



For Immediate Release

Media Contacts: Tara Shenson/ Aaron Kiel
Phone: (562) 624-4100/ (919) 325-3358
E-mail: tshenson@scaa.org/ akiel@akprgroup.com

Specialty Coffee Association of America
Awards 2010 Coffees of the Year

Roasters Guild Coffees of the Year Competition Identifies Some of the World's Best Coffees

LONG BEACH, Calif. U.S.A. (April 23, 2010)—The Specialty Coffee Association of America (SCAA) awarded nine specialty coffees with the “Coffees of the Year” title at its 2010 Roasters Guild Coffees of the Year Competition, which was held at SCAA’s 22nd Annual Exposition & Symposium, April 16 – 18, 2010 in Anaheim, Calif. SCAA cupped, evaluated and ranked some of the finest specialty coffees from a geographically diverse range of coffee producers, and nine distinct coffees were selected as the leaders of this prestigious competition. SCAA is the world's coffee authority and largest coffee trade association.

SCAA’s 2010 Roasters Guild Coffees of the Year Competition winners include (each are classified as Best of Origin for their country):

Coffee Producer: Carlos Imbachi

Farm Name: Buenavista

Country: Colombia

Region: San Agustin, Huila

Score: 90.5

Coffee Producer: Juan Carlos and Gregg Meza

Farm Name: El Recuerdo

Country: El Salvador

Region: Apaneca/Illamatapeq Mountain Range

Score: 87.375

Coffee Producer: Ricardo Zelaya

Farm Name: Puerta Verde
Country: Guatemala
Region: Antigua Guatemala, Sacatepequez
Score: 89.625

Coffee Producer: Fabio A. Caballero
Farm Name: La Isabela
Country: Honduras
Region: Mogola / Marcala / La Paz
Score: 89.313

Coffee Producer: Gikanda Farmers Co-Operative Society
Farm Name: Gichathaini
Country: Kenya
Region: Nyeri
Score: 89.222

Coffee Producer: Luis Alberto Balladarez
Farm Name: Un Regalo de Dios
Country: Nicaragua
Region: Mozonte/Nueva Segovia
Score: 85.558

Coffee Producer: Peterson family
Farm Name: Hacienda La Esmeralda
Country: Panama
Region: Boquete
Score: 89.125

Coffee Producer: Wilson Sucaticona Larico
Farm Name: Tunki
Country: Peru
Region: Puno
Score: 89.2

Coffee Producer: Will and Grace Tabios

Farm Name: The Rising Sun

Country: USA/Hawaii

Region: Ka'u

Score: 87.563

In addition to the nine winners, Wilson Sucaticona Larico, of the coffee farm Tunki in Peru, was presented with the People's Choice Award. The People's Choice Award was determined after SCAA Exposition attendees tasted and voted upon the nine winners of the 2010 Roasters Guild Coffees of the Year Competition.

About the Competition

For the competition, more than 130 specialty coffee submissions, representing 22 countries, competed in the prestigious annual event to be recognized as the best specialty coffees from around the globe from the 2009/2010 crop. More than 30 experienced judges choose the winning coffees by cupping or thoroughly evaluating the sensory attributes of each coffee sample entered in the competition. The judges specifically assessed six distinct qualities of the coffee samples, including: fragrance, aroma, taste, flavor, aftertaste and body.

Cupping is a systematic method of evaluating the aroma and taste of coffee and is used by growers, buyers and roasters to assess the quality and flavor profile of coffee. To properly gauge the taste of the samples, the judges swished and swirled a soup-spoon-sized portion of brewed coffee evenly over their palate. By saturating as many sensory nerves as possible, cupping judges are able to better analyze the coffee samples.

Coffee is graded on a scale of one to 100. In order to be considered a specialty grade coffee, the coffee must score at least 80 points. Only coffees scoring 84 points or higher are eligible to compete in the Coffees of the Year Competition. Once qualified, the coffees are vetted by Q-Graders, professionally accredited coffee graders and cuppers, and other experts.

The Roasters Guild is a trade guild of the Specialty Coffee Association of America that consists of specialty roasters dedicated to the craft of roasting quality coffee. The Roasters Guild is just one of two trade guilds within the Specialty Coffee Association of America. One guild is for coffee roasters and the other is for baristas. Through collaboration, professional certification and training opportunities, the members of the Roasters Guild and the Barista Guild of America are able to hone their skills and gain a deeper understanding of their professions.

About SCAA

For more than a quarter of a century, the Specialty Coffee Association of America (SCAA) has offered its members education, training, resources and business services. It is the world's largest coffee trade association, with members representing more than 40 countries and every segment of the specialty coffee industry, from growers to roasters and retailers. The SCAA has also been at the forefront of developing and promoting specialty coffee, and is committed to meeting the challenges of a rapidly changing industry by setting and maintaining standards, expanding professional certification programs, conducting industry-specific research, and providing even more opportunities to connect, exchange, and work together so our industry continues to thrive.

#

NOTE TO EDITORS: Photos and interviews available.