



**Sydney Harbour
Foreshore Authority**



MEDIA RELEASE April 2015

SOMETHING'S BREWING IN THE ROCKS

Rise and grind! July awakens the senses with the return of **The Rocks Aroma Festival** to the intimate laneways of Sydney's historic Rocks district. Throughout the month, the festival will offer coffee enthusiasts a blend of activities and workshops from Monday 6 July leading up to the **Aroma Festival Day on Sunday 26 July, 2015**.

The much loved Rocks Aroma Festival, now in its 18th year attracts coffee officinados from industry as well as every day coffee-lovers to the biggest coffee celebration in Australia. Produced by the Sydney Harbour Foreshore Authority, the boutique-style festival expects over 90,000 locals and visitors to flock to the scent of Sydney's best roasts and brews.

For the entire month of July The Rocks will ignite the senses with all things coffee. Savour a tasty cup and take part in a variety of workshops curated by the Australian Speciality Coffee Association. Become a café-fiend as you learn insider's tips on coffee cupping, latte art and coffee appreciation. The Rocks Aroma workshops run Thursdays through Sunday from 09 July.

For those interested in the science of coffee there will be specialist displays from 20 July and coffee cup and tea leaf readings on Fridays, starting 10 July and on Aroma Festival Day.

The much anticipated **Aroma Cup** returns for a third year to showcase the rich blends, barista techniques and carefully curated coffee froth signatures from cafés in The Rocks. Cafés will compete throughout the month to win the people's choice award as well as industry award for the best coffee experience of the festival.

Wake up, head down to The Rocks and get ready for a month filled with coffee fun!

Sydney Harbour Foreshore Authority (SHFA) is proud to manage The Rocks. While preserving and celebrating The Rocks' unique heritage, SHFA produces large scale and intimate quality events, outdoor markets, and educational tours. The Rocks is a perfect blend of culture, cuisine and a myriad of experiences worth savouring. The Rocks attracts over 14 million visitors each year. SHFA's vision is to create extraordinary places in Sydney that the world talks about.

Visit the therocks.com for more information.

The Rocks Aroma Festival
Sunday July 26, 10am – 5pm
With workshops and events throughout July

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