Escoffee (Ecuador’s Specialty Coffee) Wins Ecuador’s Most Prestigious Annual Coffee Competition “La Taza Dorada 2009/The Golden Cup 2009”

Guayaquil, Ecuador - Escoffee Ecuador’s First Specialty Coffee Company has been awarded the 2009 Taza Dorada 1st Place award. The event which took place on October 20th 2009 determines the best quality coffees in Ecuador (Type of event similar to the Excellence Cup or Golden Crop in various countries around the world). Participants included producers, organizations, and exporters. Contestants included from coffee zones of Ecuador such as: Galapagos, Loja, El Oro. Bolivar, Pichincha, Zamora, Orellana among others. The contest had a similar evaluation procedure as to the SCAA standards (Specialty Coffee Association of America). The judges included a vast array of experts in the industry with over 15 years of experience, some which included: Thomas Owens owner of Sweet Maria’s Coffee; Christy Thorns of Allegro Coffee Company; Thomas Lee Hodges director of LAMILL Coffee; Charles Patton from Bird Road Coffee. Also participating in the event were: Alejandro Cadena, General Manager Virmax Cafe, Colombia; Wayner Jimenez from Exclusive Coffees of Costa Rica with certifications of QGrader & Star Cupper.

For a coffee to the considered a Specialty Coffee, the result of the sampling must be equal to or greater of 80 points. Escoffee’s winning lot came from Escoffee’s small producer Jorge Encalada with a score of 84.55 out of 100. This score being the highest in the history of contests by international judges in Ecuador. The winning lot was described as a coffee with strong fragrance of brown sugar, good structure, clear crisp, citric, with hints of passion fruit. Remarked as: “A delicate coffee with acidic aromas and light tropical flavor with a smooth taste”.

About Escoffee

ESCOFFEE is created in Ecuador 8 years ago with Miguel Rendón Fontaine’s vision of connecting first world countries with third world countries through the sharing of its resources. Generating added value and creating opportunities of commercializing prime resources; this gave producers the chance of accessing an educational system in regards to quality control of their product that was not available in the past, and which unfortunately led them to sell their prime products at prices below its production cost; that furthermore led to diminishment of its production areas. This leads ES to launch its operations in cultivating coffee, innovating & developing a Specialty Coffee segment in Ecuador (Something which had never been done before). In the past the small producer would get paid below $50 for a sac of coffee. After 8 years of presence in the market, ES has managed to pay their producers in various coffee production zones of the country a price above $141 for their sac of coffee. Prices according to fair trade standards and following Escoffee Direct Trade Principles (www.directrade.org) are the ethical practices that ES operates under. ES complements all of their products with various quality certifications and PICO Standards Produced In Country of Origin (www.100pico.com); ES has taken the initiative in creating products that offer work opportunities in Ecuador and this concept is being adapted to operate in other countries which leads to a market presence in over 17 countries in the world.

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