



Cimbali sponsors Ritazza's World Barista Championship

Cimbali proudly sponsored Caffè Ritazza's first ever World Barista Championship, which took place in Rome on 27-29 June. With over 80 people competing from eight countries, competition was fierce with contestants having to impress experienced judges, but Sindy Kam Cheong outshone the competition to be crowned the 2007 Caffè Ritazza World Barista Champion.

From Compass Group UK, Sindy Kam Cheong who triumphed to take gold was awarded a LaCimbali M21 Junior, Junior Grinder, and free year supply of Ritazza coffee. Graz Moroni from SSP UK Rail was honoured with Silver, whilst coming a close third Karin Nordlin, from SSP Norway, was presented with the bronze award.

Two technical and four sensory judges were on hand to monitor the participants including staff from Cimbali's Operational Marketing & Communications team. Working a LaCimbali Dosatron Turbosteam, the closely fought contest, judged to World Barista Championship standards, required the baristas to serve four cappuccinos and espressos, plus a unique signature drink, all prepared in a 15 minute performance.

Gruppo Cimbali

Established in Milan in 1912, Cimbali has significantly contributed to the history of professional espresso coffee and cappuccino machines. Today the company is the world leader in its industry, employs 600 people and exports over 70% of its production in more than 100 countries. In Italy its 4 manufacturing plants cover a total of 75,000 sqm (of which 40,000 sqm indoor) and represent the world's largest area completely dedicated to the production of professional espresso coffee machines.