

Jul 3, 2025

Northeast Coffee Festival Post-Festival Report

We can't believe that the 4th Annual Northeast Coffee Festival has come and gone - what an incredible weekend! We are so grateful for the financial support from the Event Arts Grant which elevated this event in a tremendous way this year. We continue to receive positive feedback about the experience, the professionalism, the venues, and the city as a whole, and we are so excited to announce that we have set the dates for NECF in Concord in 2026 - May 15-16th!

It was an honor to host the Northeast Coffee Festival in Concord, NH on May 2-3, 2025 - and overall it was a great success. From our ticket data (approximately 650 of our overall attendees - a 30% increase from last year in paid attendees), the Northeast Coffee Festival drew attendees from at least 10 states outside of NH, including Connecticut, Florida, Massachusetts, Maryland, Maine, Missouri, Montana, New York, Ohio, Rhode Island, and Vermont.

We had the pleasure of hosting coffee importers and producers from around the world to further highlight the growing coffee industry and its impact locally and globally.

The festival hosted and provided lodging for 55 industry professionals (business owners, cafe owners, roasters, importers, coffee producers) for 2 nights in downtown Concord in 5 different hotels. Many of our attendees shared that they happened upon the festival after attending the Concord Farmers Market, so having multiple events happening the same weekend only increased our overall attendance.

The expanded educational programming (45+ sessions!), outdoor community market, and live music for two full days drew approximately 2-3k on Friday and 4-5k on Saturday. Vendors and local businesses alike said they were so busy even on Friday night and had to restock for the next day when we had a greater attendance. Our culminating event was a live Latte Art Throwdown at the Bank of NH Stage. This venue was packed!

The free and open to the public Outdoor Community Market featured 30+ vendors (industry and community), 5 food vendors, live music all day, a beer tent, and a kids play zone (with puppies available for adoption!), making the festival a free family friendly event for the entire community to come and enjoy all weekend!

Approximately 650 attendees purchased passes for the event and we saw packed classrooms in the Hotel Concord and the Bank of NH Stage. As our festival continues to grow, we will continue to need to expand the outdoor footprint, increase security, and expand the number of venues we utilize to support the programming.

The greater Concord community truly embraced this event and contributed greatly to its success. Keeping this event accessible and affordable and being able to offer all of the outdoor activities at no cost is only possible due to the generosity of our contributing sponsors and grant

funding. We are excited to bring it back to Concord on May 15-16th, 2026, and can't wait to continue to elevate the offerings, the professionalism, the community connections, and the overall experience year after year!

Thank you for supporting these types of city-wide tourism events that help make Concord a destination for coffee professionals, festival lovers, enthusiasts of craft food and beverages, and supporters of local small business.

Karen Bassett
NECF Festival Director