



SPECIALTY COFFEE ASSOCIATION OF AMERICA

117 W. 4th Street, Suite 300 | Santa Ana, CA 92701

Phone: 562.624.4100 | Email: membership@scaa.org

SCAA.ORG

MEDIA ADVISORY FOR IMMEDIATE RELEASE

CONTACT

Israel Serna for SCAA
Phone: (562) 624-4100
Email: iserna@scaa.org

Ethiopian Leaders/Delegates To Conduct Press Conference On Country's Coffee Economy Today Q&A with Leaders of Ministry of Trade, Exporters Association and Coffee Cooperatives and Growers

SEATTLE, Wash. U.S.A. (April 10, 2015) --- A press conference, hosted by the 2015 SCAA Portrait Country Ethiopia, will be held today, **Friday, April 10th 2015**, at the **Washington State Convention Center** in conjunction with the SCAA Event. The press briefing will be held in **Room 2B** on the second floor from **12:30 – 1:30pm** and will include a Q&A opportunity with State Minister of Trade His Excellency Yakob Yella, President of the Ethiopian Coffee Exporters Association Hussein Agrawibrahim and Chairman of the African Fine Coffees Association Abdullah Baggareh. Details on Ethiopia's preparations to host the 4th World Coffee Conference in Addis Ababa in 2016 will also be released. Any media representative holding a SCAA approved press badge may attend. Press badges can be requested by contacting Israel Serna at iserna@scaa.org.

###

Because great coffee doesn't just happen.®



SPECIALTY COFFEE ASSOCIATION OF AMERICA

117 W. 4th Street, Suite 300 | Santa Ana, CA 92701

Phone: 562.624.4100 | Email: membership@scaa.org

SCAA.ORG

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.

Because great coffee doesn't just happen.®