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Changes Announced for 2014 Regional Barista Competition Cycle

SCAA Announces 3-Event Competition Structure

LONG BEACH, CA U.S.A. (July 22, 2013) – Based on the overwhelming success of the “Big Central” regional competition, which has combined the North and South Central regions over the past two years, the Specialty Coffee Association of America (SCAA) has confirmed that the six-region barista competition program will officially be held in 3 regionally-combined events beginning with the 2014 cycle. The decision to combine events was based on clear feedback from the coffee community that larger, unified events improved the overall competition experience.

The first 2014 regional competition, the Big Central, is slated to take place in October 2013 and will be co-hosted by Café Imports and Wilbur Curtis. Details specific to the other two events, the Big Western and the Big Eastern, will be released in the coming months.

The Specialty Coffee Association of America is the governing body of the United States Barista Championship (USBC) – 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. The winner of the U.S. Barista Championship moves on to compete in the 2014 World Barista Championship, which takes place in Rimini, Italy in June 2014. For more information on the regional competitions or the USBC visit www.usbaristachampionship.org.

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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 9,000 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.