

2025 Jackson Coffee Festival Schedule

last updated 3/13/25

NOTE: specific times may be revised the week prior to the event, please check back for an updated/final schedule.

LOCATION: Exhibit Hall A, MS Trade Mart

7:30-8:45	Exhibitor Registration Opens, Booth Set Up	Lobby
9:00-4:00	Exhibit Hall is open	Register in Lobby
9:30-10:30	Green Coffee Roasting Demonstration	Sponsored by Coffee Bean Corral
9:30-10:15	Water Quality Presentation	Classroom A Sponsor is TBD
10:00-10:30	Photo Op with Coffee Bean Mascot	Atrium Lobby
10:00-10:45	Coffee Cupping Demonstration	Sponsored by CUPs Espresso Cafe
10:00-11:30	Barista Skills Presentation - Pour Over method - Hario V60 method - Moka Pot method - Aeropress method - Other methods are TBD	Exhibit Hall Demo Jackson area Barista All Stars (TBD)
10:15-11:00	Intro to Coffee Flavor Wheel	Classroom A Sponsor is TBD
10:30-Noon	Roaster Roundtable Discussion Group	Atrium Lobby Host/Sponsor TBD
11:00-2:00	Food Concessions open	Lobby
11:00-Noon	Intro to Cold Coffee (extraction explained and RTD products previewed)	Classroom A Sponsored by Northshore Coffee
11:30-12:30	Green Coffee Roasting Demonstration	Sponsored by Coffee Bean Corral
Noon	Photo Op with Coffee Bean Mascot	Atrium Lobby
12:00-12:45	Coffee Cupping Demonstration	Sponsored by CUPs Espresso Cafe
1:00-1:45	Intro to Coffee Flavor Wheel	Classroom A Sponsor is TBD
1:30-3:00	Barista Skills Presentation - Pour Over method - Hario V60 method - Moka Pot method - Aeropress method - Other methods are TBD	Exhibit Hall Demo Jackson area Barista All Stars (TBD)
1:30-2:30	Green Coffee Roasting Demonstration	Sponsored by Coffee Bean Corral

1:30-2:00	Photo Op with Coffee Bean Mascot	Atrium Lobby
2:00-3:00	Coffee Cupping Demonstration	Sponsored by CUPs Espresso Cafe
2:00-3:00	Intro to Cold Coffee (extraction explained and RTD products previewed)	Classroom A Sponsored by Northshore Coffee
2:00-3:30	Roaster Roundtable Discussion Group	Atrium Lobby Host/Sponsor TBD
3:00-4:00	Green Coffee Roasting Demonstration	Sponsored by Coffee Bean Corral
3:00-3:45	Water Quality Presentation	Classroom A Sponsor is TBD
4:00	Exhibit Hall closes. Festival ends	
4:00-5:00	Exhibitor Clean Up and Departure	