BOGOTA: NEW CAPITAL OF COFFEE'S FOURTH WAVE
"I love coffee. I have to taste it in Bogotá."
"I DON'T LOVE COFFEE... BUT I HAVE TO TASTE IT IN BOGOTÁ"
Coffee and Tourism

**Second most consumed beverage**

2.8 Billion cups daily

**Coffee tourism becomes a "thing"**

Following examples such as wines or craft beer

**Increasing trend**

Coffee tourism one of the grastronimical leaders in growth (Euromonitor, 2022)

**New coffee tourism**

More than visiting coffee farms
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<th>FIRST WAVE</th>
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<td>TRADITIONAL COFFEE</td>
<td>COFFEE CHAINS</td>
<td>SPECIALTY COFFEES</td>
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<td>• NO TURISM</td>
<td>• YES TURISM!</td>
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Cultural legitimacy
Democratization
Innovation from Tradition

Producer's Countries

COFFEE SCIENCE

- Exactitud
- Novelty
- Technology and equipment
- Consumer's Countries

CONSCIOUS COFFEE

- Cultural legitimacy
- Democratization
- Innovation from Tradition
- Producer's Countries
BOGOTÁ IS FOURTH WAVE COFFEE
New Barista World Champion

Diego Campos - Colombia
Bogotá is the leading city in specialty coffee shops in Colombia

Pre and post pandemic, Bogotá is the main city to find specialty and independent coffeeshops.
Bogotá is Colombia's Coffee Hub
So how about we grab a cup of the best coffee in Bogotá.

SATW Convention
8-12 September

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