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**For Immediate Release**

**Alex Pond of The Fresh Pot in Portland is the  
Northwest Regional Barista Champion  
*Pond Takes First Place in Northwest Regional Barista Competition  
Hosted by Dillanos Coffee Roasters***

**Long Beach, CA. U.S.A. (January 13 2009)** – Alex Pond of The Fresh Pot in Portland, Oregon was named Northwest Regional Barista Champion at a competition held January 9-11, 2009 in Tacoma, Washington. The Specialty Coffee Association of America (SCAA) event was hosted by Dillanos Coffee Roasters, based in Sumner Washington. Over twenty baristas from the the Northwest competed in the three day event. The top six competitors:

First Place	Alex Pond	The Fresh Pot	Portland, OR
Second Place	Kevin Fuller	The Albina Press	Portland, OR
Third Place	Robbie Britt	Zoka Coffee Roasters	Seattle, WA
Fourth Place	Michael Elvin	Espresso Parts NW	Olympia, WA
Fifth Place	Kristina Merryman	Lava Java	Ridgefield, WA
Sixth Place	Brett Walker	Zoka Coffee Roasters	Seattle, WA

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 were judged on taste, beverage presentation, technical skills, station cleanliness and overall impression.

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.

**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](http://www.scaa.org).