



For Immediate Release

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SCAA's Roasters Guild Recognizes Fine Coffees at the 2010 Roasters' Choice Tasting Competition

Specialty Coffee Association of America's Annual Event Honors the Art of Roasting Specialty Coffee

LONG BEACH, Calif. U.S.A. (March 26, 2010)—The Specialty Coffee Association of America (SCAA), the world's coffee authority and largest coffee trade association, is highlighting the craft of specialty coffee roasting with its 2010 Roasters Guild Roasters' Choice Tasting Competition at SCAA's 22nd Annual Exposition & Symposium, April 15 – 18, 2010 in Anaheim, Calif. at the Anaheim Convention Center.

The 2010 Roasters' Choice Tasting Competition features some of the country's finest specialty coffee roasters, and it provides the opportunity to taste exceptionally roasted coffees. All coffees are submitted by SCAA Roasters Guild members and pre-vetted by Q-Graders, who are professionally accredited coffee graders and cuppers. Selected in advance of the Exposition, the top 10 coffees are showcased at the annual event. All Expo attendees receive a ballot with their registration badge, which allows them to vote for their favorite. The tasting is blind.

While SCAA announces a "winner" of the 2010 Roasters Guild Roasters' Choice Tasting Competition, based on the results of the balloting, the aim is to celebrate the craft of roasting and enjoy great tasting coffee during the Expo.

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

The 2010 Roasters Guild Roasters' Choice Tasting Competition is just one of the many highlights at SCAA's 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. 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.

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NOTE TO EDITORS: To attend the 2010 Roasters’ Choice Tasting Competition or SCAA’s 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.