



SPECIALTY COFFEE ASSOCIATION OF AMERICA

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SCAA.ORG

FOR IMMEDIATE RELEASE

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SCAA 2015 Best New Product Winners Announced Awards Given at The 27th Annual SCAA Exposition in Seattle, WA

SANTA ANA, Calif. U.S.A. (April 12, 2015) --- Each year, the Specialty Coffee Association's Best New Product Competition recognizes new products that represent quality and add value to the specialty coffee and tea industry. Awards were presented at The 27th Annual SCAA Exposition, April 9-12, 2015 in Seattle, WA. The Best New Product People's Choice Award encouraged attendees to cast their votes via the app and hundreds of votes were received from expo attendees. The SCAA Best New Product Awards for 2015 went to:

SCAA 2015 BEST NEW PRODUCT AWARD RESULTS

Specialty Beverage

Torani – Ginger Lemongrass Syrup – Booth #12043

Coffee or Tea Preparation & Serving (Commercial)

Poursteady – Poursteady 1.0 – Booth #1005

Coffee or Tea Preparation & Serving – Consumer (Electrical)

La Marzocco – La Marzocco Linea Mini – Skybridge Cafe

Coffee or Tea Preparation & Serving- Consumer (Non-Electrical)

ESPRO – ESPRO Travel Press for Coffee – Booth #4035

Because great coffee doesn't just happen.®



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Food

Theo – Peanut Butter Cups – Booth #17010

Coffee Accessories

OXO – OXO Good Grips Travel Mugs – Booth #1013

Specialty Prepared Tea or Chai Beverage or Beverage Mix (NEW CATEGORY!)

David Rio – Tea Frost Premium Tea Frappe – Booth #4025

Packaging

Torani – Torani Purée Blends – Booth #12043

Open Class

Tastify – Sustianabile Harves Coffee Importers – Booth #10030

Sustainable

Mother Parkers – EcoCup™ Capsules – Booth #21009

SCAA 2015 PEOPLE'S CHOICE AWARD RESULTS

Specialty Beverage

Torani – Torani Spicy Kola Nut Syrup – Booth #12043

Coffee or Tea Preparation & Serving (Commercial)

Slayer – Single Group Espresso Machine – Booth #9016

Coffee or Tea Preparation & Serving (Consumer)

La Marzocco – La Marzocco Linea Mini - Skypebridge

Food

Theo – Peanut Butter Cups – Booth #17010

Coffee Accessories

BevLab – Espresso Tamper by BevLab – Booth #16040

Specialty Prepared Tea or Chai Beverage or Beverage Mix (NEW CATEGORY!)

David Rio – Tea Frost Premium Tea Frappe – Booth #4025

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Packaging

Torani – Puree Blends by Torani – Booth #12043

Open Class

Mountain Thunder – Kona Bliss/Kona Dream Coffee Scrubs – Booth #1035

Sustainable

Mother Parkers – EcoCup™ Capsules – Booth #21009

More details about the Best New Product and other SCAA award rules and guidelines can be found at scaaevent.org/awards

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About SCAA

The Specialty Coffee Association of America (SCAA), is a non-profit trade organization and the world recognized leader in coffee knowledge development. With over 12,000 members located in more than 40 countries, including member companies and their employees, SCAA members represent every segment of the specialty coffee industry, including producers, roasters, importers/exporters, retailers, manufacturers, baristas and other industry professionals. For over 30 years, the SCAA has been 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 consumption, brewing and perfection of craft; and providing education, training, resources and business services for its members. Visit www.scaa.org.

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