



## STRONG WOMEN = STRONG COFFEE CASE STUDY

### PAVING THE PATH FOR ALL BARISTAS IN PERU

*In honoring a colleague's vision for a national female barista competition, the leaders of IWCA Peru proved that it could, and should, be done.*

Women play an important role across the coffee value chain. However, their work and contributions are often unrecognized, especially on the competition stage. Anggela Sara and Fabiola Ugarte, founding members of the IWCA Peru chapter led the charge to change this in Peru. In 2017, they organized the first barista competition featuring female baristas. In September 2019 they organized the second competition to recognize and celebrate the best female baristas in the country.

Unlike many other national barista competitions, Espressate Mujer brought to life the vision of a group of volunteers, driven to bring about change for not only women in coffee in Peru, but for any who doubted that a national barista competition was possible in Peru.



#### Peru Country Context

- **Population** (2017): 32,200,000
- **Poverty** (2016): 2.2 % population at International Poverty Line US\$1.90/day.
- **Gender Inequality Index (GII)** (2015): .39  
0=equality, 1= high inequality
- **World Risk Index Ranking** (2015): 79  
1=high disaster risk, 171=low disaster risk

#### References

**Population & Poverty:** <http://povertydata.worldbank.org/poverty/country/PER> **GII** measures human development & status by gender: <http://hdr.undp.org/en/composite/GII> **World Risk Index** measures exposure & vulnerability to natural hazards: <http://www.uni-stuttgart.de/ireus/Internationales/WorldRiskIndex/>

#### Leveraging Global Connections to Create a World Class Event

The 2019 IWCA Peru Espressate Mujer national female barista competition included the standard levels of competition: preparing espresso drinks, drinks with milk, and original drinks created by each competitor. IWCA Peru recruited Dale Harris, the 2017 World Barista Champion, to support their competition planning, and offer training to the participants and judges. Several local companies, including event host, The Coffee Road, provided support.

# Learning from the Best to Create Excitement You Can Feel

Anggela and Fabiola organized two days of presentations and workshops with Dale Harris. Dale shared technical tips and lessons with the local baristas and the sensory and technical judges. Importantly, Dale shared not only practical skills but also a deeper understanding of what makes the preparation of a great coffee beverage such an important human connection.



When the day came, attendees could feel the level of energy and excitement during the competition. There was strong coverage from both the national press and the coffee trade press. On September 7, 2019 the four finalists competed. Each of them did an outstanding job and the difference in scores was minor. Omar Moreno, El Cafeteador, was the Master of Ceremonies for the competition and he also presented awards to some of the producers who attended.

## And the Winner is....

First Place went to Ariana Medina. This was a repeat performance for Ariana, as she won the 2017 competition. Ariana is the owner of Abisinia Café. Her prize, sponsored by Shared X, included a trip to the 2020 SCA conference in Portland, Oregon in the United States to attend the IWCA events and other activities and training offered by the SCA.

Second Place went to Jeraldine Torres. This was her first time competing. Jeraldine runs the Barista Lab Center school.

Third Place went to Karen Pisconte. Karen is a barista at Café Verde and she was the first national champion of Barismo in Peru.

Fourth Place went to Lourdes Antinori. Lourdes is a barista at the Neira Café Lab. Her original drink was selected as the best by the judges.



*2019 finalists celebrate Ariana*



*2017 finalists enjoy a coffee break*

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In addition to the 2017 and 2019 Espresso Mujer National Female Barista Competitions, IWCA Peru led the 2015 innovative, multi-day workshop to provide rural women farmers with both technical coffee training and access to healthcare. To connect with the IWCA Peru Chapter, please visit the Chapters page of the IWCA website: [www.womenincoffee.org](http://www.womenincoffee.org).

The mission of the International Women's Coffee Alliance (IWCA) is to empower women in the international coffee community to achieve meaningful and sustainable lives; and to encourage and recognize the participation of women in all aspects of the coffee industry.