

Over 300 Baristas & Coffee Roasters to Compete in Al Ain City, UAE



Cup Taster Championship

SUMMER AND FALL SEASON

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OCTOBER 27TH 2024, 7 AM ONWARDS

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COMPETITOR REGISTRATION IS **POWERED BY AI**

Abu Zabi, United Arab Emirates Oct 5, 2024 ([IssueWire.com](https://www.issuewire.com)) - Refill Roastery LLC is gearing up to host the much-awaited **Refill Cup Taster Championships 2024**, where over 100 baristas and coffee roasters from across the UAE will come together to compete. The event, scheduled for 27 October 2024, will take place at the Grand Ballroom of Ayla Hotel in Al Ain City, marking a key moment in the UAE's coffee scene.

In a pioneering move, Refill Roastery has become the first roastery in the UAE and GCC to integrate Conversational AI into a barista competition. Competitors will receive all event and competition updates through AI technology, ensuring seamless communication and enhancing the overall experience. This cutting-edge approach underscores Refill Roastery's commitment to innovation in the specialty coffee industry.

Refill Roastery CEO, Maktoum Alsheraifi, emphasized the growing importance of AI in transforming the coffee industry. "AI technology is revolutionizing the way we operate, from streamlining competition processes to enhancing the customer experience. The Refill Cup Taster Championships 2024 will showcase how technology can support the talents of our baristas and foster deeper connections within the coffee community," said Alsheraifi.

Now in its 5th edition, the Refill Cup Taster Championships serves as a platform for the UAE's baristas, coffee roasters, and home brewers to display their skills, while promoting the camaraderie and passion of the specialty coffee community. Close to 300 participants have registered, ready to take part in this exciting event but only 100+ will be selected as official competitors.

In addition to the competition, attendees will enjoy free coffee, product tastings and interactive experiences with sponsor products. Major sponsors for the event include Al Ain Water, Como Lounge Cafe, Le Pre, Boncafe Middle East, ECM Espresso Machine, El Patron Coffee, and El Boske Coffee.

The winners will receive trophies, cash prizes, and an array of products from the event's sponsors.

Join us in Al Ain City on 27 October 2024 for a live event that promises to blend technology, talent, and the vibrant culture of specialty coffee.

For more information:

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