

TCF 2025 REPORT



EVENT INFO

For the third time, on October 11–12, 2025, the Tbilisi Coffee Festival brought together Georgia’s coffee professionals and enthusiasts in a new venue – Expo Georgia. The festival showcased leading local and international coffee brands, equipment distributors, and industry specialists.

Over two days, the festival featured:

- The Roasters Village - a dedicated space for specialty coffee tasting and cupping sessions.
- Workshops and Speaker Sessions - focused on sensory experiences and live demonstrations.
- The Latte Art Championship Final, following preliminary rounds held in Batumi, and Tbilisi.
- The debut of the “Mystery Cup” Championship, a new format competition replacing Coffee in Good Spirits, where baristas and mixologists created drinks using surprise ingredients drawn from a “black box.”
- B2B Meetings - opportunities for establishing new business partnerships.
- Food Court, live music, and a kids’ area, creating a vibrant festival atmosphere for all visitors.

The 2025 edition once again solidified Tbilisi Coffee Festival as the key platform celebrating, connecting, and advancing Georgia’s growing coffee culture.

October 11 | Saturday

11:00 – Festival opens
 12:00 – 19:00 – Cupping sessions • Roaster Village
 13:00 – Latte Art Championship
 15:30 – 17:00 – Workshops / Masterclasses
 14:00 – 18:00 – Kids Zone • Kids Event
 16:00 – 20:00 – DJ Nika Mazanashvili
 Food Court – 11:00 – 20:00

October 12 | Sunday

11:00 – Festival opens
 12:00 – 19:00 – Cupping sessions • Roaster Village
 13:00 – Coffee & Alcohol Championship
 15:30 – 17:00 – Workshops / Masterclasses
 14:00 – 18:00 – Kids Zone • Kids Event
 17:00 – 21:00 – DJ Tobiass
 Food Court – 11:00 – 21:00

PARTICIPANTS

- JULIUS MEINL
- DE'LONGHI
- PARMALAT
- SANTAL
- SHAVI COFFEE ROASTERS
- MONIN GEORGIA
- ILLY
- MONDO
- LAVAZZA
- MELITTA
- COSTA COFFEE
- CAFÉS RICHARD
- JDE PROFESSIONAL
- URBAN ROASTERY & COFFEE
- PROBARISTA GEORGIA
- CH'IKA - MAMULI ROASTERS
- JAMBO
- DALLMAYR COFFEE
- DERSUT CAFFÈ
- SISAURI GRINDERS
- JARDIN
- KANTI
- HAUSBRANDT
- GULF STORE
- NIVONA
- GURIELI
- IDEAL GROUP
- TULLAMORE DEW
- MIXXON
- NUOVA SIMONELLI
- VICTORIA ARDUINO
- UNICORN SOLUTIONS
- KERA
- COFFEE ACADEMY
- COFFEESTA
- BAVARIA
- SHAVI LOMI
- KIDS EVENTS

SPONSORS



PARTICIPATING INDUSTRIES



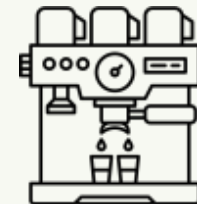
COFFEE – 30%



SPIRITS – 6%



SYRUP / PUREE – 2%



EQUIPMENT – 21%



RETAIL - 21%



TEA – 3%



ROASTERS – 15%



DAIRY – 2%

VISITORS

UP TO
5000

People visited
TCF 2025 FOR 2 DAYS

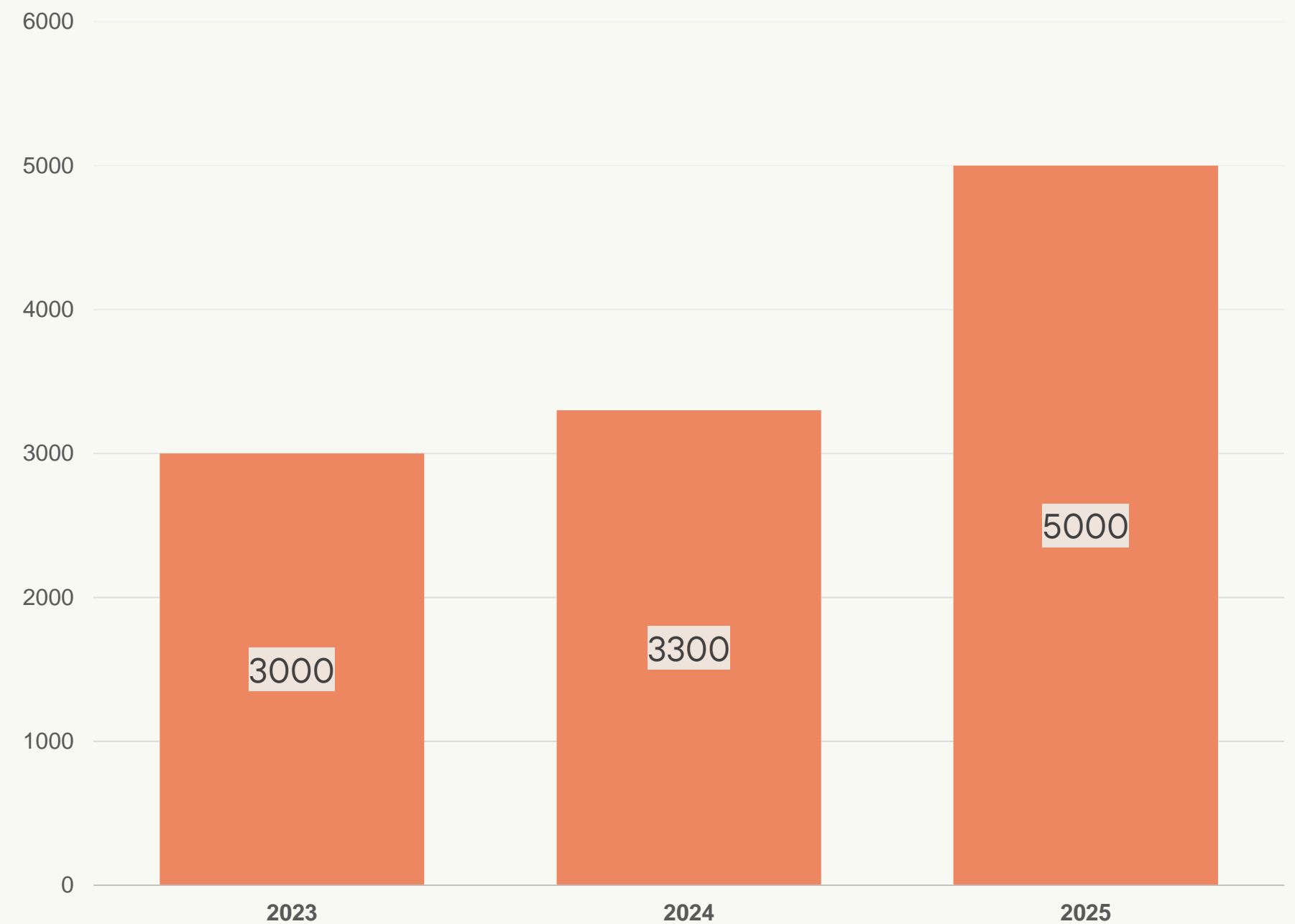
3642

Tickets were
Sold

1356

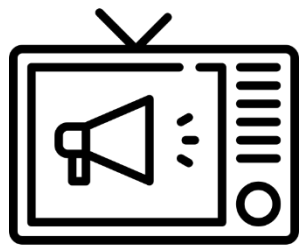
Guests by
Invitation

VISITOR GROWTH BY YEAR



MARKETING

THE PROMOTIONAL CHANNELS FOR TBILISI COFFEE FESTIVAL 2025 INCLUDED:



TELEVISION



RADIO



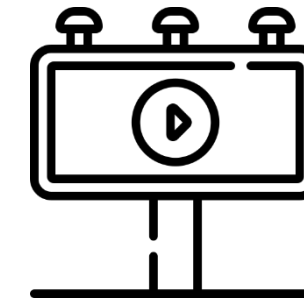
SOCIAL
MEDIA



INFLUENCER
Marketing



EMAIL
Marketing



OUTDOOR



FLYERS

MARKETING TELEVISION



- Business Partner (BP)
- Formula
- The Georgian Public Broadcasting
- Rustavi 2



MARKETING SOCIAL MEDIA

INFLUENCER MARKETING

KEY ACTIVITIES & HIGHLIGHTS



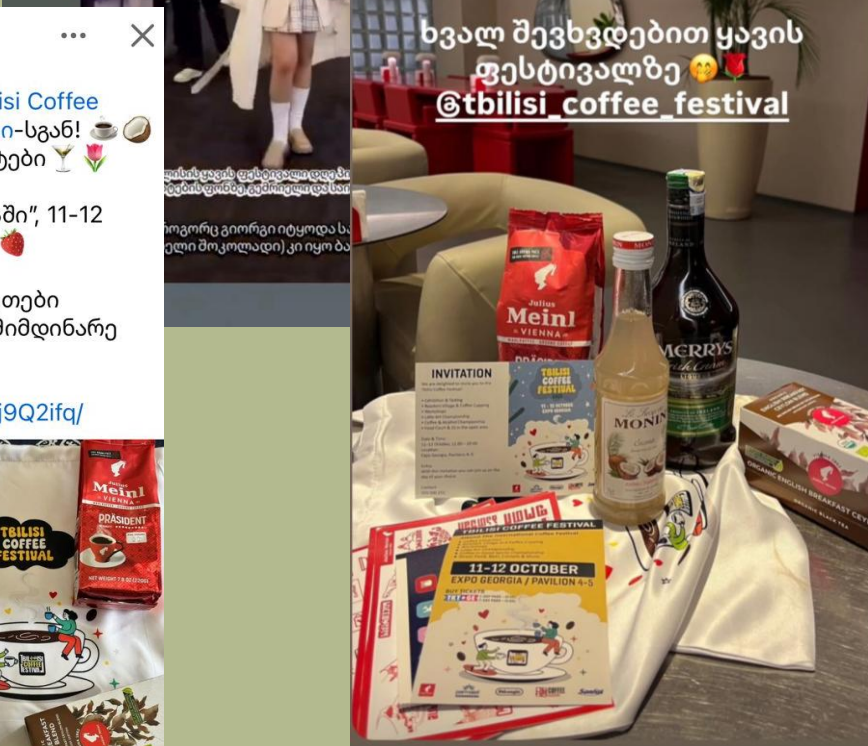
SPONSORED CONTENT PLACEMENTS:

- Created and distributed 20 Gift Boxes to selected influencers
- Influencers shared Unboxing Content and actively promoted the upcoming Coffee Festival.

Executed two key paid placements on high-reach platforms:

- Community Post: Sponsored post in the "Group Receptor" (Facebook community).
- Instagram Post: Sponsored post on the "WhatAboutGeorgia" Instagram page.

Metric	Description	Facebook	Instagram
Reach	Number of unique users who saw the content	444,941	196,698
Impressions	Total number of times the content was displayed	1,016,727	786,800
Page / Profile Visits	Number of users who visited the page or profile	914,551	11,932
Facebook Event Response	TOTAL - 8,347 GOING - 739 INTERESTED - 7,608		



PROMOTIONAL ACTIVITIES

40 000 E-MAILS

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

20 000 FLYERES

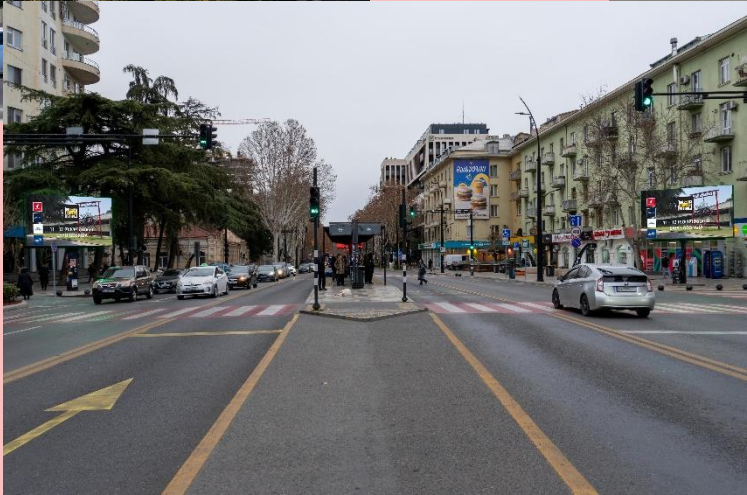
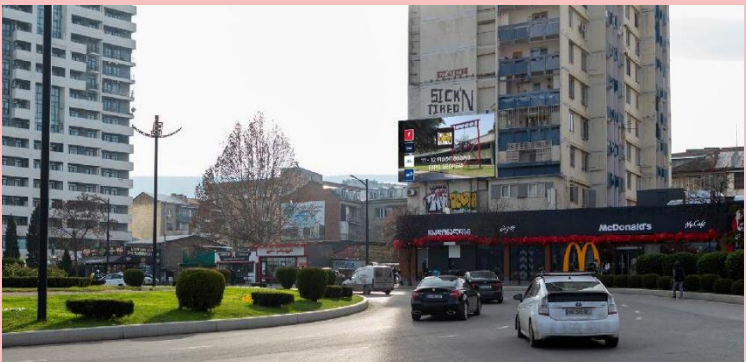
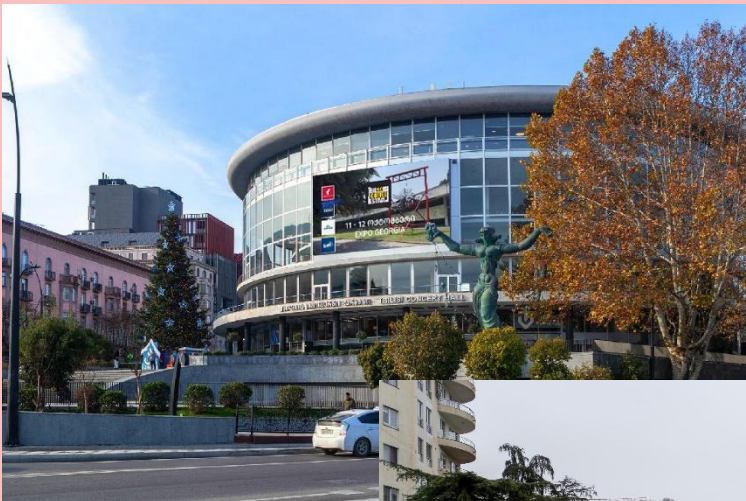
WERE DISTRIBUTED THROUGH FESTIVAL PARTNERS

OUTDOOR

Video advertisements for the Coffee Festival were displayed on ALMA video monitors across 4 key high-traffic locations.

SELECTED LOCATIONS:

- Philharmonic Hall
- Saakadze Square
- Varaziskhevi (Near Tea House)
- Chavchavadze Ave. at the corner of Kavsadze St. (Synchronized screens)



SEE YOU IN 2026

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.

EMAIL

info@tbilisicoffeefestival.ge

SOCIAL MEDIA

[Facebook](#) [Instagram](#) [Linkedin](#)

CALL US

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