

Saudi's Rijal Almaa coffee festival attracts 21,000 visitors

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The first-ever coffee festival in Rijal Almaa province, organised by the Al-Bun Co-operative Society, was a huge success, attracting 21,000 visitors over four days. The festival featured 36 Saudi coffee exhibitors, presenting a diverse range of exceptional coffee varieties. Dr Abdulrahim Al-Mushari, Head of Al-Bun Co-operative Society, expressed his pleasure with the turnout and highlighted the festival's objective to increase awareness about modern approaches to coffee tree care and cultivation through the utilisation of advanced agricultural techniques.

According to the Saudi Press Agency, the event tent showcased 36 booths and provided outdoor spaces for 17 farms to sell up to 6 tonnes of Saudi coffee. The festival included four training workshops, as well as three seminars and dialogues attended by farmers, coffee enthusiasts, and experts. During the festival, a coffee brewing championship featuring the V60 tool was organised, offering prizes worth more than SAR20,000. Moreover, 10 agreements were signed between companies, farmers, and the Al-Bun Co-operative Society to support and enhance coffee cultivation in the centres and villages of Rijal Almaa province.

The coffee festival in Rijal Almaa aimed to acknowledge the hard work of coffee farmers, foster strong bonds within the local community, inspire them to adopt modern farming techniques, and showcase their dedication to producing top-notch coffee. This, in turn, will bolster the region's standing as a distinguished producer of exceptional Saudi coffee, both domestically and internationally.