



RECOGNIZING EXCELLENCE IN BREWED COFFEE

A PROGRAM OF THE SPECIALTY COFFEE ASSOCIATION OF AMERICA



GOLDEN CUP AWARD

The Specialty Coffee Association of America (SCAA) offers its Golden Cup Award to those coffee purveyors who have proven their ability to brew coffee to defined standards of quality. The award is a testament to skill in preparation as well as equipment management, two important elements towards delivering a perfect cup. Ultimately the award is a signal of quality that can be proudly displayed to your customers.

SCAA BREWING STANDARD

The Golden Cup Award program uses Brewing Standards developed by the SCAA defining five points of quality for brewed coffee: (1) proper ratio of coffee to water, (2) proper grind, (3) proper equipment operation, (4) good water, and (4) clean equipment. A full copy of these standards is available at scaa.org in the Resources section.

REQUIREMENTS

In order to qualify for the Golden Cup Award, the coffee brewing formula must fall between 3.25 and 4.25 ounces in weight (92 grams and 120 grams, respectively) of coffee per 64 fluid ounces of water (1.9 L), resulting in a coffee strength between 1.15% to 1.35% dissolved coffee flavoring material.

PROGRAM DETAILS

- Any foodservice operation selling brewed coffee for public consumption is **eligible** to apply.
- Applicants are required to undergo an **on-site evaluation** conducted by an **SCAA Certified Brewing Technician**.
- Applicants must also **submit a sample** to the SCAA Headquarters in Long Beach, CA for verification.
- **Application** and **sample submission instructions** are available in this document.
- **Results** are sent via email from our Technician. If the sample fails the test, the email will include recommendations for adjustment.
- Samples that pass will automatically receive a **Golden Cup Award Certificate** via mail.
- Certificate holders may order a **Golden Cup Award Plaque** at an additional charge.

SAMPLE SUBMISSION INSTRUCTIONS

- At least **2 fluid ounces (60 ml) of prepared coffee** should be submitted in a clean, sealable container (food-grade plastic is suggested). *Containers may be obtained through the SCAA Resource Center at scaa.org in The Store.*
- At least **2 fluid ounces (60 ml) of water** should also be submitted.
- Both samples should be submitted with an **Application** form and **service fee** of \$35 per sample.
- **Results** will be provided within three days of receipt of sample.



GOLDEN CUP APPLICATION

Please send this completed application along with one sample each of brewed coffee and water to (minimum of 2 fluid ounces or 60 ml) along with the on-site evaluation form:

Member Services
SCAA
330 Golden Shore
Suite 30
Long Beach, CA 90802

A service fee of \$35 per sample is also required. Please make checks payable to: SCAA

Questions? Please call Member Services @ 562.624.4100

NAME OF ESTABLISHMENT:		
CONTACT NAME:		
STREET ADDRESS:		
PHONE:		
CITY:	STATE:	ZIP:
NAME OF INDIVIDUAL RESPONSIBLE FOR ON-SITE COFFEE PREPARATION:		

BREWING FORMULA	COFFEE PER BATCH HOW MUCH COFFEE IS USED PER BATCH?	WATER PER BATCH HOW MUCH WATER IS USED PER BATCH?
<i>please indicate unit of measurement, either ounces/fluid ounces or pounds/gallon</i>		

BREWING EQUIPMENT	PLEASE INDICATE WITH <input type="checkbox"/>
Urn	
Bottle Brewing	
Air Pot Brewer	
Shuttle System	
Other (please describe)	

BREWING TEMPERATURE PLEASE INDICATE TEMPERATURE IN F°	BREWING TIME PLEASE INDICATE AVERAGE TIME FOR BREWING IN MINUTES

NAME OF INDIVIDUAL COMPLETING APPLICATION:	
TITLE:	PHONE:
SIGNATURE:	DATE:
ACKNOWLEDGMENT: BY SIGNING THIS APPLICATION, YOU INDICATE YOU HAVE REVIEWED THE RESULTS OF THE ON-SITE INSPECTION AND AGREE TO MAKE THE RECOMMENDED CHANGES IN ORDER TO MAINTAIN THE COFFEE BREWING STANDARDS REQUIRED BY THE GOLDEN CUP AWARD PROGRAM.	

Terms and Conditions | The Golden Cup Award is a registered certification mark of the Specialty Coffee Association of America (SCAA). Authority for presentation of the award and continued use by the recipient rests solely on the discretion of SCAA. Violations of the standards required for certification will result in revocation of the award. Submission of an Application implies agreement to these terms and conditions.



GOLDEN CUP ON-SITE EVALUATION FORM

This form must be completed by an SCAA Certified Brewing Technician and submitted along with a completed Application form and verification samples.

NAME OF ESTABLISHMENT:

VERIFICATION OF COMPLIANCE:

I have evaluated the coffee brewing program of this establishment and hereby certify that the coffee preparation procedures at this location are within the specifications of the Golden Cup Award program of the Specialty Coffee Association of America.

By: _____
(SCAA Certified Brewing Technician)

Date: _____

Coffee Product Information:			
Blend:	Grind:	Roast: (SCAA/Agtron Tile #)	
BREWING EQUIPMENT		PLEASE INDICATE WITH <input type="checkbox"/> ✓	
Urn			
Bottle Brewing			
Air Pot Brewer			
Shuttle System			
Other (please describe)			
Manufacturer:		Capacity: (please specify unit of measure)	
OBJECTIVE EVALUATION			
On-Site Brew Analysis Test:			
Brew Ratio: _____ coffee per _____ water <i>(please indicate unit of measurement, either ounces/fluid ounces or pounds/gallon)</i>			
Percent Soluble Concentration: _____ %		Percent Soluble Yield: _____ %	
Measuring Device (circle one): Hydrometer TDS Meter Refractometer Other			
Strength Within Acceptable Range (1.15% to 1.35%): _____ Yes _____ No			
Extraction Within Acceptable Range (18 to 22%): _____ Yes _____ No			
Brewing Water Temperature: _____ F°		Brewing Time: _____ minutes	
Complete Saturation of Coffee Bed: _____ Yes _____ No			
Water Quality (hardness): _____ ppm		_____ pH	
SUBJECTIVE EVALUATION			
Brewing Station Inspection (circle one):			
Brew Basket	Clean	Needs Maintenance	Replace
Spray Head/Orifices	Clean	Needs Maintenance	Replace
Seat Cups/Gauge Glass	Clean	Needs Maintenance	Replace
Holding Vessel	Clean	Needs Maintenance	Replace
Holding Temperature: _____ °F		Holding Time: _____ minutes (avg.)	
Holding Container (circle one): Thermal Air Pot Glass Pot Urn Jar Other			
Freshness (circle one): Acceptable Not Acceptable			