

Hawaii Coffee Association Crowns 3rd Hawaiian Coffee Grand Champion

At 16th Annual Conference on Big Island

By Chris Manfredi, HCA, 07/11/2011

- Waikoloa, Hawaii

The Hawaii Coffee Association has crowned its third Grand Champion of Hawaiian Coffee at its 16th Annual Conference and Trade Show at the Hilton Waikoloa located on Kona's Gold Coast. The HCA joined with Coffee Fest, a national coffee industry trade show to co-host the three-day event.

Rusty's Hawaiian 100% Ka'u Coffee received top honors for the second consecutive year in the competition between coffees entered from each growing origin in Hawaii. The coffees were 'cupped' and scored from a pool of 58 premium Hawaiian coffees from eight districts by a panel of six notable coffee industry professionals using standardized blind procedures. Awards were given to the top three entries from each origin as well as the Grand Champion award.

Lorie Obra of Rusty's Hawaiian accepted the coveted HCA award presented by witty commentator and keynote speaker Howard Dicus. Lorie passionately expressed simultaneous joy and sorrow adding that she was emotionally torn between sadness and elation because her late husband and farm namesake, Rusty could not share the award while expressing joy over realizing his dream. "This is for my late husband, our farm, the Ka'u district, the HCA and all Hawaii coffees from across the state" Obra said.

The expanded cupping panel included Shawn Hamilton of Java City Roasters, Warren Muller of Inter American Coffee, Paul Thornton of Coffee Bean International, Lindsey Bolger of Green Mountain Coffee Roasters, Jay Isais and Jesse Martinez of Coffee Bean and Tea Leaf. Four of the six are licensed coffee graders. None are based in Hawaii to help ensure impartiality. "The cup quality and diversity has improved every year", said chief judge Hamilton. "We're experiencing flavors that would never have been associated with Hawaiian coffee in years past. Everyone is upping their game." Newly re-elected HCA President Tom Greenwell said, "There were some fantastic coffees in the competition. Ka'u raised the bar again. Congratulations to Rusty's Hawaiian. Everyone in Hawaii should be proud." The conference also featured an

industry trade show, guest speakers, growers' reports, diverse educational seminars, a hands-on cupping workshop and a latte art competition.

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 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.

CUPPING RESULTS FOR HCA 3RD ANNUAL HAWAII 2011 STATEWIDE CUPPING COMPETITION

GRAND CHAMPION – RUSTY'S HAWAIIAN – LORI OBRA

HAMAKUA

1. Hawaii White Mountain LLC

HAWAII

1. Hilo Coffee Mill
2. Makana Gardens
3. Manny's Brew Coffee Co

KAUAI

1. Moloa'a Bay Coffee
2. Kauai Coffee Company

KA'U

1. Rusty's Hawaiian
2. JN Coffee Farm
3. Ali'i Hawaiian Hula Hands Coffee

KONA

1. Greenwell Farms
2. Hawaiian Queen Coffee
3. Arianna Farms `Ono Kona Coffee

MAUI

1. Shim Coffee & Protea Farm
2. Keokea Farms
3. Punawai Farms

MOLOKAI

1. Coffees of Hawaii

OAHU

1. Waialua Estate Coffee
2. Pavaraga - HARC