

11th Vienna Coffee Festival: Three Days of Enjoyment, Inspiration and Unique Festival Character

From September 12 to 14, Vienna's Marx Halle once again transformed into the pulsating center of international coffee culture: The 11th Vienna Coffee Festival attracted 8,280 visitors over three days and once more proved why it is regarded as "the coolest coffee event on earth."

Enthusiasm, exchange and discoveries around coffee took center stage – from extraordinary specialties to inspiring talks and visionary projects.

Awards for the Best in the Scene

A highlight awaited coffee fans right at the start: The **Vienna Coffee Festival Awards 2025** went to siblings **Katharina and Markus Brun (GOTA Coffee Shop)**, recently crowned Europe's Best Coffee Shop and ranked No. 3 worldwide, to **Martin Wölfl** (World Brewers Champion 2024, Wild Kaffee), and to the team of **"220 Grad" from Salzburg**. During the laudation, festival organizer **Günther Gapp** could not resist a wink: *"This is how beautiful modern coffee houses can look – only this one happens to be in Salzburg ..."*

As soon as the doors opened, the Marx Halle was buzzing with tastings, questions and lively exchange. Visitors seized the opportunity to immerse themselves in the variety of the international and domestic coffee scene, to discover the potential of Matcha & Chai, explore new trends and engage directly with producers and baristas.

"Vienna is a Specialty Coffee City"

One of the long-standing regulars of the festival, who has attended nine times, is **Leonhard "Hardi" Wild**, founder of *Wildkaffee* from Garmisch-Partenkirchen. He has observed the development of the event and the scene closely: *"The first years were not easy, but this year – despite challenging economic conditions – it was absolutely packed."* For him, one thing is clear: Vienna has made significant strides as a specialty coffee city in recent years. *"There are now around 50 really good coffee shops in Vienna, and the potential is huge – with tourists and the surrounding area we are talking about three million people. There is still plenty of room to grow."* He does not see specialty coffee shops as competitors to the traditional Viennese coffeehouses: *"They are two different worlds, like the local inn and the fine-dining restaurant – both have their place."*

Young Generation with Their Own Projects

Among the most exciting encounters were **Peter and Alina Schreiber**. Father and daughter have been shaping a new roasting culture with their project **"Don Miguel"** since late 2020. Alina, 23, explained: *"I roast, I package, and this year I am part of the Roasters' Village with my own stand for the very first time. Simply amazing!"* Their beans come from Costa Rica, Brazil and Colombia. The logo shows the face of a small coffee farmer from Costa Rica – by now something like the brand's mascot.

Innovation for the Home

Great interest was sparked by the innovation of **Stefan Metzenleiter**, CEO of *My Home Roast*. He presented a **home roasting machine** that allows up to 200 grams of green coffee to be freshly roasted in just 15 minutes – with no prior knowledge required. Developed in Vienna and on the European market since summer 2024, the devices are available from €199 (with subscription models) and bring the art of roasting straight into people’s kitchens.

World Champion on the Open Stage

The **Open Stage**, once again perfectly curated by **Jörg Wagner**, drew large crowds thanks to Austria’s specialty coffee stars, above all the Brun siblings and **Martin Wöfl**. He spoke about his one-year journey through 21 countries following his world championship title, introduced the latest **fermentation techniques**, presented green coffee from El Salvador and India, and highlighted his social project supporting small farmers. *“We don’t just want to bring coffee – we want to bring perspectives. It’s about sharing knowledge, raising awareness and building networks that have real impact all the way down to the farm level,”* said Wöfl. Exclusively at the festival, he presented a fermentation coffee developed with partners at origin, which visitors could taste for the very first time.

Alongside Wöfl, numerous experts addressed current topics. **Pedro Rangel**, analyst at international commodity trader SMN, explained the background of rising coffee prices and analyzed global market mechanisms. Further talks focused on fermentation, sustainability and the future of specialty coffee.

Spotlight on India

Making its Vienna debut was the **Coffee Board of India**, which brought producers and trade representatives to Austria. India, the world’s sixth-largest coffee producer, is rapidly developing into an important market for specialty coffee. **Somashekhar Sriramappa**, Managing Director of *Biome Coffee*, commented: *“We have never attended a festival before, but here in Vienna we definitely got a taste for it. It is wonderful to experience such enthusiasm and to be surrounded by so many genuinely interested people.”*

New Beverages in Focus

There were also exciting innovations among beverages: From Austria and fresh on the market came **“Sigl Bio Barista – brewed for coffee”** by the Trumer brewery. Launched just before the festival, this milk alternative instantly became a crowd favorite.

A **potato-based milk alternative (DUG, Sweden)** also celebrated a successful Austrian premiere, as did **“Say When Chai”** from Canada.

SCA National Championships: Barista and Latte Art

The festival concluded in style on Sunday afternoon with the awarding of the **Austrian National Barista and Latte Art Championships**. The new national barista champion is no stranger: world championship competitor **Junior Vargas** (*Victoria Arduino*) claimed the title for the fifth time. In Latte Art, **Alina Kirchner** from Villach (*Biest Coffee*) once again took the crown, successfully defending her title from last year.

The date for the **12th Vienna Coffee Festival** has already been set: **September 11–13, 2026**, once again at Vienna's Marx Halle. For all information in the meantime and everything around coffee: www.viennacoffeefestival.cc