



SPECIALTY COFFEE ASSOCIATION OF AMERICA

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FOR IMMEDIATE RELEASE

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James Tooill of La Colombe Torrefaction Wins 2015 U.S. Cup Tasters Championship

SANTA ANA, Calif. U.S.A. (February 24, 2015) --- James Tooill of La Colombe Torrefaction in Pennsylvania, PA has been named the winner of the 2015 United States Cup Tasters Championship, which took place February 19-22, 2015 in Long Beach, CA at the U.S. Coffee Championships. The U.S. Cup Tasters Championship tests competitors in their sensory skills by discerning taste differences in a "triangulation." The Official Title Sponsor of the 2015 U.S. U.S. Cup Tasters Championship is Technivorm Moccamaster.

The top three U.S. Cup Tasters competitors for 2015 are:

1st Place – James Tooill, La Colombe Torrefaction, Philadelphia, PA

2nd place – Amanda L. Juris, Starbucks, Seattle, WA

3rd place – Samuel Demisse, Keffa Coffee, Townson, MD

During the U.S. Cup Tasters Championship, all 30 tasters received eight sets of three cups, or triangles, where two cups are identical and one is different. The competitor with the ability to taste, smell, concentrate, and recall, those with the most correct answers in the shortest amount of time wins.

Because great coffee doesn't just happen.®



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Recognizing that different taste preferences are found in coffee cultures around the world, the U.S. Cup Tasters Championship did not ask contestants to judge or evaluate coffee. Instead, participants in the competition tested their skills to discriminate between tastes in a “triangulation” format. Tasters received eight sets of three-cups, or triangles, where two cups were identical and one was different. Competitors identified the cup that was different from the other two, testing their ability to smell, taste, recall and concentrate on the task at hand against the clock. The competitor with the most correct answers in the shortest amount of time was named the champion.

James Tooill will represent the United States at the 2015 World Cup Tasters Championship held in Gothenburg, Sweden June 16-18, 2015 courtesy of travel sponsored by Technivorm Moccamaster. The World Cup Tasters Championship is organized by World Coffee Events (WCE), the premier producer of events for the coffee community worldwide that engage the specialty coffee community and promote coffee excellence, WCE is founded by the Specialty Coffee Association of Europe (SCAE) and the Specialty Coffee Association of America (SCAA). For more information, visit www.worldcoffeeevents.org.

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About Technivorm Moccamaster

Technivorm Moccamaster is a manufacturer of premium quality coffee brewers and grinders. All Technivorm products are handmade in the heart of The Netherlands, and certified by the Specialty Coffee Associations of America and Europe (SCAA/SCAE) and granted the European Coffee Brewing Center's (ECBC) Seal of Approval meeting their strict “Golden Cup” quality guidelines. To learn more, visit: www.moccamaster.com

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 12,000 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,

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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.

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