



For Immediate Release

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Baristas Battle it Out in Los Angeles at the Western Regional Barista Competition, Feb. 26 - 28

LONG BEACH, Calif. U.S.A. (Feb. 22, 2010) – The Specialty Coffee Association of America (SCAA), the world's coffee authority and largest coffee trade association (www.scaa.org), searches for the best, most skilled barista from the west-side of the country at its annual Western Regional Barista Competition, Feb. 26 – 28 in Los Angeles. The host sponsor is The Coffee Bean & Tea Leaf.

At the competition, baristas dazzle four sensory judges, two technical judges and one head judge as they prepare and serve four espressos, four cappuccinos and four signature beverages during a 15-minute race against the clock. A signature beverage is a highly innovative, freestyle espresso-based beverage created by the barista for the competition.

Who: Thirty-five of California and Hawaii's top professional baristas, as well as coffee and espresso experts from the Specialty Coffee Association of America

What: SCAA's 2010 Western Regional Barista Competition, hosted by The Coffee Bean & Tea Leaf

When: Feb. 26 – 28, 2010

Where: Siren Studios on Sunset; 6063 W. Sunset Blvd, Hollywood, Calif. 90028 (www.sirenstudios.com)

Times: Friday, Feb. 26: 11 a.m. – 4 p.m.; Saturday, Feb. 27: 11 a.m. – 4 p.m.; Sunday, Feb. 28: 10:30 a.m. – 2:30 p.m.

Visuals/Highlights: At the competition, California and Hawaii's premier baristas battle it out with a Nuova Simonelli Aurelia, the official espresso machine. As they ready their beverages, contestants engage the audience, explaining their actions and selections, while seven judges watch and evaluate their every move – all in pursuit of espresso perfection.

Background: The Western Regional Barista Competition is one of 10 regional barista competitions taking place across the country. The winners of each competition go on to compete in the United States Barista Championship at the Specialty Coffee Association of America's Exposition, April 15 – 18 in Anaheim, Calif. The winner of the U.S. Barista Championship moves on to compete in the 2010 World Barista Championship, which takes place in London this June. The events recognize professional achievement in the art and skill of espresso drink preparation and service.

In addition, SCAA is hosting a Skill Building Workshop in conjunction with the Western Regional Barista Competition, 9 a.m. to 12 p.m., Feb. 26 to 28 at Siren Studios. Classes include introduction to coffee cupping.

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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