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Coffee Museums’ Alliance:

a Vehicle for **Horizontal** Spreading
of **Vertical** Information about **Coffee Culture**



- ✓ Coffee science has established itself in recent decades as a powerful tool for raising consumer awareness
- ✓ Demonstration of the beneficial physiological effects on health, and the increased perception of the importance of quality, have been important drivers of increased consumption

- The result has a strong impact on the economic sustainability of smallholder farmers, who are becoming increasingly attentive to qualitative and ecological aspects of their work
- Providing consumers with general information, as well as more specialized news in attractive and understandable language, requires widespread dissemination



- ❖ The concept of multiple, accessible "Coffee Museums" that are spread across the country, and even the countries, can prove a useful vehicle for educational purpose
- ❖ To avoid anyone trying "reinventing the wheel," a transversal and international collaboration between these organizations is proposed, to optimize and streamline such a cultural vehicle

An initiative to foster networking among associations: **October 22nd, 2026** in Trieste
the **First International Symposium of Coffee Museums** by aMDC
scheduled to take place alongside the specialized trade fair **Triestespresso Expo**

References

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