

Cafemakers President to Speak at National Coffee Association Fall Education Conference

Andrew Hetzel, president of leading specialty coffee retail consultancy Cafemakers, LLC, will address the National Coffee Association at their annual Fall Education Conference on Wednesday, October 25, at the Park Central New York Hotel

Kamuela, HI (PRWEB) July 31, 2006 -- Andrew Hetzel, president of leading specialty coffee retail consultancy Cafemakers, LLC, will address the National Coffee Association at their annual Fall Education Conference on Wednesday, October 25, at the Park Central New York Hotel.

The session, entitled “The Financial Impact of Better Coffee” will be an insightful look at the bottom-line financial benefit of improving coffee quality. Case studies will review the impact that upgrades in procedures, suppliers, ingredients and investment in capital infrastructure have made for some of America's most successful multiunit retail, foodservice and hospitality business operators.

The NCA Fall Education Conference that will be held October 23-25, 2006 at the Park Central New York Hotel, New York, NY is designed to help businesses increase staff performance, increase overall productivity, develop relationships with industry peers and increase profits. For additional information, call +1 (212) 766-4007 or visit <http://www.ncausa.org>.

About the National Coffee Association

The National Coffee Association, created in 1911, is the oldest coffee trade association in the US and represents the US coffee industry with a primary focus on government policy (domestic and international), public relations, market and scientific research and education. The NCA's positive media campaigns have resulted in the promotion of positive coffee and health news worldwide.

About Cafemakers, LLC and Andrew Hetzel

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

In addition to serving as a judge for the United States and World Barista Championship competitions, Andrew is an instructor for Specialty Coffee Association of America's espresso workshops, sits on the SCAA Training Committee, is a contributing author to and coffee subject matter expert for industry trade publications and is the restaurant coffee columnist for Hospitality News.

Prior to founding Cafemakers, Andrew was the founder and CEO of a multi-million dollar company specializing in retail point of purchase advertising and training systems. 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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