



## **Press Release**

### **THE BARN is the first German Coffee Roastery to receive the Award "Best Specialty Coffee Roaster in Europe and Middle East"**

Berlin, 21. November 2019

Once a year, the Who-is-Who of the international coffee industry are gathering at the prestigious Allegra Coffee Symposium. Each year, Allegra nominates companies and individuals that stand out in the industry: The International Coffee Awards. Several months prior to the Award Ceremony, both the coffee industry and the public are voting for their favourite company in each category.

THE BARN was the first German Coffee Shop that has won the 2018 award for "Best Independent Coffee Shop in Europe". The Berlin based roastery was particularly delighted to win this trophy in Italy.

In 2019, THE BARN won again. This time in the category "Best Specialty Coffee Roaster Europe and Middle East". Being the first German Specialty Roaster to receive this award, acknowledges the fundamental work of THE BARN.

THE BARN are pioneers in Specialty Coffee in Germany since 2010. Through close farm relationships with sustainable small holders, and by elevating their coffee quality in a fair partnership, THE BARN is able to change the value chain in coffee. Next to roasting and serving highest coffee qualities, the Berlin based Specialty Coffee Roasters have created a new way for customers to experience terroir and to be connected to each individual coffee farm; with each cup of coffee.

Allegra Strategies is a leading-edge research and strategy consulting firm based in London. Established in 1999, the company continues to lead its markets by providing timely, relevant and accurate information to high-profile and fast growth corporations. Allegra connects market participants. They are organisers of the London Coffee Festival which now has spread into various metropolitan cities such as New York, Los Angeles or Amsterdam. Allegra runs the Coffee Masters and Roast Masters Franchise which are high profile events that are putting Barista and Roast Competitions at the heart of public consumers.



## Contact

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## About THE BARN

Ralf Rueller opened his first Specialty coffee café in 2010 on Auguststraße in Berlin-Mitte, and was recently awarded the prestigious award for 'Best Specialty Coffee Roaster in Europe and Middle East'. THE BARN took a pioneering role in introducing Specialty Coffee at the highest level to Berlin. Close relationships with coffee farmers, microlots, specific processing techniques, light roasts, and hand brewed coffee beverages are at the core of the philosophy of the company. THE BARN regard Specialty Coffee as a unique opportunity to change the coffee value chain.

In order to stand out amongst run-of-the-mill commercial coffee shops, Ralf Rueller and his team have focused on uncompromising dedication to quality from the very start. Only outstanding coffees from sustainable and fully traceable farms are sourced. It is of the utmost importance to Ralf Rueller to work closely with his coffee farmers, and THE BARN pays far beyond the Fair Trade prices to support them.

THE BARN is an independent company that has been growing in stature, and now has 80 employees and a strongly growing fan-base across the globe. The brand name THE BARN is an internationally respected coffee roastery and supplies many of the most influential cafés around the world with their coffee beans. THE BARN's curated coffee subscription service and retail webshop sends out coffee beans to more than 80 countries. All of the coffee is freshly roasted by hand in Berlin. Among their eight own coffee shops in Berlin, THE BARN operates the famous Café Kranzler.