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2010 Roasters Guild Origin Trip Announced Roasters prepare to travel to the coffee farms of Brazil

LONG BEACH, Calif. U.S.A. (June 1, 2010) --- The Roasters Guild is proud to announce that Brazil will be the destination for their 2010 Origin Trip which will take place July 10-17. The trip will be hosted by Ipanema Coffees, Bourbon Specialty Coffees, Cooparaiso, ABIC, and Cafés do Brasil and features tours of numerous regions including Sul de Minas, Pocos de Caldas and Sao Sebastiao do Paraiso. Attendees will visit working farms in each location and participate in Roasters Guild classes, view cupping demonstrations, tour drying structures and experience the day to day life of coffee producers in Brazil.

Attending a Roasters Guild Origin Trip is the coffee professional's chance to have an experience at Origin that is truly unique. Travel between farms is often via horseback or small plane, and local culture and districts are explored with the guidance of our in-country hosts creating a local experience. Such stops on the Brazil trip include journey to the Rio Verde farm on horseback, a guided tour of unique Sao Paulo coffee shops, night harvesting of Conquista facilities, and a stop at a Brazilian coffee museum among others.

Registration for this event is currently open to Roasters Guild members and opens up to the public on June 7th at www.roastersguild.org. Roasters Guild member early bird pricing is \$895 and non-member pricing is \$1195, however prices go up after June 13th. Those who would like to sign up for a membership may contact membership@scaa.org.

For a full listing of daily activities, pricing and registration details visit www.roastersguild.org. Space is very limited and attendees are encouraged to register early.



About SCAA

The Specialty Coffee Association of America (SCAA) is the world's coffee authority and largest coffee trade association with nearly 3,000 member companies. SCAA members are located in more than 40 countries and represent every segment of the specialty coffee industry, including producers, roasters, importers/exporters, retailers, manufacturers, baristas and coffee enthusiasts. SCAA is dedicated to creating a vibrant specialty coffee community, recognizing, developing and promoting 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 its members. Visit www.scaa.org.

About The Roasters Guild

The Roasters Guild is an official trade guild of the Specialty Coffee Association of America that consists of specialty roasters dedicated to the craft of roasting quality coffee and promotes quality as the principle standard for success. To be a member of the Guild, roasting must be an integral part of one's profession. The Guild furthers roasters' knowledge of and skills in the history, fundamentals, art and science of coffee roasting and through an international community and year-round events. The Roasters Guild is the focused voice in the industry representing the interests of Roasters. The Roasters Guild Certification Program recognizes specialty roasters who achieve a high degree of skill and excellence in roasting, across three levels: Apprentice, Journeyman and Master. Classes towards certification in these levels are offered throughout each year at regional SCAA Skill Building Workshops, the Roasters Guild Retreat and SCAA's Annual Exposition. The Roasters Guild leadership is in the form of an Executive Council; who oversees and guides the Guild in vision and strategy. The Roasters Guild advocates linking quality product to quality ethical conduct.