

**FOR IMMEDIATE RELEASE****CONTACT**

Tara Shenson for SCAA
Phone: (562) 624-4100
Email: tshenson@scaa.org



SCAA 2012 Best New Product Winners Announced Awards Given at SCAA's Annual Exposition in Portland, OR

LONG BEACH, Calif. U.S.A. (April 24, 2012) --- 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 SCAA's 24th Annual Exposition in Portland, Oregon April 19-22, 2012. New in 2012 was the Best New Product People's Choice Award which encouraged attendees to cast their votes via text message; over 3,000 votes were received by expo attendees. The SCAA Best New Product Awards for 2012 went to:

Best New Product – Coffee or Tea Preparation & Serving Equipment (Commercial)

Company: Alpha Dominche Limited
Product: STEAMPUNK Coffee Brewer

People's Choice Award – Coffee or Tea Preparation & Serving Equipment (Commercial)

Company: Wilbur Curtis Co.
Product: Curtis Gold Cup Brewer

Best New Product – Coffee or Tea Preparation & Serving Equipment (Consumer)

Company: Offero
Product: Coffee & Tea Cups

People's Choice Award – Coffee or Tea Preparation & Serving Equipment (Consumer)

Company: Behmor Inc.
Product: Brazen Coffee Brewer

Best New Product – Specialty Beverage

Company: Monin Gourmet Flavorings
Product: Monin Fruit Smooth Mix



People's Choice Award – Specialty Beverage

Company: Dr. Smoothie Brands
Product: FIT-Lyte Smoothie Pre-mix

Best New Product – Packaging

Company: Pacific Bag, Inc.
Product: 12-16oz. Natural Kraft Biotrē® Side Gusseted Bag

People's Choice Award – Packaging

Company: uVu Lid Company
Product: Innovative hot beverage lids

Best New Product – Open Class

Company: CoffeeTalk and the Daily Dose
Product: www.coffeetalkpress.com

People's Choice Award – Open Class

Company: Hood River Coffee Co.
Product: Eco-friendly burlap messenger bag, 100% profits to Las Mujeres Cooperativa, roasting cooperative in Honduras

Best New Product – Sustainability

Not Awarded.

People's Choice Award – Sustainability

Company: Fres-co System USA, Inc.
Product: New can replacement for BJ's Wholesale Club for Private Label

Best New Product – Equipment for Origin

Company: Cropster GmbH
Product: Cropster C-sar Online Tools

People's Choice Award – Equipment for Origin

Company: Cropster GmbH
Product: Cropster C-sar Online Tools

Best New Product – Food

Company: Cleveland Organics, LLC
Product: Caffeine Crunch

People's Choice Award – Food

Company: Cleveland Organics, LLC
Product: Caffeine Crunch

Photos of the 2012 SCAA Event are available for download at: <http://scaaevent.org/?p=photos>.
More details about the Best New Product and other SCAA award recipients can be found at <http://scaaevent.org/?p=awards>.



###

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.