



**For Immediate Release**

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## **Specialty Coffee Association of America Brings the World's Largest Specialty Coffee Exposition to Anaheim, Calif., April 15 - 18**

***Thousands of Coffee Professionals and Enthusiasts Set to Focus on Specialty Coffee***

**LONG BEACH, Calif. U.S.A. (Jan. 27, 2010)**—Coffee producing, roasting, grinding, brewing, serving and much more—it's all at the Specialty Coffee Association of America's (SCAA) 22nd Annual Exposition & Symposium, April 15 – 18, 2010, Anaheim, Calif. At "The Event," thousands of international coffee professionals from more than 40 countries converge at the Anaheim Convention Center to focus on specialty coffee, sustaining the industry and farmer's livelihoods, and the latest and most innovative trends and products in the coffee marketplace. SCAA is the world's coffee authority and largest coffee trade association. To learn more, visit [www.scaaexposition.org](http://www.scaaexposition.org).

At the SCAA Exposition, the coffee industry's premier annual event, two highly anticipated contests take place: the United States Barista Championship (USBC) and the Roasters Guild Coffees of the Year Competition. At the USBC, the country's preeminent baristas showcase their skills and professionalism—preparing and serving 12 orders—in hopes of obtaining the championship title that propels them from coffeehouse hopeful to industry celebrity. The winner moves on to the 2010 World Barista Championship in London next June. At the Coffees of the Year Competition, certified SCAA judges evaluate and rank the world's finest specialty coffees from around the globe by cupping—thoroughly evaluating six distinct attributes of the competitors' coffee samples, including fragrance, aroma, taste, flavor, aftertaste and body. The Coffees of the Year title is arguably the most prestigious honor a coffee producer can receive.

More than 8,000 specialty coffee professionals attend the Exposition. Delegates include coffee producers from origin, exporters and importers, roasters, retailers, product manufacturers, baristas, foodservice providers and coffee enthusiasts, among others. A vibrant show floor, featuring more than 800 Exposition booths, features everything specialty coffee and tea, 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 significantly more.

Exposition coffee labs, workshops and lectures focus on quality, sustainability, standards, research and trends. In addition, sessions cover such topics as: coffee trade, social responsibility, barista training, coffee and cuisine, coffee pairings for restaurants and foodservice establishments, latte art, coffee and social media and customer service, among hundreds more.

Complete conference details are available at [www.scaaexposition.org](http://www.scaaexposition.org). Questions? Call 562-624-4100 or e-mail [info@scaa.org](mailto:info@scaa.org).

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

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**NOTE TO EDITOR:** To register for "The Event," SCAA's 22<sup>nd</sup> Annual Exposition & Symposium, contact Aaron Kiel at [akiel@akprgroup.com](mailto:akiel@akprgroup.com) or request a press pass online at [www.scaaexposition.org](http://www.scaaexposition.org).