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For Immediate Release

Nation's Best Baristas Compete for Title United States Barista Champion

Baristas Compete in Portland, OR March 5-8, 2009

Long Beach, CA. U.S.A. (February 9 2009) – The best baristas from across the United States are honing their espresso skills in preparation for the 2009 United States Barista Championship (USBC), presented by the Specialty Coffee Association of America's (SCAA) and hosted by DaVinci Gourmet (www.davincigourmet.com). The four-day competition begins on Thursday, March 5th in Portland, Oregon, and concludes with the final round and award ceremony on Sunday, March 8th at the Oregon Convention Center.

In addition to Official Host & Travel Sponsor: DaVinci Gourmet; the USBC is made possible by Official Espresso Machine Sponsor: Nuova Simonelli (www.nuovasimonelliusa.com) and Official Grinder Sponsor: Mahlkoenig (www.mahlkoenig.com).

The USBC (www.usbc2009.com) recognizes excellence in the art and skill of espresso drink preparation. Competitors were required to 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.

Seven USBC-certified judges, including one head judge, two technical judges and four sensory judges, carefully evaluate and score each of the contenders. Judges focus on station cleanliness, taste, beverage presentation, technical skills and total impression.

There will be several other activities in conjunction with competition. There will be several social events, including a "Barista Prom," and two separate bike tours of Portland coffeehouse. Visit www.usbc2009.com/schedule.html for complete information. SCAA will also present a 3-day Skill Building Workshop (<http://members.scaa.org/train/skb/Portland/default.aspx>).

The winner of the USBC will represent the United States in the World Barista Championship in Atlanta, Georgia, April 16-19, 2009, hosted by the SCAA in conjunction with its annual exposition, which is the largest gathering of coffee professionals in the world.

About DaVinci Gourmet®

DaVinci Gourmet® prides itself on supporting the barista through quality products, industry support and value added programs. Whether serving as the premiere sponsor for the USBC & WBC competitions or offering training and menuing assistance, we take our dedication to the barista community very seriously. Historically, support to the barista community has been a part of DaVinci Gourmet's mission statement; today though we consider it as essential to our continued, shared success. DaVinci Gourmet provides a variety of products created for the specialty coffee industry, including classic, sugar-free and all-natural flavored syrups, gourmet sauces, tea concentrates and premium chocolate confections. Booth 1329 (WBC)

About NUOVA SIMONELLI INFORMATION

Nuova Simonelli is an industry leader in the production of high quality commercial espresso machines and related equipment. Nuova Simonelli has been manufacturing espresso machines in Belforte del Chienti, Italy since 1936, and today has a worldwide reputation for reliability and innovation. In addition to commercial espresso machines, Nuova Simonelli manufactures grinders, and home and office espresso machines. Nuova Distribution USA is the Nuova Simonelli North American distribution and technical services office, based in Washington state. It is a direct contact point for American and Canadian clients, and guarantees North American customers both technical assistance and daily deliveries. The Aurelia espresso machine from Nuova Simonelli is the official machine of the USBC and WBC. It is the only espresso machine designed using computed theoretical models to achieve temperature stability.

About MAHLKÖNIG USA, Inc.

For more than 80 years MAHLKÖNIG has been the leading brand for high quality, professional grinders. All products are developed by MAHLKÖNIG engineers and manufactured by hand in order to fulfill individual customer's needs and requirements. The continuously growing MAHLKÖNIG production is based in Hamburg, Germany. Significant investments in production and quality processes ensure the high quality expected from all MAHLKÖNIG products. The development in recent years has focused on grind-on-demand espresso grinders. MAHLKÖNIG is the only company which builds a grinder that communicates with the espresso machine to adjust fineness and dosing quantity. MAHLKÖNIG is still the only company that can offer extremely long lasting Tungsten carbide burrs.

About the SCAA

The SCAA is the world's largest coffee trade association dedicated to creating a vibrant specialty coffee community. We recognize, develop and promote specialty coffee by setting and maintaining quality standards for the industry; conducting research on coffee, equipment and perfection of craft; and providing education, training, resources and business services for members. 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, from coffee growers to coffee roasters and retailers. Together, we ensure our industry continues to thrive. Visit www.scaa.org.