



For Immediate Release

Media Contacts: Tara Shenson/ Aaron Kiel
Phone: (562) 624-4100/ (919) 325-3358
E-mail: tshenson@scaa.org/ akiel@akprgroup.com

SCAA Celebrates the World's Most Excellent Coffees at Prestigious Coffees of the Year Competition, April 16 – 18, 2010

Specialty Coffee Association of America Cups the Best of the Best from Around the Globe at Its 2010 Roasters Guild Coffees of the Year Competition

LONG BEACH, Calif. U.S.A. (March 22, 2010)—The Specialty Coffee Association of America (SCAA), the world's coffee authority and largest coffee trade association, is preparing to identify, cup and celebrate the world's best specialty coffees at its 22nd Annual Exposition & Symposium, April 16 – 18, 2010 in Anaheim, Calif. at the Anaheim Convention Center. Through its 2010 Roasters Guild Coffees of the Year (COTY) Competition, SCAA evaluates and ranks the finest specialty coffees from a geographically diverse range of coffee producers. More than 140 specialty coffee submissions, representing 25 countries, compete in the prestigious annual event to be among the best specialty coffees from around the globe.

More than 30 experienced judges choose the winning coffees by cupping or thoroughly evaluating the sensory attributes of each coffee sample entered in the competition. The judges specifically assess six distinct qualities of the coffee samples, including: fragrance, aroma, taste, flavor, aftertaste and body.

Cupping is a systematic method of evaluating the aroma and taste of coffee and is used by growers, buyers and roasters to assess the quality and flavor profile of coffee. To properly gauge the taste of the hot beverage, the judges swish and swirl a soup-spoon-sized portion evenly over their palate then spit out the sample without swallowing. By saturating as many sensory nerves as possible, cupping participants are better able to analyze a coffee sample.

Coffee is graded on a scale of one to 100. In order to be considered a specialty grade coffee, the coffee must score at least a 80. Only coffees scoring 84 or higher are eligible to compete in the Coffees of the Year Competition. Once qualified, the coffees are vetted by Q-Graders, professionally accredited coffee graders and cuppers, and other experts. These judges determine the winners after the final cupping on April 18, and only the top ten coffees are permitted to boast they're among SCAA's 2010 Roasters Guild Coffees of the Year.

Expo attendees can sample the world's best specialty coffees in a lounge-like setting at the three-day COTY Competition in Anaheim.

The Roasters Guild is a trade guild of the Specialty Coffee Association of America that consists of specialty roasters dedicated to the craft of roasting quality coffee. The Roasters Guild is just one of two trade guilds within the Specialty Coffee Association of America. One guild is for coffee roasters and the other is for baristas. Through collaboration, professional certification and training opportunities, the members of the Roasters Guild and the Barista Guild of America are able to hone their skills and gain a deeper understanding of their professions.

Coffees of the Year Competition Schedule:

Friday, April 16: from 9 a.m. – 1 p.m.

Saturday, April 17: from 9 a.m. – 1 p.m.

Sunday, April 18: from 9 a.m. – 12 p.m.

The 2010 Roasters Guild Coffees of the Year Competition is just one of the many highlights at SCAA's 22nd Annual Exposition & Symposium. The event also includes the United States Barista Championship, a keynote presentation by distinguished entrepreneur Arianna Huffington, and an extensive show floor. During the United States Barista Championship, the most skilled and professional baristas from around the country showcase their skills and professionalism—preparing and serving 12 orders—in hopes of obtaining the championship title. SCAA's Expo includes: green and roasted specialty coffee, espresso machines and grinders, roasting equipment, commercial and home brewing machines, coffee drinks and mixes, flavorings and syrups, chocolate and cocoa products, baked goods, confections and significantly more. Badges for the show, starting at \$45 for a one day pass, are available online at www.scaaexposition.org.

SCAA 2010 Expo Sponsors

SCAA's 2010 Exposition official host partner sponsors include: Wilbur Curtis (www.wilburcurtis.com), F. Gaviña & Sons (www.gavina.com) and Fres-co System USA, Inc. (www.fresco.com). At the Expo, SCAA's 2010 Portrait Country is Guatemala (www.guatemalancoffees.com). Platinum Sponsors are: DaVinci Gourmet (www.davincigourmet.com), Jet (www.jetsmoothies.com) and Oregon Chai (www.sellchai.com). The Gold Sponsors are: Diedrich Manufacturing (www.diedrichroasters.com), Fetco (www.fetco.com), Georgia Pacific Food Services Solutions (www.dixiefoodservice.com), MONIN (www.monin.com), Roast Magazine (www.roastmagazine.com) and Probat Burns (www.probatburns.com).

About SCAA

For more than a quarter of a century, the Specialty Coffee Association of America (SCAA) has offered its members education, training, resources and business services. It is the world's largest coffee trade association, with members representing more than 40 countries and every segment of the specialty coffee industry, from growers to roasters and retailers. The SCAA has also been at the forefront of developing and promoting specialty coffee, and is committed to meeting the challenges of a rapidly changing industry by setting and maintaining standards, expanding professional certification programs, conducting industry-specific research, and providing even more opportunities to connect, exchange, and work together so our industry continues to thrive.

#

NOTE TO EDITORS: To attend the Coffees of the Year competition or SCAA's 22nd Annual Exposition & Symposium, contact Aaron Kiel at akiel@akprgroup.com. Interviews with coffee experts are available before, during and after the events. Photos available upon request.