

## ***Hawaii Coffee Association Crowns 4th Year Grand Champions Of Hawaiian Coffee***

***At 17th Annual Conference on Maui***

***By Jonathan Sechrist, HCA, 07/21/2012***

- 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](http://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.