



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 Schools the Culinary World on Coffee at Restaurants

Specialty Coffee Association of America Educates the Foodservice Industry About Great Coffee, April 15 – 18 in Anaheim, Calif.

LONG BEACH, Calif. U.S.A. (March 23, 2010)—The Specialty Coffee Association of America (SCAA) plans to teach restaurants, restaurateurs, chefs and foodservice professionals how implementing a specialty coffee menu leads to increased customer loyalty, distinction from competitors and the potential for increased price points. At its 22nd Annual Exposition & Symposium, SCAA offers a new culinary-focused educational track, plus hundreds of other coffee-enlightening opportunities through its exhibit, sessions and workshops. The Exposition runs from April 15 to April 18 at the Anaheim Convention Center, and the Culinary Track takes place on the last day of the event from 8 a.m. to 4 p.m. SCAA is the world's coffee authority and largest coffee trade association.

SCAA's Culinary Track is specifically designed to cater to the needs of gastronomic professionals, to guide them towards creating an exceptional specialty coffee menu or perfecting their existing beverage programs. Featuring cutting-edge specialty coffee intelligence, the Culinary Track specifically demonstrates how specialty coffee and properly brewed coffee can attract higher sales and enhance the overall dining experience. Registration is now open at www.scaalexposition.org. Tickets are available for \$75.

In the session "Creating Successful Specialty Coffee Programs in Food Service & Fine Dining," attendees learn how to create innovative coffee programs built from specialty coffee standards. During "Successfully Implementing a Golden Cup Award Standard Coffee Program in Your Foodservice Operation," participants discover how to tap into your existing customer base, reinforce loyalty and encourage repeat visits by providing a coffee experience based in excellence. Presenters respond to: What is the cost of not serving a good cup of coffee? With a "farm to fork" and "seed to cup" mindset, SCAA's Culinary Track delegates find out about sustainable practices, featuring a representative from *Bon Appetite Magazine*.

The program concludes with *OC Life* magazine's Executive Food Editor and Chef Anahita Naderi, preparing some delectable menu items made with coffee, as well as *Imbibe* magazine's Jen Boelts, demonstrating expert preparation of coffee cocktails in their presentation "Mixology & Coffee as an Ingredient."

"Coffee can certainly stand out on any restaurant menu," says Chef Naderi. "From unique main course and dessert pairings to an actual ingredient in your cuisine, coffee can inspire a restaurant's creativity and elevate the dining experience to a whole different level."

Boelts says, "Coffee cocktails can also take the spotlight at a restaurant. With innovative coffee-based drinks, featuring artisanal spirits and fresh ingredients, your patrons' palates will surely be surprised and your receipts will justify the new menu additions."

Wrapping up the series, Culinary Track attendees take a strategic tour of the SCAA Exposition floor, focusing on the specific vendors with the products and knowledge to service all sizes of restaurants and hospitality chains.

Complete conference details are available at www.scaaexposition.org. Questions? Call 562-624-4100 or e-mail info@scaa.org.

SCAA's Culinary Track is just one of the many highlights at its 22nd Annual Exposition & Symposium. The event also includes the Coffees of the Year Competition, the United States Barista Championship, a keynote presentation by distinguished entrepreneur Arianna Huffington, and an extensive show floor. 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.

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NOTE TO EDITORS: To attend SCAA's Culinary Track and its 22nd Annual Exposition & Symposium, contact Aaron Kiel at akiel@akprgroup.com or request a press pass online at www.scaaexposition.org. Interviews with coffee experts are available before, during and after the events. Photos available upon request.