



Year In Review  
FY 2020

## Mission and Vision

We are a community that empowers baristas and promotes their professional growth. In addition to the SCA Core Values, we believe in the following Guiding Principles:

## Community Matters

The Barista Guild is a community that is inclusive, accessible, and collaborative; a community where relationships are created and nurtured.

## Education for Members

We value formal and informal education and professional development for all baristas.

## Quality of the Product

Baristas are responsible for the end-product in the coffee value chain and we value the quality of that product through best practices, understanding, and hospitality.



**105,000 FOLLOWERS**

ON FACEBOOK

**36,422 SUBSCRIBERS**

TO OUR NEWSLETTER

**28,100 FOLLOWERS**

ON INSTAGRAM

**4,471 SUPPORTED**

BY BARISTA GUILD MEMBERSHIPS

**3,800 SUBSCRIBERS**

ON OUR YOUTUBE CHANNEL

## Welcome Letter from Past Chair, Jessie May Peters

Usually, each year of the Barista Guild calendar is brimming with moments where we meet; for the first time, or the umpteenth. 2020's agendas remained mostly vacant, but in the space, we found a deep sense of initiative. Together, we made what we love, the tangible sense of community and congregation through coffee, a digital reality. Looking back on the year we have experienced, I am happy to witness just how much we overcame and achieved together.

Our goals more than ever were to better connect with you, the barista. As an international group, we continue to push towards shortening the divide between the volunteers who make up the Leadership Council and you and your local community. This will only improve in the year to come, and always with your help. Please remember that this is your Guild. If you have an idea, lightbulb moment, world-changing project, we want to hear about it. Our door is always open.

It has been an absolute pleasure working with the Barista Guild Leadership Council: Kathie, Bartosz, Stuart, Jessika, Angelo, Silvia, Bailey, and Meister. They have each been astounding pillars of positivity, care, and hard work this year. Well done and thank you to each of you.

And I couldn't be more thrilled to pass the Barista Guild baton to Bailey Arnold, your new Chair. Bailey's infectious warmth and generosity have already laid the foundations for a fantastic 2021. I can't wait to see the Barista Guild grow under her care.

I also have the honour of welcoming Zoey Thorson and Paco Gudiño, our newest members of the Barista Guild Leadership Council. I wish you both the best, you're going to be fantastic.

Dearest barista, I hope you enjoy our Year In Review, and celebrate with me just how much can be achieved in the face of adversity. May we all step into this year graciously and with more kindness than ever.



Jessie May Peters  
Past Chair

## Welcome Letter from Incoming Chair, Bailey Arnold

It's challenging to talk about 2020. Or I guess, it's challenging to talk about 2020 and not end up overwhelmed and somewhat exhausted - because the feelings of overwhelm and exhaustion were, at least for me and I'm sure for many of you, pervasive themes of the year. Seriously y'all, at times the fog of despair was thick! Unrelenting! And not to get too dark, but I would be remiss not to acknowledge that not all of us made it out. And yet, perhaps in part because we had to, we carried on.

While it's challenging to step back and see the big picture, the feeling I felt when I was finally able to was pride. I'm so proud of the ways we were able to come together and support, rally, engage, and hold each other up as well as hold each other accountable, in the face of such hardship. The global coffee community is made up of some of the most caring, kind, thoughtful, brilliant, tough, hilarious, and incredible people. It's truly an honor to count myself among you, to bear witness to your power and resilience, and to hopefully offer you some value and continued support from this group.

It's odd that during a year in which we were the least physically connected as a community, I have emerged feeling more connected to the community than ever. We have collectively experienced significant trauma, trauma which will take time and effort to heal. I can't say I have a plan for that healing, but I can say that I'm excited about what 2021 holds for the Barista Guild. Excited to continue riding the momentum we (somehow) built in 2020, excited to welcome our new council members (Zoe and Paco!) and to see what's next for our outgoing council members (Stuart and Bartosz - we'll always have Anavyssos!), and excited to see you all out there whether it be through a screen or hopefully in person someday.

Thank you for taking the time to check out this first ever Year In Review!



Bailey Arnold  
2021 Chair, Barista Guild

2020 Activities

## Outline

'Ask an Expert' Webinar Series	Ep. 1: "Food Safety and COVID-19" (March 20) Ep. 2: "Mental Health and Stress in Times of COVID-19" (March 27)
BG Virtual Party!	May 3
All Stars x Barista Guild Season 1	July 2 to August 6
ED&I / BLM Statement	June 8
Bloom Online	Germany (October 2) USA (October 8) Mexico (October 14) UK (October 28)
eMerging Guilds BG x CTG x SCA Italy Chapter	October 20
All Stars x Barista Guild Season 2	October 20 to November 26



Quarter 1 Activity March 18 & 27

## 'Ask an Expert' Webinar Series

When COVID-19 hit the world, situations and circumstances started to change dramatically. We organized with the leadership of the other Guilds (Coffee Roasters Guild and Coffee Technicians Guild) the 'Ask an Expert' webinar series. The main focus of the episodes was to emphasize the changing situation for our community members, while also adding conversation around those changing environments for all of us in our communities.

We would like to thank Courtney Mui and Mike Ebert for participating as experts in the webinar episodes.



Quarter 1 Activity May 3

## BG Virtual Party!

Despite the cancellation of the SCA Expo in 2020, we at the Barista Guild decided we wouldn't let the pandemic keep us down. There had to be a way to capture the fun, community, connection, and liveliness of the annual Barista Guild Expo after party, and thanks to some amazing support from sponsors and volunteers we were able to put together an online extravaganza that took place in multiple virtual rooms all over the internet!

The Barista Guild Online Expo After Party was the end-cap after several days of successful online programming hosted by the SCA, and it was a fantastic way to celebrate the first-ever all-virtual show. More than 400 coffee people joined us over a full day's worth of programming. There was live music from a DJ (aka Peter Duran of Isla Coffee in Berlin) and DJ Pez (aka former U.S. Barista Champion Lem Butler) streaming for the duration, and attendees could also participate in Coffee Break regional chats throughout the day on Zoom arranged by Stephen James Davidson. Some of the fabulous folks from Glitter Cat shared video tutorials on making their amazing signature beverages, which played on a loop during the festivities. There was also a live yoga class sponsored by Dona Chai; a no-espreso latte-art competition; coffee trivia hosted by Jackson O'Brien; and 'Kara-Oatly' sponsored by Oatly and hosted by Barista Guild Leadership Council vice chair Bailey Arnold.

While we all sincerely hope we'll be able to see and celebrate each other in person this coming year, it was wonderful to know that we could stay in touch and have a great time together at a safe distance during these difficult and sometimes lonely months. Who knows what we'll brew up next year!





Quarter 2 Activity July 2

## All Stars x Barista Guild | Season 1

The First World Coffee Championships collaboration with the Barista Guild, a virtual place launched on July 2, where the barista community could learn from the barista champions, gain inspiration and get involved. The BG can be a channel to connect so many stories around the competitions! The first session consisted of six Instagram lives with different All-Stars who previously participated in the program All-Stars Online. The conversations can be found on the Barista Guild IGTV.

### List of All-Stars:

- S1E1: Mikael Jasin - 2019 WBC Finalist, Indonesia
- S1E2: Nicole Battefeld - 2019 WCIGS Finalist, Germany
- S1E3: Dan Fellows - 2018, 2019 WCIGS Champion, UK
- S1E4: Natasha Shariff - 2017 WCIGS Finalist, Singapore
- S1E5: Alexandru Niculae - 2016 WCRC Champion, Romania
- S1E6: Michalis Dimitrakopoulos - 2016 WCIGS Champion & 2019 WBC Finalist, Greece

There were very interesting questions from the live community, we are grateful for all the people who connected with us. Thanks to Jessie May Peters, Stuart Ritson, Silvia Constantin and Jessika Sosa from the BGLC who hosted the sessions with the All-Stars. From this session on, it is open to anyone from the coffee industry who wants to be involved, so connect with us if you are interested! The idea was to learn more about their careers in the industry, their experiences in competitions, how they have excelled in the current situation, and practically everything we wanted to learn from them. It was a wonderful start of conversations around the championships.

WCE *AllStars* ONLINE

Season Sponsor **alpro**

June 30  
8pm CST / 1pm BST / 5am PDT  
[bit.ly/AllStarsOnline](http://bit.ly/AllStarsOnline)

AllStars ONLINE × BG

July 2  
8pm CST / 1pm BST / 5am PDT  
Instagram Live

Mikael Jasin  
2019 WBC Finalist

The graphic features a teal background with a pattern of small white dots and larger white circles. It includes the WCE AllStars ONLINE logo, the alpro logo, and a circular photo of Mikael Jasin, a 2019 WBC Finalist, wearing a white shirt and a brown apron. Text boxes provide dates, times, and a link for the June 30 session, and the date, time, and format for the July 2 Instagram Live session.

WCE *AllStars* ONLINE

Season Sponsor **alpro**

July 21  
6am BST / 10pm PDT  
Register: [bit.ly/AllStarsOnline](http://bit.ly/AllStarsOnline)

AllStars ONLINE × BG

July 23  
6am BST / 10pm PDT  
Instagram Live

Natasha Shariff  
2017 WCIGS Finalist

The graphic features a light blue background with a pattern of small white dots and larger white circles. It includes the WCE AllStars ONLINE logo, the alpro logo, and a circular photo of Natasha Shariff, a 2017 WCIGS Finalist, wearing a white shirt and a black apron. Text boxes provide dates, times, and a registration link for the July 21 session, and the date, time, and format for the July 23 Instagram Live session.

Quarter 2 Activity June 8

## Equality, Diversity & Inclusion Statement / Black Lives Matter

This year brought many challenges and changes to our world. One of the most significant was the widespread attention and awareness that the deaths of George Floyd, Breonna Taylor, Jacob Blake, Elijah McClain—and, sadly, too many others to name in the space provided here—raised around racial inequality, inequity, and injustice throughout both the world at large and within our own coffee industry and community. The acknowledgment of these disparities is long, long overdue, and even after rallying cries, protests, and promises of action over the summer of 2020, unfortunately many good intentions seemed to fizzle by wintertime.

Transparently, the same has been true for the Barista Guild Leadership Council in some key ways, including keeping up to date with the SCA's ED&I task force and being more active in the centering of the concerns and needs of BIPOC in our internal discussions and community or election outreach. However, we hope that the creation of more online content, the removal of a registration fee for events like Bloom, our ongoing work related to the Global Living Wage movement, and increased intentionality of representation throughout Barista Guild were all important steps toward creating a more equitable and truly representative Guild. We recommit ourselves to putting these initiatives and ambitions at the fore of everything we do, produce, support, and accomplish in 2021.

The Barista Guild should aim to be inclusive, supportive, and a strong advocate for all baristas, but especially for baristas who face oppression and marginalization. Moving forward we hope to be more communicative, transparent, and progressive in our work to ensure that our Guild works for all of its members.



Quarter 3 Activity October

## Bloom Online World Tour

As everything went online in 2020, so did Bloom. We were very excited to bring Bloom to an online space, deliver it in different languages and in different countries. With the Barista Guild setting the broader topics and themes for the discussions, the Bloom Online world tour took shape. We stopped in Germany, the USA, Mexico and the UK, addressing the topics of 'Living Income/ Living Wage' and 'Diversity and Inclusion' across three different languages and four different locations. You are able to catch-up on the discussions on our Youtube Channel.

We would like to thank the involvement of the local Chapters (SCA Germany Chapter, SCA USA Chapter and SCA UK Chapter) and our local partners in Mexico for making this a free and accessible event to the local barista communities. A big thank you also goes out to the sponsors who made the event possible.



## Quarter 3 Activity October 20

# e-Merging Guilds: BG x CTG x SCA Italy (October 20)

The idea behind eMerging came up during Sigep 2020, the most important hospitality exhibition in Italy, when newly elected Angelo Sportelli (BG) and Marzia Viotti (CTG) agreed on the necessity for the local community to have an economically sustainable event in which Baristas and Technicians could share their knowledge and research. The intention was to have an in-person event in March/April 2020, but due to the global pandemic it wasn't possible. The situation has been seen as an opportunity more than a problem, as it forced everyone involved to think about an online event instead of a physical event. With the collaboration of the SCA Italy Chapter, a number of prominent figures of the Italian Specialty scene were found. The response was enthusiastic and all of them volunteered their speeches. This allowed the event to be completely free of charge for the public. The speeches were a mix of live and pre-recorded, all to be done within the 30 minute mark.

### Line-Up:

- Chiara Nalin (Quality Department Fiorenzato) - Quality and new technologies for a special coffee;
- Filippo Tota (Gruppo Cimbali Service Manager) - Bean-to-cup Machine: how does it work and which role in the Specialty movement
- Manuela Fensore (World Latte Art Champion) and Carmen Clemente (Italian Latte Art Champion) - LATTE ART GYM, fitness and taste of milk and coffee
- Chiara Bergonzi (Founder of Lot #0) - Non dairy and specialty coffee, how to

- Davide Roveto (Founder of Caffè Cognetti and Mumac Academy Trainer) - The impact of pre-infusione on espresso extraction
- Davide Spinelli (Brand Ambassador IMS - E&B Lab) - Espresso and its filter. A link we don't talk about enough, but fundamental
- Lauro Fioretti (Knowledge and Education Simonelli Group) - How roasting influences the extraction
- Gianni Tratzi (Founder of Mezzatazza Coffee Consultant) - Technician and Barista: looking for a common language.

The event has been a big success and really appreciated by the community, but of course there have been some challenges which we'll look to tackle in 2021. We would like to express our gratitude to all the speakers who supported the event and the SCA Italy Chapter.

We are looking forward to potentially re-creating the event in different countries together with other SCA Chapters; it would also be great to have the CRG involved to have an all-Guilds activity for the country.

The poster is for a webinar titled "e-Merging Guilds" organized by the Specialty Coffee Association (SCA). It features a grid of circular portraits of the speakers: Gianni Tratzi, Chiara Nalin, Davide Spinelli, Davide Roveto, Lauro Fioretti, Chiara Bergonzi, Filippo Tota, and Carmen Clemente & Manuela Fensore. The event is scheduled for Tuesday, October 20th, at 9:30 AM at the Faema Flagship Store. The poster also includes the SCA logo and a registration link: [bit.ly/emerging-guilds](https://bit.ly/emerging-guilds).

#### Quarter 4 Activity

## BG & Living Income / Living Wage: Learnings from Bloom

The idea that a viable career in coffee is attainable for all is a complicated one. Baristas and other hourly coffee workers are all too familiar with this fact, so the idea of formally focusing more sharply on livelihoods in coffee as a guild came in early 2019. At this time, we knew that as a newly-unified global guild, attempting to begin a project that could actually make a positive impact, while considering the highly varying local conditions (such as labor laws, government programs, service culture, etc.), felt like a pretty monumental undertaking.

As volunteers, we certainly can be slow to move toward making a conversation into actionable items; however the impact of COVID-19 has made it painfully clear that putting in an effort to make change is long overdue. At this year's digital Bloom event the topic was raised in the form of lectures and panels hosted by SCA Chapters and community groups in four countries. And in December, we released an exploratory survey to get a better idea of where the community stands on what constitutes a living wage. The survey is still accepting submissions, and we would be overjoyed if you would take a few minutes to participate.

Our hope is that the data collected will inspire more transparency and understanding, and that together we can forge a way forward where working in coffee doesn't mean compromising life's most basic necessities.

Quarter 4 Activity October 20

## All Stars x Barista Guild | Season 2

The second session of All-Stars by the Barista Guild launched on October 20, was a great collaboration of different members of the Barista Guild community around the world that joined these conversations around the Coffee Championships. We want to thank Eleanor Wu, Rosario Juan, Jeff Hann, Winston Douglas, Anastasia, and Jeremy Zhang for hosting the different sessions. The All-Stars guests were incredible, and they shared with us all kinds of experiences about Coffee in Good Spirits, Roasting, Latte Art, Brewers and Barista Championships. You can find them on IGTV of the Barista Guild Account.

Huge thanks to the team of World Coffee Championships and the sponsors who supported this initiative from the very beginning.

The graphic features a dark blue background with a grid of white dots. At the top left are the 'All Stars ONLINE' and 'bg' logos. The central text reads 'Season Two line-up & times confirmed!' and 'Register: bit.ly/AllStarsOnline'. Below this, the 'Season Sponsor' is listed as 'brewista' and 'NutraMilk'. On the right, six circular portraits of baristas are arranged in two rows of three. Each portrait is accompanied by the barista's name and their championship title and location.

**Season Two line-up & times confirmed!**

Register: [bit.ly/AllStarsOnline](https://bit.ly/AllStarsOnline)

Season Sponsor  
brewista NutraMilk

 Irvine Quek 2018 WLC Champion Malaysia	 Du Jianing 2019 WBC Champion China	 Len Butler 2016 WBC Finalist USA
 Wagh Kelly 2017 WBC Finalist Australia	 Tetiana Terykina 2019 CIC Finalist Ukraine	 Jacky Lal 2014 WBC Champion Taiwan

## Our Reach

# Connecting with our Community via Social Media

## Top 5 Instagram Posts

1. Episode 5 All-Stars x Barista Guild
2. Episode 6 All-Stars Barista Guild
3. All-Stars Online Registration
4. All-Stars Online
5. Re:co Fellows Talks 2020

## Top 2 Twitter Posts

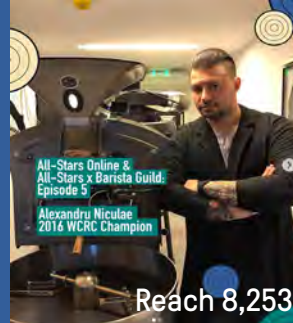
1. Livelihood in Coffee
2. 2021-2022 Barista Guild Leadership



Reach 10,115



Reach 9,412



Reach 8,253



Reach 6,487



Reach 5,468



**Top media Tweet** earned 1,280 impressions

What does a livelihood in coffee mean? What is a living wage? We'd love to hear your thoughts in a short poll. Learn more about this topic and share your own definition of a living wage here: [bit.ly/3mqMVy4](https://bit.ly/3mqMVy4) [pic.twitter.com/VLoQIXOI9Z](https://pic.twitter.com/VLoQIXOI9Z)



Retweets: 1, Likes: 2

**Top Tweet** earned 2,916 impressions

The election of the new 2021-2022 BG Leadership Council members is complete and we're thrilled to welcome Francisco (Paco) Gudiño and Zoey Thorson. 🤖 We appreciate everyone who participated in the elections — all of the candidates and our guild members! [pic.twitter.com/xq894PZGyz](https://pic.twitter.com/xq894PZGyz)



Retweets: 4, Likes: 4

## Looking Back

# Thank You to Our Outgoing Leadership Council Members

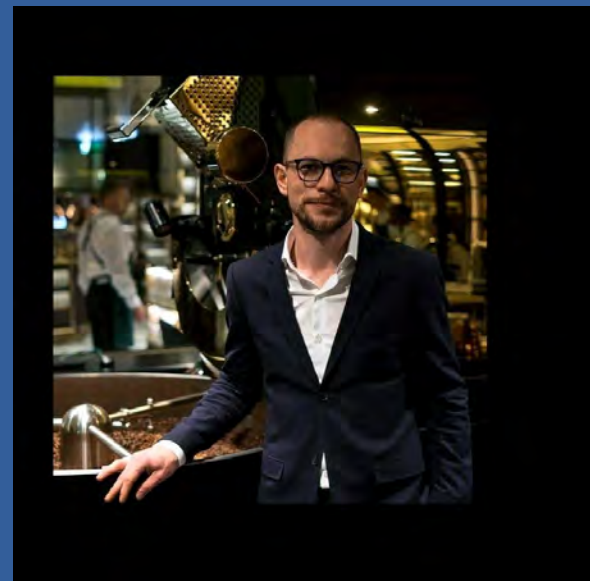
A massive thank to Stuart Ritson and Bartosz Ciepaj who have served on the Barista Guild Leadership Council and have contributed to and supported the growth, expansion and also changes (especially in 2020) of the Barista Guild in the last years! Thank you for your contributions, your effort and your time - the Barista Guild would not be the same without you!

Also, a special thank you to Stuart who has served in various roles over the years for the Barista Guild; mainly to mention Chair in 2019 and Past Chair in 2020. Thank you for your dedication, time and effort and making the Barista Guild what it is today! We are looking forward to still keeping in touch and seeing you around in the worlds of coffee. Thank you!

We wish you all the best and success with your future endeavors and are already looking forward to seeing you soon in the world of coffee. THANK YOU!



Stuart Ritson



Bartosz Ciepaj



## Looking Ahead

# Introducing the 2021 Leadership Council

Please join us in extending a very warm welcome to Francisco Gudiño and Zoey Thorson as they join Barista Guild Leadership Council!

In 2021, the Barista Guild will be represented by the following elected people in the Leadership Council:

Chair: Bailey Arnold  
Vice Chair: Kathie Hilberg  
Past Chair: Jessie May Peters

Council members:

- Angelo Sportelli
- Francisco Gudiño
- Zoey Thorson
- Jessika Sosa
- Silvia Constantin
- Ever Meister



Looking Ahead

## 2021: The Year Ahead

We are excited for this coming year; 2021 is waiting to be filled with activities and action. We need you to make it all happen! We are looking forward to hearing from you; share your ideas by reaching out to us. The best way to connect with us directly is via [bglc@sca.coffee](mailto:bglc@sca.coffee).

2021 - here we come!

