



**For Immediate Release**

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

## **Specialty Coffee Association of America Presents** **2010 U.S. Cup Taster's Championship**

### ***Competition Asks Coffee Experts to Test Their Coffee-Tasting Skills***

**LONG BEACH, Calif. U.S.A. (March 24, 2010)**—The Specialty Coffee Association of America (SCAA), the world's coffee authority and largest coffee trade association, hosts the 2<sup>nd</sup> Annual U.S. Cup Taster's Championship at its 22<sup>nd</sup> Annual Exposition & Symposium, April 15 – 18, 2010 in Anaheim, Calif. at the Anaheim Convention Center. Competitors from across the country compete to be crowned the national champion, who represents the United States at the Speciality Coffee Association of Europe's World Cuptasters Championship, June 23 – 25 in London.

The U.S. Cup Taster's Championship educates and motivates the cuppers of the world, recognizes their credibility and status as on par with wine tasters, and promotes the concept of quality coffee.

Recognizing that different taste preferences are found in coffee cultures around the world, the U.S. Cup Taster's Championship does not ask contestants to judge or identify coffee. Instead, participants in the competition test their skills to discriminate between tastes in a "triangulation" format. Tasters receive eight sets of three-cups, or triangles, where two cups are identical and one is different. Competitors identify the one cup that is different, testing their ability to smell, taste, recall and concentrate on the task at hand against the clock. The competitor with the most correct answers in the shortest amount of time is the champion.

The competition begins with three-person qualifying heats. Scoring is kept in real time and displayed immediately for participants and spectators. The top six competitors move on to the semi-finals, where triangles increase in difficulty. The three high scorers become finalists. The overall winner takes the title of 2010 United States Cup Taster's Champion and automatically qualifies for the World Cuptasters Championship.

### **U.S. Cup Taster's Championship Schedule:**

Friday, April 16; from 12:30 – 4 p.m.

Saturday, April 17: from 12:30 – 3 p.m.

Sunday, April 18: from 1 – 2 p.m. (finals)

The U.S. Cup Taster's Championship entry fee is \$50. For more information or to register for the U.S. Cup Taster's Championship, visit the SCAA Web site at [www.scaa.org](http://www.scaa.org) or send an e-mail to Marcus Boni at [mboni@scaa.org](mailto:mboni@scaa.org).

The 2010 U.S. Cup Taster's Championship 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](http://www.scaaexposition.org).

### **SCAA 2010 Expo Sponsors**

SCAA's 2010 Exposition official host partner sponsors include: Wilbur Curtis ([www.wilburcurtis.com](http://www.wilburcurtis.com)), F. Gaviña & Sons ([www.gavina.com](http://www.gavina.com)) and Fres-co System USA, Inc. ([www.fresco.com](http://www.fresco.com)). At the Expo, SCAA's 2010 Portrait Country is Guatemala ([www.guatemalancoffees.com](http://www.guatemalancoffees.com)). Platinum Sponsors are: DaVinci Gourmet ([www.davincigourmet.com](http://www.davincigourmet.com)), Jet ([www.jetsmoothies.com](http://www.jetsmoothies.com)) and Oregon Chai ([www.sellchai.com](http://www.sellchai.com)). The Gold Sponsors are: Diedrich Manufacturing ([www.diedrichroasters.com](http://www.diedrichroasters.com)), Fetco ([www.fetco.com](http://www.fetco.com)), Georgia Pacific Food Services Solutions ([www.dixiefoodservice.com](http://www.dixiefoodservice.com)), MONIN ([www.monin.com](http://www.monin.com)), Roast Magazine ([www.roastmagazine.com](http://www.roastmagazine.com)) and Probat Burns ([www.probatburns.com](http://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 U.S. Cup Taster's Championship or 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). Interviews with coffee experts are available before, during and after the events. Photos available upon request.