



# 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





# WHAT IS SPECIALTY COFFEE





# Coffee and Tourism



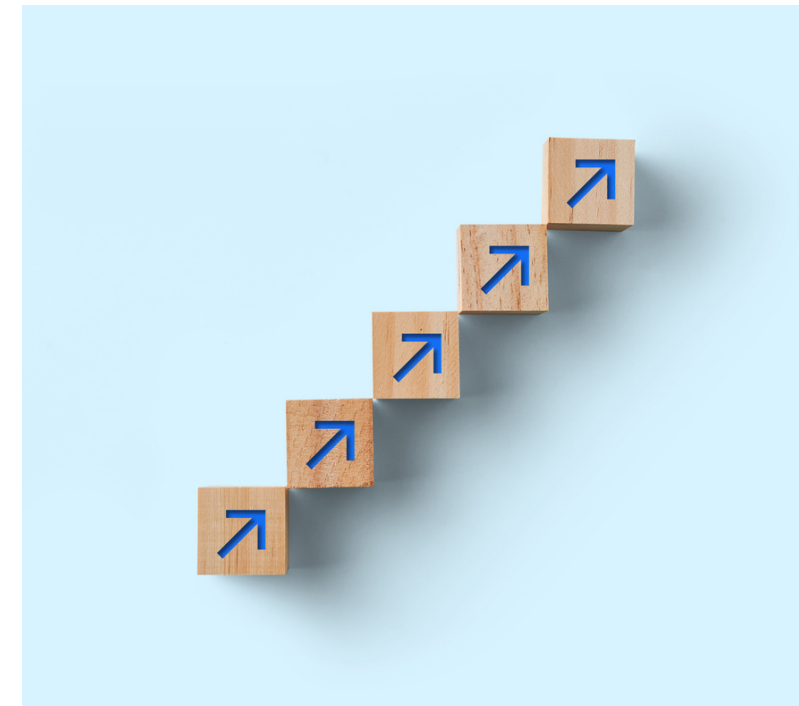
## Second most consumed beverage

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 gastronomical leaders in growth  
(Euromonitor, 2022)



## New coffee tourism

More than visiting coffee farms







## FIRST WAVE

### TRADITIONAL COFFEE

- Commodity
- Mass consumption
- Utilitarianism
- NO TOURISM

## SECOND WAVE

### COFFEE CHAINS

- Coffee Brands
- Espresso culture
- Globalization
- NO TOURISM

## THIRD WAVE

### SPECIALTY COFFEES

- Origin tracking
- New small brands
- Trends
- YES TOURISM!



# FOURTH WAVE

## COFFEE SCIENCE

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

**VS**

## CONSCIOUS COFFEE

- Cultural legitimacy
- Democratization
- Innovation from Tradition
- Producer's Countries









# BOGOTÁ IS FOURTH WAVE COFFEE







# New Barista World Champion

Diego Campos -  
Colombia





A photograph of a coffee shop interior. In the foreground, a female barista with long dark hair is looking down at a tablet device on the counter. She is wearing a dark t-shirt with the word "COFFEE" visible. Behind her, another barista is partially visible, working. The background features a large, hand-drawn menu board on a brick wall. The menu lists various coffee drinks and their prices in Colombian pesos (K). The atmosphere is warm and rustic, with hanging pendant lights and a brick wall.

# 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



**BOGOTΛ**

SATW Convention

8 - 12 September



@caffacolombia  
gerencia@caffacolombia.com