

Allegra
**WORLD
COFFEE
PORTAL**
CEO FORUM



October 12-13, 2017
Metropolitan Pavilion
New York City

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About

Allegra World Coffee Portal CEO Forum is an exclusive, global gathering of over 200 senior leaders and influencers from across the coffee, café and related food-to-go sectors.

Returning for its third year, Allegra CEO Forum will take place on October 12-13, 2017 at the Metropolitan Pavilion, in the heart of Manhattan. The event offers an unprecedented line-up of inspirational speakers, thought leadership and critical business insight. Participants will also receive a half-day study tour of the best coffee shop concepts in New York City, and VIP access to the New York Coffee Festival trade event.

Exploring the theme of *'The 5th Wave, a new era of global coffee leadership'*, this year's forum will examine what this development means for the future of the coffee industry, and address how coffee operators and suppliers must adapt to rapidly changing market dynamics.



What is The 5th Wave?

'The 5th Wave, The Business of Coffee', represents an exciting and enduring new era for the global coffee industry. This new wave is born from a compelling combination of all four previous waves in the evolution of the coffee shop market over the last two decades.

Development Wave	1 st	2 nd	3 rd	4 th	5 th WAVE
Focus	Traditional Coffee Culture	Branded Chains	Artisan Coffee	Science of Coffee	Business of Coffee
Period	Twentieth Century	Begins Mid-1990s	Begins Mid-2000s	Begins 2010s	Begins Mid-2010s
Dominant Brand	Retail/supermarket brands	Coffee shop chain brands	Artisan roaster brands	Custom in-house roasting	Smart boutique concepts
Defining characteristic	Functional	Lifestyle	Craft	Science	Focus
Defining emotion	Refuelling	Enjoyment	Love	Obsession	Excellence

From now on, the global coffee industry will see a greater influence from high quality boutique chains adopting a more advanced set of business practices, and delivering well-crafted artisan concepts at scale.

The 5th Wave is characterised by hyper-professionalism, operational excellence, investment in technology, and training and people development programmes – ultimately supporting valuable career paths for a new breed of hospitality professionals.

Successful 5th Wave brands will be unashamedly business-focused, and driven by genuinely passionate leaders, to deliver authentic and principled concepts that deeply connect with savvy millennial audiences.



Speakers

This year's impressive line-up of speakers includes:

Cliff Burrows – Group President of Siren Retail, Starbucks Coffee Company

Mike Gilbert – Chief Executive – International, Retail Food Group

Jeffrey Young – Managing Director, Allegra Group

Heather Perry - VP and Director of Training and Consulting, Klatch Coffee

Brett Smith – Founder and President, Counter Culture Coffee

Amber Jacobsen – Director, Toby's Estate USA

Jonathan Rubinstein – Founder and President, Joe Coffee

Yoshinori Uda – CEO and President, Ogawa Coffee

Nick Tolley – Co-Founder, Taylor St. Baristas

Maja Wallengren – Independent Global Coffee Analyst

Key topics

Exploring *'The 5th Wave, a new era of global coffee leadership'* theme, the forum will address the following key topics:

- Global mega trends shaping the coffee industry over the next 3-5 years: the latest research and data from Allegra World Coffee Portal and highlights from the Project Café2018 USA report
- The 5th Wave in action: what does successful leadership look like for a 5th Wave brand?
- Changing market dynamics: how market leaders are responding to a new era of artisan influence
- Global opportunities and risks: how to expand successfully across new markets
- Coffee supply vs. coffee demand: why the industry must act now
- The evolution of the barista: anticipating the needs of tomorrow's hospitality professionals, and boosting employee commitment and productivity
- Engaging, exciting and retaining the connected consumer: Millennials, Gen Z and beyond
- The future: how 'The 5th Wave' will shape the future of the global coffee industry



Agenda

Thursday, October 12

8:45am | Conference: *The 5th Wave, a new era of global coffee leadership*

7pm | Networking Evening and Charity Art Auction

Following the CEO Forum, delegates will attend the networking evening with a Coffee Art Project charity auction in support of Project Waterfall. The evening will include drinks, finger food, and live music, and provides an excellent opportunity for quality networking with industry peers.

Friday, October 13

9:30am | Williamsburg Study Tour

On the morning of October 13, attendees will explore New York's newest coffee shops and roasteries within an inspirational Study Tour – an informal opportunity to network with leaders, as well as learn about the emerging trends and concepts from the dynamic New York market.

Afternoon | The New York Coffee Festival

Delegates will receive VIP access to The New York Coffee Festival Trade Day, celebrating New York's burgeoning coffee scene. The festival welcomes more than 4,000 industry decision makers and influencers, including coffee chain operators, professional baristas, coffee roasters, equipment and service providers, and independent coffee bar owners.

Venue

This year, Allegra CEO Forum will be held at the contemporary Metropolitan Pavilion on 125 W 18th Street, in the heart of Manhattan. The venue will also host The New York Coffee Festival running from October 13-15, 2017.

Attendance costs

The Full Conference Package includes the following:

- Full-day Conference access
- Networking Evening and Charity Art Auction
- Williamsburg Study Tour
- VIP access to The New York Coffee Festival Trade Day

Full Conference Package **\$ 975 USD** per delegate

Conference Only Tickets **\$ 695 USD** per delegate

Group discounts are available on request

Contact

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Allegra World Coffee Portal

Allegra World Coffee Portal is the global information platform delivering on the global coffee, café and related food-to-go sectors, building upon the unparalleled coffee expertise of Allegra Strategies. World Coffee Portal delivers live data, coffee trend information, brand profiles and strategic analysis on some of the most important coffee markets across the world.

www.worldcoffeeportal.com



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