNNIE WALKER
- BAYLIS
- MONIN
- COFFEE LAB
- DERSUT CAFFE
- ENGADI
- LUIS COFFEE
- VELI.STORE
- TONINO LAMBORGHINI
- AGROBAR
- IDEAL CUP
- MELITTA
- BOSCH
- VICTORIA ARDUINO

- HORECA SOLUTIONS
- LAVAZZA
- JULIUS MEINL
- RHEA VENDORS
- BARISTO
- YOUR COFFEE
- SISAURI GRINDERS
- LAMARZOCCO
- MAMULI ROASTERS
- LE PIANTAGIONI DEL CAFFE
- PRO BARISTA
- QUARTA CAFFÈ
- SPECIALTY COFFEE
- CATALYST
- CAFE DU BRAZIL
- SHAVI COFFEE
- ILLY
- HAUSBRANDT
- RESTOSOFT
- EVE BOT
- GREEN COFFEE COMPANY
- VARANINI
- COFEESTA



# SPONSORS



თბილისის მერიის  
TBILISI CITY HALL



VICTORIA ARDUINO



COFFEE ACADEMY



PARMALAT



SANTAL



JARDIN



COFFEE LAB



MONIN



TULLAMORE DEW



BAILEYS



JOHNNIE WALKER

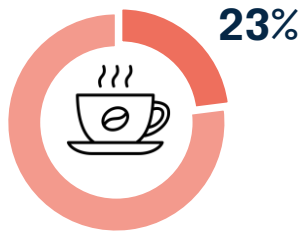


MTATSMINDA PARK

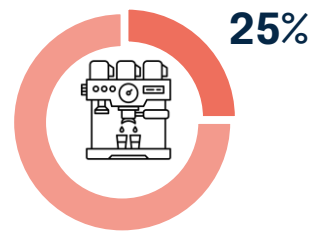
# Participating Industries



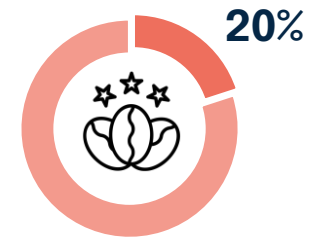
COFFEE BEANS



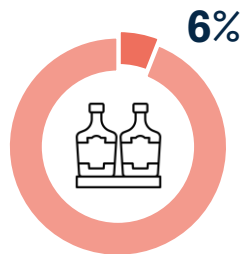
EQUIPMENT



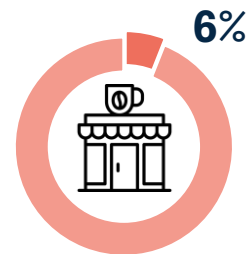
ROASTERS



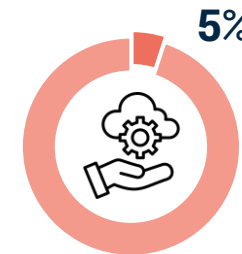
SPIRITS



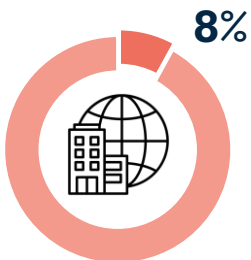
Retail



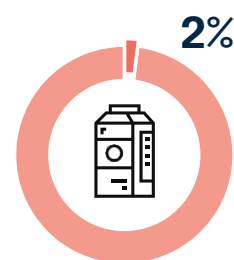
TECH / SERVICE



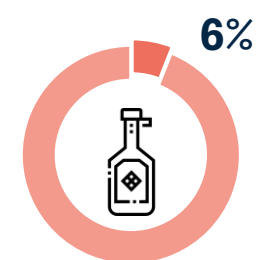
FOREIGN COMPANIES



DAIRY



SYRUP / PUREE

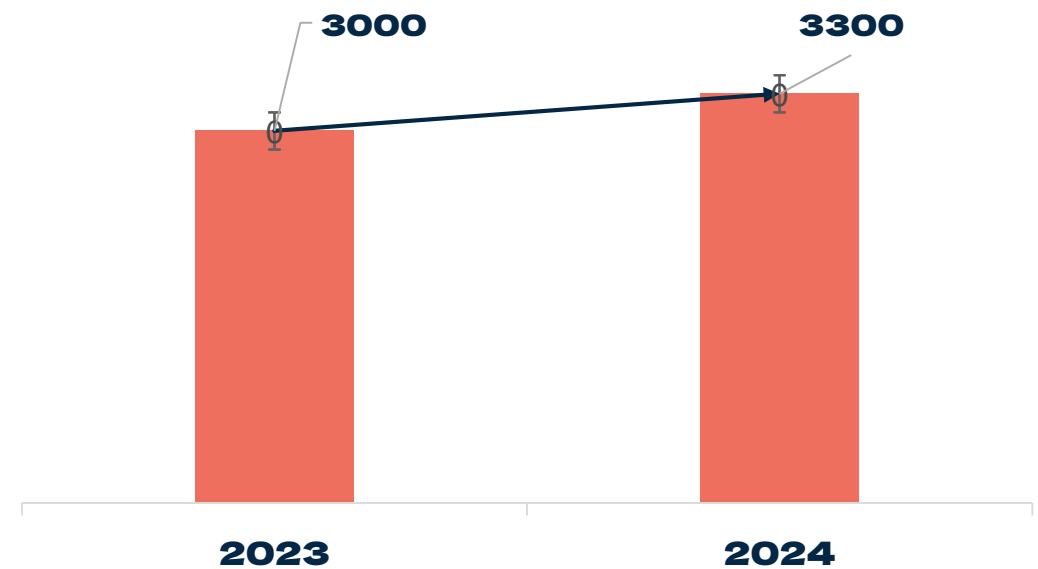


# VISITORS



UP TO  
**3300**  
People visited  
TBILISI COFFEE FESTIVAL  
FOR 3 DAYS

**Visitor Growth Rate (10% Increase)**



GENERAL PUBLIC

\*With purchased tickets



BUSINESS VISITORS

\*With invitations



CORPORATE VISITORS

\*With BIA database e-invitations



# MARKETING



TBILISI COFFEE FESTIVAL 2024  
WAS ADVERTISED THROUGH:



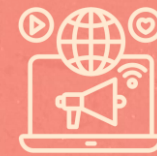
TELEVISION



SOCIAL MEDIA



RADIO



ONLINE MEDIA



E-MAIL MARKETINS



OUTDOOR ADS  
AT THE VENUE



FLYERS  
DISTRIBUTION

# MARKETING TELEVISION



- BMG
- Business Partner (BP)
- Formula – Business Today
- TV Pirveli
- Palitra News

- FM 98.5 Radio Sivrce
- Fortuna 106.9





# MARKETING

## SOCIAL MEDIA



### REACH



281.3K



51.6K

### PROFILE VISITS



20.5K



3,7K

### EVENT RESPONSE



2.7K

300 GOING  
2.4K. INTERESTED

\*TCF Facebook Event responses

# MARKETING



MORE THAN

**60 000** E-MAILS

WERE DISTRIBUTED THROUGH THE BIA DATABASE, REACHING CORPORATE VISITORS FROM HORECA, RETAIL AND OTHER SECTORS AND BIG OFFICES OPERATING IN GEORGIA.



UP TO

**30 000** FLYERES/POSTERS

WERE DISTRIBUTED THROUGH FESTIVAL PARTNERS AND AT THE MTATSMINDA PARK DURING THE EVENT DAYS TO GENERATE TRAFFIC FROM PARK VISITORS.



PUBLICATION ABOUT THE TBILISI COFFEE FESTIVAL WAS DISTRIBUTED THROUGH **BUSINESSINSIDER.GE** AND **FORTUNA.GE**



12 KEY LOCATIONS AT MTATSMINDA PARK FEATURED TBILISI COFFEE FESTIVAL ADVERTISING BANNERS, STANDERS UP TO 60 M<sup>2</sup> OF ADVERTISING SPACE.

# SEE YOU IN 2025

## FESTIVAL FOUNDER

### COFFEE ACADEMY

The idea of **Tbilisi Coffee Festival** was developed by coffee enthusiast and entrepreneur Michael Pharulava, founder and CEO of Coffee Academy.

Coffee Academy offers educational and B2B services to HoReCa sector and much more.

[coffeeacademy.guru](https://coffeeacademy.guru)

[tbiliscoffeefestival.ge](https://tbiliscoffeefestival.ge)