



For Immediate Release

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The Specialty Coffee Association of America Announces 21st Annual Symposium and Exposition

***Wednesday, April 15 through Sunday, April 19, 2009
Atlanta, Georgia at the Georgia World Congress***

Long Beach, CA. U.S.A. (March 20 2009) – The Specialty Coffee Association of America (SCAA), host of the world’s largest gathering of coffee professionals, announces a new name, new schedule, new format, and new pricing for its 21st annual event. The SCAA Annual Symposium and Exposition will begin on Wednesday, April 15 and conclude on Sunday, April 19, 2009.

This new schedule adds a full day to the event and features a reimagining of the educational component, beginning with the addition of a Symposium, to be held at the Omni Hotel CNN Center, on Wednesday and Thursday, April 15 and 16. This executive-level series targets leaders and experts in the coffee sector and is designed to encourage dialogue about the future of the industry. The in-depth symposium will address topics such as climate change and the global outlook for supply, immigration and its impact on the labor force, and the implications of recent scientific advancements on coffee production.

SCAA Conference Committee Chair, Mike Ebert says, “We have secured a high caliber roster of presenters and experts who will break from the traditional lecture format. Instead, they’ll lead sessions that allow for a greater degree of exchange and interaction among participants. Not only are we promising executive-level information, but participants can expect concierge-level service throughout the event.”

In addition to changes in schedule and format, SCAA is announcing greatly reduced fees, just \$95 for the exposition and lectures from Friday, April 17 through Sunday, April 19 if you are a member of the association. SCAA’s popular hands-on training workshops will continue to be offered for additional fees.

This year, the World Barista Championships (WBC) returns to the United States and SCAA's annual event. Baristas from all over the world will compete for the title of world's best barista from Thursday, April 16 through Sunday, April 19.

Ric Rhinehart, SCAA's Executive Director, says, "We've made a real commitment to promoting traffic on the show floor for our 400 exhibitors while continually increasing the educational and networking value of the SCAA Exposition for our attendees. We are adding a product demonstration stage on the show floor so attendees can learn valuable tricks of the trade from leading professionals in the industry. This stage will also feature a new competition for coffee cuppers that tests their differentiation skills, The U.S. Coffee Taster's Challenge. We are also offering Spanish translation for all educational sessions."

Schedule:

21st Annual Symposium and Exposition Schedule

Symposium | Wednesday and Thursday, April 15 and 16

Welcome Reception and Keynote Speaker | Thursday, April 16

Exposition Hours | Friday 12-5:30pm, Saturday 12-5:30pm and Sunday 12- 4pm

World Barista Championship | Thursday, April 16 through Sunday, April 19

Visit <http://www.scaalexposition.org/default.aspx> for complete information and registration.

About the SCAA

The SCAA is the world's largest coffee trade association dedicated to creating a vibrant specialty coffee community. We recognize, develop and promote specialty coffee by setting and maintaining quality standards for the industry; conducting research on coffee, equipment and perfection of craft; and providing education, training, resources and business services for members. Celebrating 26 years of success, the strength of our organization is reflective of our members who represent more than forty countries and every segment of the Specialty Coffee industry, from coffee growers to coffee roasters and retailers. Together, we ensure our industry continues to thrive. Visit www.scaa.org.