



For Immediate Release

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SCAA Reveals Best New Coffee Products at 21st Annual Exposition

LONG BEACH, Calif. U.S.A. (April 23, 2009) --- Equator Estate Coffee & Teas won the Roasters Guild 2009 Roasters Choice Tasting Competition with an Ethiopian coffee at the Specialty Coffee Association of America's (SCAA) 21st Annual Conference & Exhibition in Atlanta, Ga., April 16 – 19. Celebrating the art of roasting specialty coffee, the competition featured exceptional coffees from some of the finest coffee roasters throughout the country. SCAA, the world's largest coffee trade association, also awarded products in seven other categories:

SCAA's Best New Product Award winners:

1. Packaging – Cafelat, for its entire line of products
2. Food – Coffeebark, Inc., for its candy product
3. Open Class – CSC Scientific, for its color track bench top roast analyzer
4. Coffee or Tea Preparation and Serving Equipment / Consumer – Espresso, for the Espresso Twist
5. Specialty Beverage – Torani / R. Torre & Co., for their organic syrup
6. Educational and Training Product – George Howell Coffee, for Extract MoJo Coffee Brewing Analytics Software & Refractometer
7. Coffee or Tea Preparation Equipment / Commercial – Cirqua Customized Water, for its AB Formulator

Mark your calendar: The Specialty Coffee Association of America's 22nd Annual Exposition and 2nd Annual Symposium takes place in Anaheim, CA., April 15 – 18, 2010, which features the 2010 Best New Product Awards.

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.

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Note to Editor: Interviews and photos upon request.