La Marzocco’s True Artisan Café voted Favourite Key Feature of The London Coffee Festival

La Marzocco's True Artisan Café was voted the Favourite Key Feature by attendees of The London Coffee Festival, which took place at the end of April and attracted more than 11,700 attendees.

This year the visitors of The London Coffee Festival were asked to vote for their favourite stands in a post-event survey.

The survey saw 1200 people taking part, voting on categories from favourite coffee experience, favourite stand design to most innovative product.

The Ultimate Coffee Experience was scooped up by Union Hand-Roasted who hosted the Roastery on Tour, with live coffee roasting demonstrations and a speciality brew bar across the three-day festival.

The Most Engaging Coffee Experience award went to United Coffee with the Make Decent Coffee Lounge that hosted one-to-one tutorials on how to make decent coffee at home (using methods such as the V60, Aeropress and French-press).

The Ultimate Tea Experience award went to Tea Pigs, who also hosted a Matcha master-class as part of The Lab programme. The Best Artisan Stall was awarded to Vivianne’s and the Best Street Food Stall was jointly awarded to Herman Ze German and Arancini Brothers who both scored the same percentage of votes.

Keep Cup was also awarded the most innovative product at the festival with the first barista-standard re-usable cup.

Allegra Events, organisers of The London Coffee Festival, said in a statement they would also like to give a special mention La Cimbali and Grumpy Mule who scored high across all categories, placing runner-up or third in most awards due to their outstanding contribution to the festival.

Full list of award winners:

Favourite Key Feature at The London Coffee Festival 2012

Winner: La Marzocco / The True Artisan Café

The Ultimate Coffee Experience

Winner: Union-Hand Roasted / Roastery on Tour

Most Engaging Stand Experience

Winner: United Coffee/ Make Decent Coffee

Favourite Stand Design

Winner: La Marzocco/ The True Artisan Café

The Ultimate Tea Experience

Winner: Tea Pigs

Favourite Artisan Market Stall

Winner: Viviane's

Favourite Street Food Market Stall

Winner: Herman Ze German
Winner: Arancini Brothers

Most Innovative Product at the event

Winner: Keep Cup

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