

ASIA
PACIFIC'S
**100
BEST
COFFEE
SHOPS**

WITH

DaVinci
GOURMET®



RESULTS OF

THE
WORLD'S
**100
BEST
COFFEE
SHOPS**

&

SOUTH
AMERICA'S
**100
BEST
COFFEE
SHOPS**

GALAS

The World's 100 Best Coffee Shops Gala

At Coffee Fest Madrid 2026



57.000

Attendees at Coffee
Fest Madrid



800

Attendees at
TW100BCS Gala



5

Sponsors



125K €

Sponsorship
revenue



93

Ranked coffee
shops attending



51

Countries
represented



Title Sponsor



Sponsor



Sponsor



Sponsor



Collaborator



Collaborator

**120+
Million**

Impacts
worldwide

800+



Professional
Judges
voting
worldwide

15K+



Coffee
Shops
Evaluated

350K



Votes
Received

South America's 100 Best Coffee Shops Gala

At Cafés de Colombia Expo 2025



41.000

Attendees at Café de Colombia Expo



400

Attendees at SA100BCS Gala



6

Sponsors



100K €

Sponsorship revenue



97

Ranked coffee shops attending



Title Sponsor



Sponsor



Sponsor



Sponsor



Sponsor



Collaborator

90+ Million

Impacts worldwide

20



Professional Judges voting worldwide

1.800



Coffee Shops Evaluated

200K



Votes Received

WHY DO WE NEED THIS LIST?



FOR THE CONSUMER

More and more people are looking for “good” coffee, QUALITY COFFEE.



“I loved this place.” Where can I go to try another coffee as good as this one?

The current lists are very extensive guides that are not reviewed nor visited by coffee experts.

WHY DO WE NEED THIS LIST?



FOR PROFESSIONALS AND COFFEE SHOPS

It's important to create a list that improves motivation
and a sense of belonging.

"I want to be the best, What should I do?"

WHY DO WE NEED THIS LIST?



FOR THE PRESS

The LIST format is very interesting and attractive for the press. Highly publishable, segmentable and immediately generates traffic to the POS.

It's important for the MEDIA to have a reference list. Generalist, leisure, Lifestyle, decoration, local and national press, magazines, TV...



UNIQUE SELLING PROPOSITION



Asia Pacific's 100 Best Coffee Shops is the official guide that highlights the top 100 coffee shops across the continent. Created by the team behind The World's 100 Best Coffee Shops, it brings a proven, international methodology to celebrate regional excellence and elevate the Middle East's specialty coffee scene on a global level

The list will be launched in November in **Seoul**, during Coffee Show Seoul 2026, one of the most important hospitality exhibitions in the region, marking the first-ever edition of the awards in Asia, supported by exclusive strategic partners

We connect local quality with a global standard, giving nominees and sponsors regional recognition and international visibility

ROUTE MAP

1 WORLD



2 CONTINENT



3 COUNTRY



EVALUATION CRITERIA



Quality of Coffee



Barista **Expertise**



Sustainability
Practices



Consistency



Customer Service



Ambience and
Atmosphere



Food and Pastry
Quality



Innovation



Community

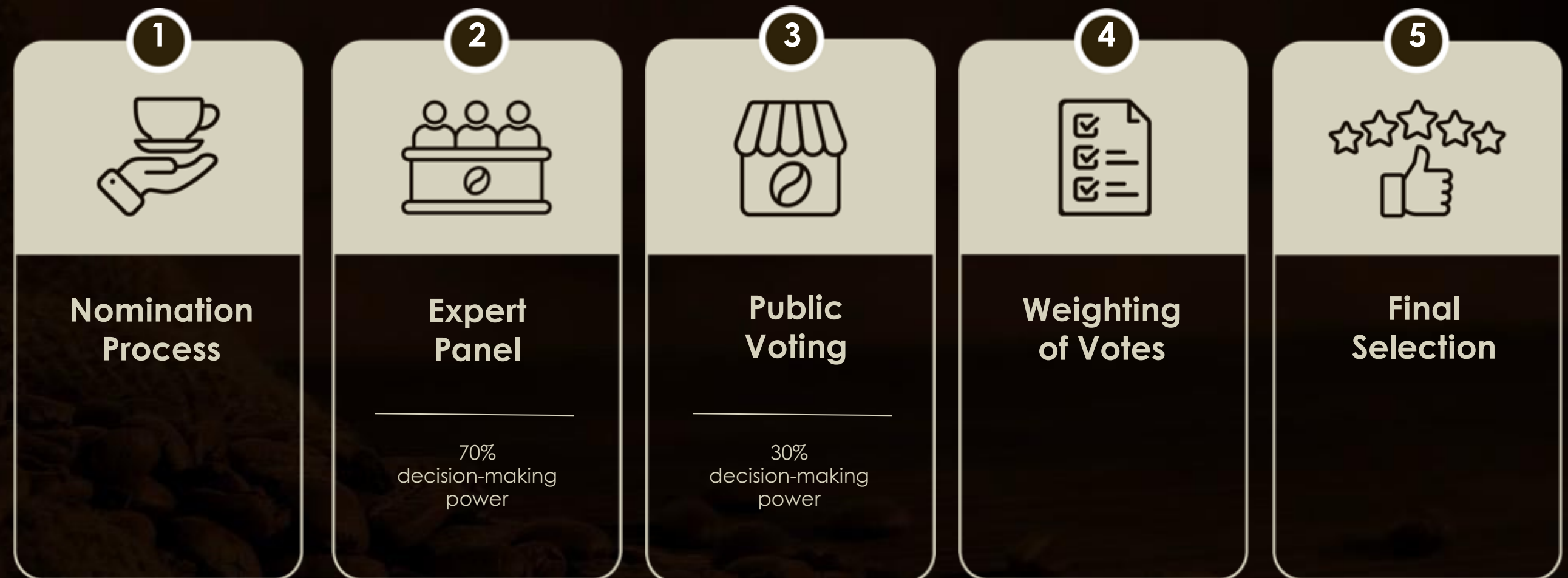
By meticulously applying these criteria, we aim to present a definitive guide to the best coffee shops around the world, celebrating those that excel in every aspect of the coffee experience.

VOTING SYSTEM



Voting System for the Best Coffee Shops Worldwide

To ensure a fair and transparent selection of the best coffee shops globally, we have implemented a robust voting system that incorporates both public opinion and expert evaluations. The voting process is structured as follows:



Coffee enthusiasts from around the world are invited to cast their votes online. Each individual can vote for their favourite coffee shop based on their personal experiences. The public voting phase will be open for a specified period, during which participants can vote once per person.

THE JURY



12 Chief Juries are leading the project globally
221 jurors across Asia Pacific voting on all coffee shops

CHIEF JURY

Food critics, bloggers,
coffee experts.

JURY ASSOCIATES

Baristas. Influencers
and trainers.



Associates all around the
world will visit the most
promising coffee shops.

SELECTION CRITERIA



CRITERIA FOR THE SELECTION OF JUDGES

To ensure a fair, diverse and informed assessment, the jury of The World's 100 Best Coffee Shops should be composed of complementary profiles that bring different perspectives within the coffee world:

- **Coffee experts:** cup tasters, roasters or professionals with extensive knowledge of coffee quality.
- **Ex-baristas and competition champions:** People with direct experience in the preparation and service of coffee, able to technically and sensorially evaluate each aspect.
- **Influencers and specialised content creators:** Social media influencers with the ability to identify trends and assess the consumer experience.
- **Coffee producers:** Origin representatives who provide insight on sustainability, bean quality and traceability.
- **Hospitality and gastronomy experts:** Professionals in the sector who analyse the service, ambience and overall coffee shop experience.
- **Communication and branding specialists:** To assess the identity, presence and coherence of the brand in the coffee world.

The combination of these profiles ensures that the list reflects not only the quality of the coffee, but also the excellence in service, value proposition and overall experience in each selected coffee shop.

To support the evaluation process, a **dedicated voting platform** is available for jury members. Each judge is given secure access to submit their scores and comments for each nominated coffee shop. This platform ensures a structured, confidential, and traceable process, allowing the jury to assess coffee shops based on predefined criteria while maintaining the integrity and transparency of the selection.

VIP HOSPITALITY & EXHIBITION LOUNGE



This year, **Asia Pacific's Best Coffee Shops**, will celebrate a new edition in Korea, a key hub for the region's fast-growing specialty coffee and hospitality scene.

THE EVENT

VIP Hospitality & Exhibition Lounge with two areas: a reception area and an event area with exhibition and activation space inside the Expo.

Daily programming including:

- Coffee masterclasses
- Talks and panels with coffee leaders
- Product presentations and Brand activations

OPPORTUNITIES

Both nominees and sponsors will have the opportunity to:

- Be part of the official agenda
- Create branded moments
- Engage with thousands of coffee professionals and enthusiasts
- The awards gala will be a major highlight of the Expo

THE GALA



- A **celebration** where the best coffee shops of Asia Pacific come together
- Coffee Shops are invited to attend and **personally receive their awards**
- **Special categories** will also be recognised on stage
- A unique moment to create **community and connections** within the industry
- Wide **media impact** with coverage in TV, press and digital channels
- A **high-quality official video** will capture the highlights and be shared globally

OUR DATA & PARTNERS



INSTITUTIONAL SUPPORT

COMMUNICATION THROUGH
OUR WORLD PLATFORM:
Cafeterias

+303 K
FOLLOWERS

+49 K
FOLLOWERS

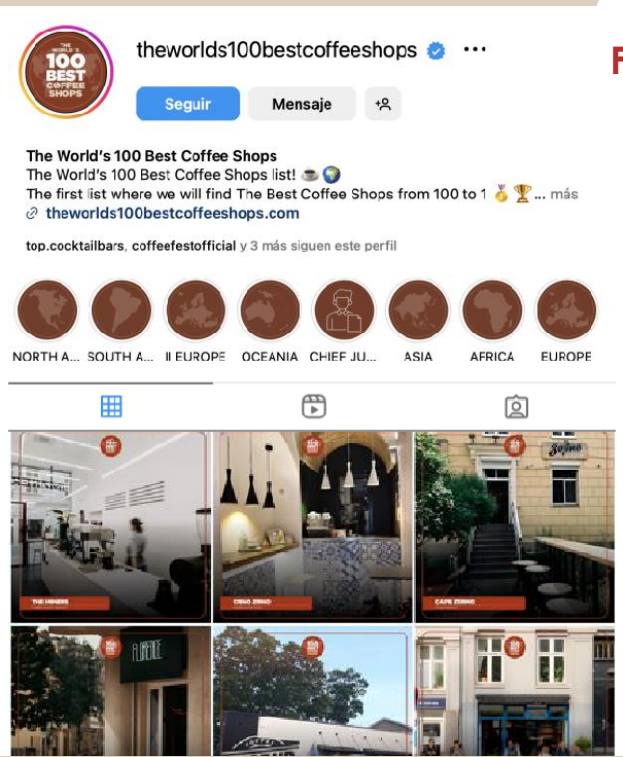
Combined communication
reach estimated at **800,000+**
coffee professionals and
Consumers in Latin America

Support via:

- Email campaigns
- Social media
- Press releases
- Expo branding



INSTAGRAM



100 K
FOLLOWERS

FOLLOW US!

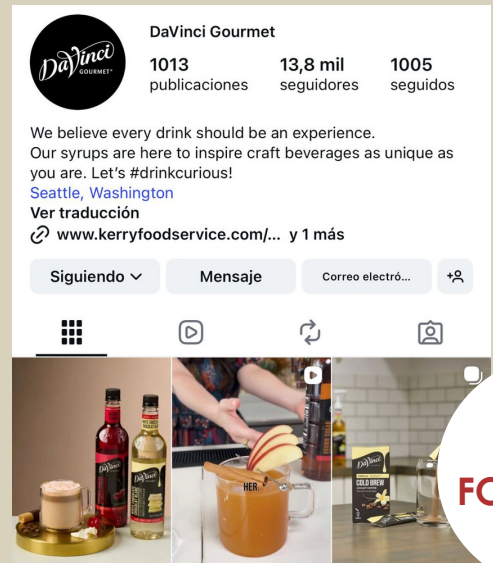
@theworlds100bestcoffeeshops

TW100BCS GLOBAL COMMUNITY

- 400K+ monthly web visitors
- 35,000+ coffee shops in the global database
- 1000+ international jury members
- 800,000+ individual coffeelovers
- 542 international press mentions
- 20,000+ minutes of TV coverage



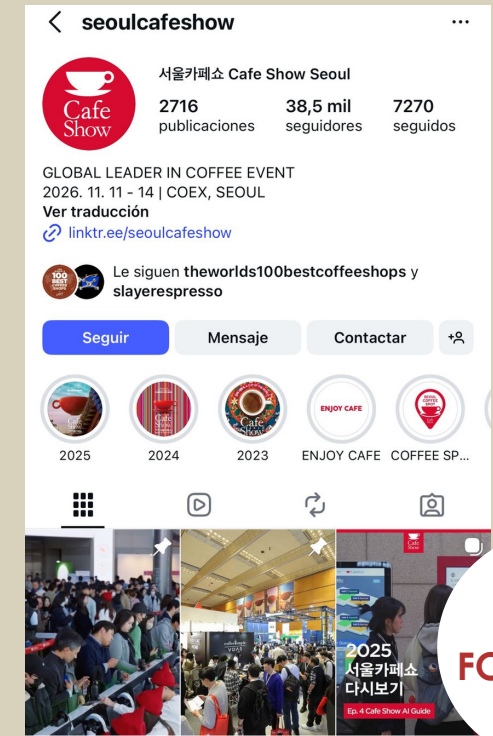
DaVinciGourmet



14K
FOLLOWERS



Seoulcafeshow



38K
FOLLOWERS

OUR GOALS

ASIA
PACIFIC'S
**100
BEST
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SHOPS**

OFFLINE



Television



Radio



Newspapers



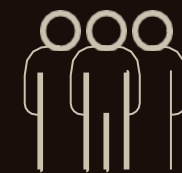
Magazines



Kpi's

Oct 2026 KPI'S

INSTAGRAM
FOLLOWERS



150 K

ENGAGEMENT 9,5%

TOTAL
IMPACTS 100 M

900 ATTENDEES AT THE
AWARDS GALA AND
+6.000 VISITORS IN BOOTH.

ONLINE

Pay Per Clicks Ads



Website Content



Website Design



Email marketing

Online PR



Kpi's

Display Ads

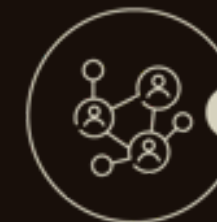


Multimedia

Bloggng



SEO



Social media



AND WE WANT...

**YOU TO BE OUR
PARTNER**

SPONSORSHIPS FEES



HOW TO PARTICIPATE?

GLOBAL MAIN SPONSOR

BENEFITS

- **Exclusivity** in your product category
- Featured presence on:
 - Project website
 - All nominee and jury communications
 - Social media and institutional newsletters
- **Branded experience** in the Exhibition Lounge
- **One branded activity** (talk, masterclass, tasting) as part of the official activation agenda
- **Direct commercial advantage:**
 - **1 targeted email campaigns** linking to your landing page (one focused, one with general content)
 - Opportunity to generate direct **qualified leads** from TW100BCS
 - **30 gala invitations**
- Logo on winner plaques
- Mention in press releases
- Visual presence in gala screens, banners, videos and Expo activations

FEE

40 K
&
Free Venue and experiences



SPONSORSHIPS FEES

HOW TO PARTICIPATE?

SPONSOR

BENEFITS

- **Logo placement online and on-site**
- **Branded experience** in the **Exhibition Lounge**
- Brand participation in one **activity** (talk, tasting, etc.)
- **20 gala invitations**
- Mention in newsletters
- 1 Product placement posts on social media
- Presence in event video recap

FEE

20 K

COLLABORATOR

- **Logo placement online and on-site** – third tier
- **Branded experience** in the **Exhibition Lounge**
- 10 gala invitations
- 1 Product placement post on social media
- Mention in social media posts with the other collaborators

10 K

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