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**For Immediate Release**

## **Specialty Coffee Association of America Hosts First United States Taster's Championship**

***The Best Coffee Tasters in the U.S. Compete in Atlanta April 16-19, 2009 for a  
Chance to Compete in World Cup Tasters Championship***

**Long Beach, CA. U.S.A. (March 12 2009)** – The Specialty Coffee Association of America (SCAA) will present the United States Taster's Championship in Atlanta, Georgia, April 16-19, in conjunction with its annual exposition. This is the first time a national coffee tasting competition has been held in the U.S. using guidelines from the World Cup Taster's Championship (WCTC). The winner in Atlanta will represent the United States at the WCTC in Cologne, Germany, June 25-28, 2009.

The WCTC was created to promote the concept of quality coffee, educate and motivate professional coffee tasters around the world, and recognize their skill as on par with wine tasters.

Competitors are presented with eight sets of three-cups, or "triangles," where two cups are identical. Competitors are asked to 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 shortest amount of time is the champion.

"Professional coffee tasters must have highly refined palettes to navigate the complexity of flavors found in coffee," said Ric Rhinehart, Executive Director of the Specialty Coffee Association of America (SCAA). "It is well past time that we not only recognize their skills as equal to those found in other industries where taste is paramount, but also let consumers know about this important segment within our industry and celebrate their value."

For more information or to register for the U.S. Tasters Championship, please email Marcus Boni at [mboni@scaa.org](mailto:mboni@scaa.org).

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