

Q ThreeSixty Crop to Cup Coffee Pavilion

Execution & Content Delivery Guide



Coffee Division



Ecosystem Partner



Official Brewing Partner

Introduction

The **Q ThreeSixty Crop to Cup Pavilion** represents a powerful blend of heritage, business opportunity, and sensory experience. This guide serves as a detailed reference for presenters, facilitators, and coordinators, enabling them to deliver a unified, immersive visitor journey. The goal is not only to inform but to inspire action - cultivating new entrepreneurs, skilled professionals, and ambassadors of Indian coffee.

1. Fatemi Philosophy

Objective: To introduce the spiritual and ethical foundation behind entrepreneurship and craftsmanship.

Engagement Idea: Visitors can place a coffee bean in a symbolic planter pot, representing intent and action - their own “seed of enterprise.”

2. Origins of Coffee

Objective: To highlight the journey of a coffee bean, from a cherry to a drink

Key Message: Coffee farming is a long-term investment in both people and the planet.

Talking Points: - Coffee starts as a cherry and then is transformed through the entire value chain into a coffee drink - Introduce Arabica (mild, aromatic) vs Robusta (strong, bold) vs Liberica (fruity, smoky) vs Excelsa (rare, complex) varieties

Experience Element: Virtual reality plantation walkthrough showcasing cherry picking and processing.

3. Cultivation ([video available](#))

Objective: Explain cultivation process of coffee

Talking Points: - Plantation done at high altitudes - coffee trees first blossom into flowers that later turn into cherries - ripe cherries are harvested - harvesting is of two types (hand-picked and machine-aided)

Engagement: Visitors can compare beans processed through different methods under magnifying glass displays.

4. Harvesting & Processing ([video available](#))

Objective: Explain harvesting and processing stage of coffee value chain

Talking Points: - Harvesting is done manually or by machines - different types of processing methods are employed depending upon the expected taste.

5. Coffee Flavors by Regions, Flavors & Drinks

Objective: Explain different coffee growing regions and coffee drinks

Talking Points: - Latin America: chocolate, nutty, caramel notes. - Africa: floral, fruity, bright acidity. - Asia: earthy, spicy, herbal depth. - India: sweet, balanced, distinct due to monsoon processing.

6. Yemen ([video available](#))

Objective: Explain the cultural relevance of Yemen in coffee production

Talking Points: - Earliest plantations of coffee can be traced to Yemen - coffee plantation restarted in 20th century - impact on livelihood for locals

7. Coffee Industry

Objective: Explain the market size for coffee

Talking Points: - Coffee is widely grown across the world - India's standing in the world with regards to coffee production

8. Roasting & Grinding

Objective: To showcase how roasting defines flavor and identity.

Key Message: Roasting is both art and science — it unlocks aroma, taste, and experience.

Demo: - Use a small roaster (e.g., Aillio R2 Pro) for live roast cycles. - Explain light, medium, and dark profiles. - Display grinding textures (coarse, medium, fine) linked to brewing types.

Visitor Interaction: Provide a scent wall of light, medium, and dark roasts for sensory engagement.

9. Brewing & Consumption

Objective: To connect visitors to the craftsmanship of brewing and cultural meaning of coffee.

Talking Points: - Showcase various brewing techniques: French press, pour-over, espresso, Indian filter coffee. - Conduct tasting sessions demonstrating how roast and grind alter the taste. - Discuss cultural diversity — espresso in Italy, filter coffee in South India, ceremony coffee in Yemen.

Engagement: Conduct “brew-your-own” quick sessions supervised by baristas.

10. Showcase & Sampling Zone

Objective: To create a marketplace-style experience that highlights estates and roasters.

Setup: - Curated display of Indian and international estate coffees. - Sampling counter with cups labeled by origin, roast level, and processing method.

Engagement: Visitors vote for their favorite coffee, creating a live “People’s Choice” board.

11. Packaging & Distribution

Objective: To educate on branding, sustainability, and distribution networks.

Talking Points: - Importance of freshness (nitrogen flushing, sealed packaging). - Showcase biodegradable, recyclable materials. - Highlight distribution pathways — cafés, retail, e-commerce, exports.

Engagement: Visitors can design a mock coffee label that reflects their personality and story.

12. Call to Action

Objective: To convert curiosity into commitment.

Talking Points: - Farmers: training and funding programs. - Entrepreneurs: incubation and export support. - Youth: barista and café management programs.

Closing Line: “Every bean carries a story — it’s time to brew yours.”

Engagement: Registration QR codes for upcoming workshops and Coffee Conceptor programs.

13. Q Cafe Setup

Objective: To implement a scalable, experience-driven Q-Cafe model across all TWT pavilion cities that engages youth and promotes entrepreneurship awareness

Talking Points: Story of Coffee - Story of Micro-Lots -Manual brewing insights

Engagement: Registration QR codes for upcoming workshops and Coffee Conceptor programs.

Visitor Flow Tips

- Keep average visitor time per panel: 2–3 minutes.
- Encourage interaction at every third panel.
- Ensure QR codes are visible and functional.
- Maintain storytelling continuity from cultivation to consumption.

Presenter Readiness Checklist

Area	Checkpoint
Knowledge	Understand key talking points of all 12 panels.
Presentation	Practice flow, tone, and audience engagement.
Coordination	Communicate with technical and sampling teams.
Engagement	Use simple analogies to explain processes.
Safety & Cleanliness	Maintain hygiene at sampling and demo stations.

Conclusion

This guide transforms the pavilion from an exhibition into an experience - one that educates, engages, and empowers. By combining storytelling, live demonstrations, and actionable pathways, presenters turn every visitor into a potential participant in India's growing coffee revolution.