

Contacts:

Mike Ferguson on behalf of SCAA
(562) 624-4192 or SCAA@freshgroundconsulting.com

Michael Strumpf on behalf of Allegro
(206) 579-8251 or Michael.strumpf@allegrocoffee.com

Allegro Coffee Company Hosts Mountain Regional Barista Competition

Finals This Sunday...Public Invited

Long Beach, CA. U.S.A. (January 16 2009) – Thornton Colorado based Allegro Coffee Company is hosting the Mountain Regional Barista Competition (MRBC) this weekend in partnership with the Specialty Coffee Association of America (SCAA). The competition is being held at The Adams 12 Building in Thornton beginning today. The finals are Sunday and the public is welcome.

The competition rewards demonstrated excellence in the art and skill of preparing and serving espresso. Entrants must make 12 beverages, including four espressos, four cappuccinos and four original signature drinks of their own creation within 15 minutes in front of a panel of accomplished industry judges. Competitors are judged on taste, beverage presentation, technical skills, station cleanliness and overall impression.

“The Rockies are home to some of the best coffee roasting companies and coffeehouses in the country,” said Ric Rhinehart, Executive Director of the Specialty Coffee Association of America (SCAA). “It is a great place for a barista competition and we are excited to have Allegro hosting the event and we invite the public to attend. It’s more exciting than Iron Chef.”

The winner of the competition will compete for the national title at the United States Barista Championships (USBC) in Portland, Oregon March 5-8. The winner of the USBC will represent the United States in the World Barista Championship in Atlanta, Georgia, April 16-19, 2009. Sponsors for the regional and national events include Official Host & Travel Sponsor: DaVinci Gourmet; Official Espresso Machine Sponsor: Nuova Simonelli; Official Grinder Sponsor: Mahlkoenig.