



IT'S INTERNATIONAL COFFEE DAY

We have been so busy celebrating our 4th birthday we sort of missed INTERNATIONAL COFFEE DAY!

Yes, this is an actual thing. Google it!

October 1st is international coffee day. But you know what every day is international coffee day for us! But you might think why in the world is there an international coffee day. And well, even though we LOVE coffee we also wanted to know how and when it all happened!

So, here is the T, or coffee. LOL. Get it?

No? Never mind, we know our talents lie in coffee and treats and not that much in making jokes.

Anyway, the first official international coffee day was 1 October 2015, as agreed by the members of the International Coffee Organization (ICO) and was launched in Milan.

The ICO???

The ICO is the main intergovernmental organization for coffee.

The bring together exporting and importing Governments to tackle the challenges facing the world coffee sector through international cooperation and their mission is stated as "to strengthen the global coffee sector and promote its sustainable expansion in a market-based environment for the betterment of all participants in the coffee sector. It makes a practical contribution to the development of a sustainable world coffee sector and reducing poverty in developing countries."

The ICO has existed since 1963 and has been collecting data from the Member countries all the way through. That's like 50 years of data all about how coffee is produced, imported and export and the trade relations involved!

So why did they start a Day?

Well as the ICO says, "International Coffee Day is an occasion that is used to promote and celebrate coffee as our most beloved beverage. It is also an opportunity to promote sustainable coffee practices and to raise awareness for the plight of coffee growers."

That's quite cool don't you think!

This is definitely something we will be celebrating next year!

BUT...this does not mean that we cannot keep celebrating coffee every other day of the year!

So, we invite you to come to visit us and celebrate the fact that every day should be coffee day!

Talk to you soon!

XPRESSO Team