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For Immediate Release

**The Specialty Coffee Association of America Presents
Three Days of Skill Building Workshops
Hosted by Counter Culture Coffee**

February 13-15, 2009 at Counter Culture Coffee's Atlanta Training Center

Long Beach, CA. U.S.A. (January 23 2009) – Counter Culture Coffee, based in Durham, North Carolina, will host three days of skill building workshops, presented by The Specialty Coffee Association of America, at its Atlanta training center February 13-15, 2009.

The workshops coincide with the Southeast Regional Barista Competition (SRBC), hosted by Batdorf & Bronson Coffee Roasters (www.dancinggoats.com), Everything Coffee & Tea (www.everythingcoffee-tea.com) and Counter Culture Coffee (www.counterculturecoffee.com). Both the training and competition will be held at The King Plow Arts Center, on W. Marietta St. in Atlanta. A total of six workshops will be presented over three days:

Friday, February 13, 2009

Workshop 1	9 a.m. – 12 p.m.	Comparative Cupping
Workshop 2	1 p.m. – 4 p.m.	Comparative Cupping: An In-Depth Approach

Saturday, February 14, 2009

Workshop 3	9 a.m. – 12 p.m.	Introduction to Espresso
Workshop 4	1 p.m. – 4 p.m.	Hands-On Espresso

Sunday, February 15, 2009

Workshop 5	9 a.m. – 12 p.m.	BGA Milk & Latte Art Class
Workshop 6	1 p.m. – 2 p.m.	BGA Certification Level 1 Exam

Complete information and registration is available here:

<http://members.scaa.org/train/skb/feb13-15/default.aspx>

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.