

## United States Cup Tasting Champion: Ben Kaminsky of Barismo Coffee

LONG BEACH, Calif. U.S.A. (April 24, 2009) --- The Specialty Coffee Association of America's (SCAA) declared Ben Kaminsky of Barismo Coffee the United States Cup Tasting Champion. The Taster's Championship competitions were created to educate and motivate the cup tasters of the world, recognize their credibility and status as on par with wine tasters, and to promote the concept of quality coffee. Kaminsky will go on to compete at the 6th World Cup Tasting Championship (WCTC) in Cologne, Germany, June 26-28 (<http://www.world-cuptasting-championship.com>) SCAA is the world's largest coffee trade association.

The 2009 United States Cup Tasting Champion award winners are:

1. Champion – Ben Kaminsky, Barismo Coffee
2. Second Place – Andy Sprenger, Caffe Pronto
3. Third Place – Geoff Watts, Intelligentsia Coffee & Tea

Recognizing that different taste preferences are found in coffee cultures around the world, the U.S. Cup Tasting Championship does not ask contestants to judge or identify coffee. Instead, participants in the competition test their skills to discriminate between tastes in a “triangulation” format.

In the U.S. Cup Tasting Championship, tasters were presented with eight sets of three cups, or triangles, where two cups were identical and one was different. Competitors were asked to identify the one cup that was different, testing their ability to smell, taste, recall and concentrate on the task at hand, against the clock. The competitor with the most correct answers in shortest amount of time is named the champion.

The competition began with three-person qualifying heats. Scoring was kept in real time and displayed immediately for participants and spectators. The top six competitors moved on to the semi-final, where triangles were made more difficult. The three high scorers become finalists.

Kaminsky took the title of U.S. Cup Tasting Champion, and automatically qualified for the World Championship.

Mark your calendar: The Specialty Coffee Association of America's 22nd Annual Exposition and 2nd Annual Symposium takes place in Anaheim, CA., April 14 – 18, 2010, which features the 2010 United States Cup Taster's Championship.

The SCAA is the world's largest coffee trade association dedicated to creating a vibrant specialty coffee community. Celebrating 26 years of success, the strength of our organization is reflective of our members who represent more than forty countries and every segment of the Specialty Coffee industry. Visit <http://www.scaa.org>.

Note to Editor: Interviews and photos upon request.