

Hawaii Coffee Association



Kauai Big Island Maui Molokai Oahu



P. O. Box 168 Kealahou HI 96750

PRESS RELEASE FOR IMMEDIATE RELEASE

Hawaii Coffee Association
Contact: Jonathan Sechrist
jonathan@makahikifarms.com

July 21, 2012 ~ HAWAII COFFEE ASSOCIATION CROWNS 4th YEAR GRAND CHAMPIONS OF HAWAIIAN COFFEE AT 17TH ANNUAL CONFERENCE

-Waikapu, Maui, Hawaii

The Hawaii Coffee Association has crowned its Grand Champions of Hawaiian Coffee at its 17th Annual Conference and 4th annual Cupping Competition at the Maui Tropical Plantation in beautiful Waikapu, Maui on Saturday, July 21st.

Wood Valley Coffee Co. from the Ka'u district received Grand Champion honors in the Commercial Category for those entries that had at least 300 pounds of the winning coffee available for purchase as of the time of entry.

Heavenly Hawaiian Farms from the Kona district received Grand Champion honors in the Creative Category for those entries that had less than 300 pounds of the winning coffee available for purchase. The Creative Category encourages farmers to try new cultivation or processing methods without having to produce a commercial-level quantity of coffee.

The coffees were 'cupped' and scored from a pool of 117 premium Hawaiian coffees, a 100% increase in entrants over 2011, from eight districts by a judging panel of coffee industry professionals using standardized blind procedures, as defined by the Specialty Coffee Association of America, to assign a single numerical score to each coffee.

The Specialty Coffee Association of America defines Specialty Coffee as a coffee that has a cupping score of 80.0 or greater. Awards were given for up to the top three eligible entries from each district, and the top ten eligible coffees in each of the Commercial and Creative categories received awards.

In addition to the above awards, a listing of all entries that received a score of 80.0 or greater is being provided on the HCA website at www.hawaiicoffeeassociation.com. 62% of the 51 Commercial Category entries and 68% of the 66 Creative Category entries achieved a cupping score of 80.0 or greater. Entrants were given the option to remain anonymous (they had to make this irrevocable choice at the time of entry), and those entries are simply blank in the listings.

Lead judges for this year's cupping panel were Shawn Hamilton of Java City Roasters, Warren Muller of Inter American Coffee, and Paul Thornton of Coffee Bean International and President of the Specialty Coffee Association of America. Paul Thornton observes, "This event seems to be creating more interest in learning and improving. There are more, better coffees, than ever. Bravo to the HCA for Persevering and continuing this event. Keep it up."

Incoming HCA President Greg Stille observes: "New farms and the improvement and expansion of existing farms are combining to raise the bar on innovation and quality for the benefit of the entire Hawai'i coffee industry and the drinking enjoyment of the specialty coffee consumer."

Coffee cupping is a combination of art and science where coffees are evaluated and scored based on subtle characteristics including, flavor, aroma, 'mouth-feel', acidity, sweetness and aftertaste.

The conference also featured an industry trade show, guest speakers, growers' reports, diverse educational seminars, a hands-on cupping workshop and a Hawaiian Coffee store.

The Hawaii Coffee Association's mission is to represent all sectors of the Hawaii coffee industry, including growers, millers, wholesalers, roasters and retailers. The HCA's primary objective is to increase awareness and consumption of Hawaiian coffees. A major component of HCA's work is the continuing education of members and consumers. This annual conference has continued to grow each year and has gained increased international attention.

For more information visit Hawaii Coffee Association's website at www.hawaiicoffeeassociation.com

CUPPING RESULTS FOR HCA 4th ANNUAL HAWAII 2012 STATEWIDE CUPPING COMPETITION

DISTRICT CHAMPIONS

KONA

1ST PLACE	Heavenly Hawaiian Farms
2ND PLACE	Naturescape Holding, dba Mountain Thunder
3RD PLACE	Onouli Farm

KA'U

1ST PLACE	Wood Valley Coffee Company - "Wet Process Peaberry"
2ND PLACE	Wood Valley Coffee Company - "Wet Process #18 Screen"
3RD PLACE	Rusty's Hawaiian

MAUI

1ST PLACE	Tambra Gardens
2ND PLACE	Keokea Farms
3RD PLACE	Upcountry Farm Specialties

HAWAII

1ST PLACE	Manny's Brew
2ND PLACE	Big Island Coffee Roasters

KAUAI

1ST PLACE	Kauai Coffee - "Sun Dried Yellow Bourbon"
2ND PLACE	Kauai Coffee - "Sun Dried Kauai Blue Mountain"

OAHU

1ST PLACE	Waialua Estate - "Fancy Typica Washed"
2ND PLACE	Waialua Estate - "Select Typica Natural"

HAMAKUA

1ST PLACE	Hawaiian Rainbow Farms
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MOLOKAI

1ST PLACE	Coffees of Hawaii
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2012 DIVISION AWARDS - COMMERCIAL

1st	Wood Valley Coffee Company - "Wet Process Peaberry"	KA'U
2nd	Wood Valley Coffee Company - "Wet Process #18 Screen"	KA'U
3rd	Naturescape Holding, dba Mountain Thunder	KONA
4th	Onouli Farm	KONA
5th	Arianna Farms Ono Kona Coffee - Estate Typica / Washed	KONA
6th	Molinto	KONA
7th	R&A Coffee Farm	KA'U
8th	Rusty's Hawaiian - "Wet Process Typica"	KA'U
9th	Kona KuLana Farms	KONA
10th	Ka'u Coffee Mill - "Natural Process Typica"	KA'U

2012 DIVISION AWARDS - CREATIVE

1st	Heavenly Hawaiian Farms	KONA
2nd	Tambra Gardens	MAUI
3rd	Rusty's Hawaiian - "Guatemalan Typica/Bourbon Wet Process"	KA'U
4th	Arianna Farms Ono Kona Coffee - "High Elevation Washed Typica"	KONA
5th	JN Coffee Farm - "Guatemalan Washed"	KA'U
6th	Kowali Farm - "Wet Process Typica Peaberry"	KONA
7th	Mauka Meadows	KONA
8th	Kona Earth	KONA
9th	Arianna Farms Ono Kona Coffee - "Grafted Progeny 502 Washed Process"	KONA
10th	The Rising Sun	KA'U

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