

Boot Coffee Campus Expands and Marcus Young Joins Boot Coffee

May 17, 2016 — Boot Coffee Camp expands and becomes Boot Coffee Campus. In June Boot Coffee moves into a new 2000 square foot coffee training lab to offer Specialty Coffee Association of America (SCAA) certified Pathways courses. In the new facility Boot Coffee will provide level 1 and 2 SCAA certifications in the roasting, green buying, and coffee taster pathways - with Barista training to follow. Boot Coffee Campus' roaster training facility is unparalleled with six coffee roasting machines including lab, sample, and production roasters. The campus features an SCAA certified cupping lab and offers Q-certification alongside the SCAA Pathways courses.

In addition to the new facility, Marcus Young joins the Boot Coffee Campus. Willem Boot and Marcus Young, two passionate coffee professionals and educators combine forces to create the ultimate professional coffee



training program. Marcus brings Boot Coffee over a decade of experience as a cupper, green coffee buyer and trader, and extensive time spent working with farmers to bring unique coffees to market. He is an experienced trainer who previously developed curriculum for the SCAA, Batdorf & Bronson Coffee Roasters, and founded a coffee roasting company that trains and employs the formerly homeless in coffee roasting, packaging, and distribution. Prior to working in coffee, Marcus worked as an educator and studied education and learning technologies at the University of Colorado. He brings expertise designing curriculum that addresses multiple learning styles and techniques to Boot Coffee.

Willem Boot has worked in coffee since he was 14, owning and operating a roasting company, working a cupper, advising roasting companies and coffee producers on quality improvement strategies, and he has worked to find the mother-source of Geisha in Ethiopia. In 2014 his La Mula Geisha coffee farm won the prestigious *Best of Panama* coffee competition.

Boot Coffee Campus is the only coffee school that delivers a complete seed-to-cup training program. Willem and Marcus have each spent extensive time working on coffee farms, with farmers, and processing coffee. They share this first-hand experience with students. SCAA Roaster Level 2 Pathway requires a trip to origin, a program that Boot Coffee already offers with guided trips to Ethiopia and Panama where students gain hands-on experience in farm management, coffee cultivation, processing techniques, and sustainability.

About Boot Coffee

Boot Coffee was established in 1998 by Willem Boot, an internationally recognized specialty coffee industry expert who was born and raised in The Netherlands. During Willem's impressive career in the international coffee industry he developed a unique specialization in programs that focus on quality improvement and international marketing. Boot Coffee has consulted hundreds of clients all over the world, from roasting companies and retailers, to exporters, governments and NGO's seeking specific expertise for international programs.