



2024 PROJECTED AUDIENCES

SEPT 27-28 - NEW ORLEANS, LA



1000+
Coffee Professionals

Baristas / Roasters / Coffee Shop Owners
Coffee Mixologists



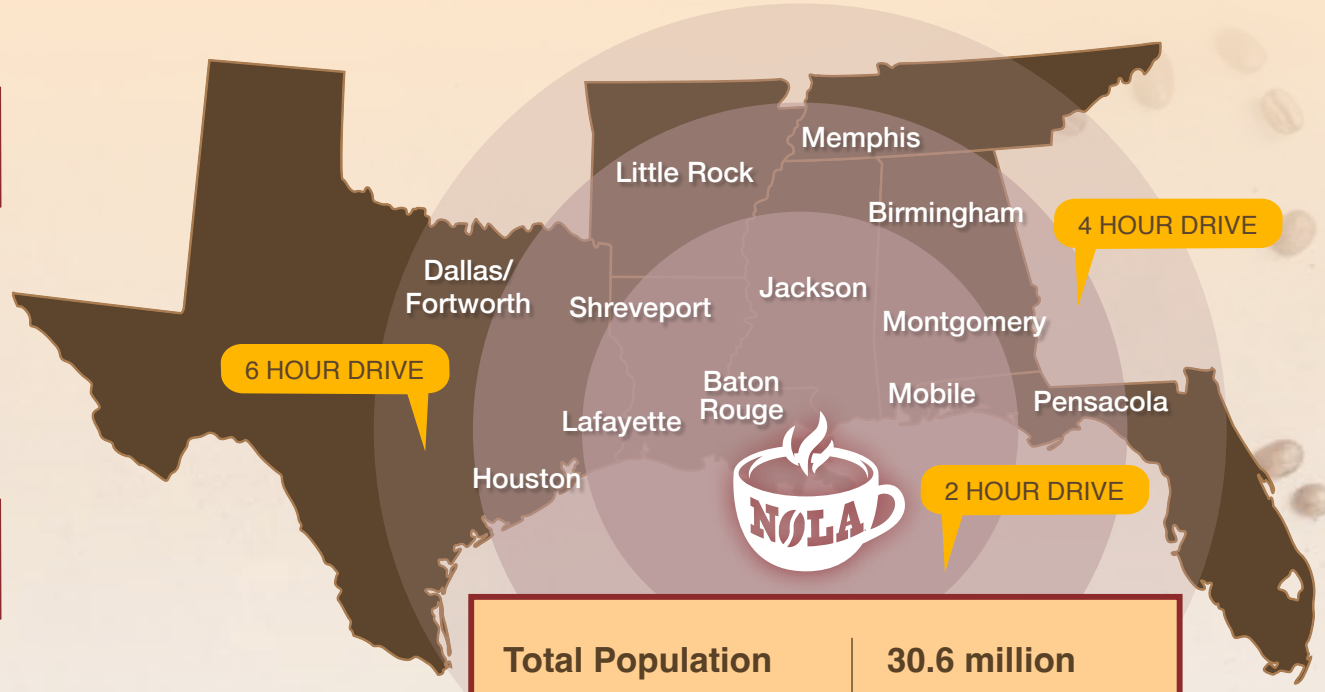
250+
Coffee Buyers

Specialty Grocery Buyers / Regional Chain
Store Buyers / F&B Directors from upscale
Hotels, Restaurants, Casinos and Resorts



2,500+
Affluent Consumers

Epicurious High Income HH (foodies) from
groups like Junior League, Ducks Unlimited,
Coffee & Car clubs, etc



Gulf South REGION

Total Population	30.6 million
HH <\$1M net worth	416,222
Cups of Coffee	> 85M cups/day

sources: 2021 US Census, 2021 NCA survey

nolacoffeefestival.com



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The NOLA Coffee Festival® is an annual industry trade show and consumer festival created to celebrate the joy of coffee products and to celebrate the many people who serve this industry from farmer to distributor to roaster to shop owner and barista.

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