



For Immediate Release

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SCAA Wraps-Up a Successful Exposition and Names its 2010 Product Award Recipients

Specialty Coffee Association of America Announces Houston as Host City for 2011 Exposition

LONG BEACH, Calif. U.S.A. (May 6, 2010)—The Specialty Coffee Association of America’s (SCAA) 22nd Annual Exposition & Symposium, held April 15 – 18, 2010, Anaheim, Calif., was a hit with coffee professionals, vendors and industry experts. Dubbed “The Event,” as it’s the premier and largest event for the specialty coffee industry, the Exposition and Symposium drew more than 8,000 international coffee professionals from more than 40 countries at the Anaheim Convention Center. Conference delegates focused on specialty coffee, new products and services and the latest trends and issues in the coffee marketplace. SCAA is the world’s coffee authority and largest coffee trade association.

“The Specialty Coffee Association of America’s Exposition continues to grow and exceed expectations,” said Ric Rhinehart, executive director of the Specialty Coffee Association of America. “Our presenters shared valuable business intelligence and insights into the coffee industry, and our exhibitors brought together the most thrilling coffee products and services – all at the must-attend event of the year. We couldn’t have done it without our sponsors, partners and volunteers, so thank you. Now we look ahead to 2011, and invite the coffee industry to the 23rd Annual SCAA Exposition in Houston, April 29 – May 1.”

With 730 booths at this year’s Event, SCAA’s show floor was a colorful and pulsating district of coffee products, services and wares. The Event featured every imaginable specialty coffee and tea product or service, including: 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 more.

Direct from the Expo floor, SCAA judges selected this year’s stand-out products and services for its 2010 Product of the Year Awards. The winners are:

Coffee or Tea Preparation & Serving Equipment (Commercial)

Company: Diedrich Manufacturing, Inc.

Product: IR – 1 Profile Lab Roaster

Coffee or Tea Preparation & Serving Equipment (Consumer)

Company: Intelligentsia Coffee & Tea

Product: Fashion Cups

Food

Company: Otis Spunkmeyer, Inc.

Product: Ultimate Thaw and Serve Muffins

Sustainability

Company: Everpure

Product: MRS-600HE-11 System

Packaging

Company: Fres-co

Product: Premium Flexible Packaging for Van Houtte 450 g Vanilla Hazelnut Coffee

Educational/Training Products

Company: VST Inc.

Product: Mo Jo To Go

Specialty Beverage

Company: Torani /R. Torre & Co.

Product: Real Fruit Smoothie Mix

Open Class

Company: Roast Log

Product: Digital notebook for Coffee Roasters

SCAA's 2010 Exposition also featured the official host partner sponsors: 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 was Guatemala (www.guatemalancoffees.com). Platinum Sponsors were: DaVinci Gourmet (www.davincigourmet.com), Jet (www.jetsmoothies.com) and Oregon Chai (www.sellchai.com). The Gold Sponsors were: 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).

In addition, "The Event" showcased the United States Barista Championship (USBC), the Roasters Guild Coffees of the Year Competition, 2nd Annual U.S. Cup Tasters Championship and the 2010 Roasters Guild Roasters Choice Tasting Competition.

Mark your calendar: SCAA's 23rd Annual Exposition takes place in Houston, Texas, April 29 – May 1, 2011.

About SCAA

The Specialty Coffee Association of America (SCAA) is the world's coffee authority and largest coffee trade association with nearly 3,000 member companies. SCAA members are located in more than 40 countries and represent every segment of the specialty coffee industry, including producers, roasters, importers/exporters, retailers, manufacturers, baristas and coffee enthusiasts. As the industry leader, SCAA works to improve the quality of specialty coffee from "seed to cup" to ensure that it will be available well into the future. And for more than a quarter of a century, SCAA has inspired specialty coffee professionals in their quest to learn, grow and collaborate for the betterment of the specialty coffee industry. Thus, SCAA's dedication to excellence in coffee is realized through the setting of quality standards for the industry; conducting research on coffee, equipment and perfection of craft; and providing education, training, resources and business services for members. To learn more, visit www.scaa.org.

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NOTE TO EDITOR: Photos of SCAA's 22nd Annual Exposition & Symposium are available upon request.