

Cafemakers' President to Speak at Asia Tea & Coffee Conference

Andrew Hetzel, president of leading retail specialty coffee consultancy Cafemakers, LLC, will speak at the 2006 Tea & Coffee World Cup Exhibition & Symposium, Thursday, September 28, in Shanghai, China.

Kamuela, HI (PRWEB) July 17, 2006 -- Andrew Hetzel, president of leading retail specialty coffee consultancy Cafemakers, LLC, will speak at the 2006 Tea & Coffee World Cup Exhibition & Symposium on Thursday, September 28, in Shanghai, China.

The session, entitled "Specialty Coffee Brand Marketing" will highlight the importance of branding and present strategies used by top regional and global specialty coffee retailers to successfully develop and market brands for maximum sales impact.

In addition to his speaking session, Mr. Hetzel will judge the 2006 Tea & Coffee Asia Barista and Latte Art Competitions held in conjunction with the exhibition.

The 2006 Tea and Coffee World Cup is a three-day comprehensive marketplace for tea and coffee products and ideas. More than 300 exhibitors, including growers, exporters, importers, coffee roasters and equipment manufacturers representing 140 countries will be on display in the exhibition area. Seminars and panel discussions led by internationally recognized tea and coffee experts will advise audiences on business strategies and new opportunities for growth.

For additional information about the 2006 Tea & Coffee World Cup Shanghai, visit <http://www.tcworldcup.net> or contact:

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About Andrew Hetzel:

Andrew Hetzel is the president and founder of Cafemakers, a leading retail specialty coffee business consultancy based in Hawaii. Cafemakers provides business guidance and performance improvement services to restaurants, hospitality businesses and retail coffee chains throughout the United States and worldwide.

In addition to being a judge for the United States and World Barista Championships, Andrew is an instructor for Specialty Coffee Association of America's espresso workshops, contributing author to trade publications, restaurant coffee columnist for Hospitality News, specialty coffee industry subject matter expert for national publications and is a co-founder of the Hawaii Coffee Association's annual Barista Jam program.

Before launching Cafemakers in 2001, Andrew was the founder and CEO of a multi-million dollar audiovisual retail point of purchase advertising and training systems development company. Mr. Hetzel's clients have included some of the most influential and respected names in their industries, including: 3M, Aveda, Burger King, Brinker International, DaimlerChrysler, Calvin Klein, Home Depot, Hard Rock Cafes and Hotels, Hugo Boss, Procter & Gamble, Skechers USA and Sears.



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