2012-13 Regional Barista Competition Hosts Announced
Baristas From Across The Country Prepare To Demonstrate Their Skills In The Art of Espresso Preparation

LONG BEACH, CA U.S.A. (August 24, 2012) – The Specialty Coffee Association of America (SCAA), the world’s coffee authority and largest coffee trade association (www.scaa.org), searches for the best, most skilled baristas from across the country at its 2012-13 annual Regional Barista Competitions. The Specialty Coffee Association of America (SCAA) is the governing body of the United States Barista Championship – the Licensed National Body for WCE (World Coffee Events). SCAA's United States Barista Championship and Regional Competitions, through their focus on excellence, encourage and recognize professional achievement in the art and skill of espresso beverage preparation and service. At the Regional Competitions, baristas dazzle four sensory judges, two technical judges and one head judge as they prepare to serve four espressos, four cappuccinos and four signature beverages during a 15-minute race against the clock. A signature beverage is a highly innovative, freestyle espresso-based beverage created by the barista for the competition. For more information visit www.usbaristachampionship.org.

Four of the five 2012-13 Regional Barista Competition Regional Hosts have been officially announced. In order to provide competitors, attendees and sponsors a greater opportunity to prepare and participate in SCAA’s Regional Barista Competitions, an earlier schedule has been planned for the 2012-2013 program with the North East Regional being held in early November and subsequent Regionals following shortly after. Exact dates for all 5 competitions will be announced in the coming weeks. The Hosts of the 2012-13 Regionals are as follows:

NERBC: November 2-4, 2012. Hosted by Dallis Bros. Coffee. To be held at the Coffee and Tea Festival in Atlantic City, NJ.

SERBC: Hosted by Batdorf & Bronson Coffee Roasters in Atlanta, GA

SCRBC & NCRBC: TBA in the coming weeks

NWRBC: Hosted by Dillanos Coffee Roasters, WA.

SWRBC: Hosted by Verve Coffee Roasters in Santa Cruz, CA.
**Visuals/Highlights:** At the competition, the North East’s premier baristas battle it out with a Nuova Simonelli Aurelia, the official espresso machine and Mahlkonig grinders, the official grinder of the USBC. As they ready their beverages, contestants engage the audience, explaining their actions and selections, while seven judges watch and evaluate their every move – all in pursuit of espresso perfection.

**Background:** There are 6 Regional Barista Competitions taking place in 5 locations across the country. The winners of each competition go on to compete in the United States Barista Championship at the Specialty Coffee Association of America’s Exposition, April 12-14, 2013 in Boston, MA. The winner of the U.S. Barista Championship moves on to compete in the 2013 World Barista Championship, which takes place in Melbourne, Australia June 2013. The events recognize professional achievement in the art and skill of espresso drink preparation and service.

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**About SCAA**

The Specialty Coffee Association of America (SCAA) is the world’s coffee authority and largest coffee trade association with nearly 5,000 members including member companies and their employees. 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](http://www.scaa.org).