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**PRESS RELEASE
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Hawaii Coffee Association

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**JULY 30, 2018 ~ HAWAII COFFEE ASSOCIATION HOSTS 23rd ANNUAL CONFERENCE
AND 10TH ANNUAL STATEWIDE CUPPING COMPETITION**

Kauai, Hawaii-

Coffee industry professionals from across the state assembled for the Hawaii Coffee Association's (HCA) 23rd Annual Conference and 10th Annual Statewide Cupping Competition this past weekend at the Kauai Beach Resort located in Lihue. A robust program featured presentations including a new Hawaiian coffee variety called Mamo, processing using wine yeast, brewing, cupping and soil health, plus updates from state and federal agencies, researchers, regulators, as well as an industry trade show. Offsite activities included a tour of Kauai Coffee Farm and a roasting workshop.

In the cupping competition, 92 entries from growing districts located across the state competed for top honors. The top-scoring coffee was produced by Monarch Farms in Kona with a Geisha variety coffee processed with wine yeast, and receiving a score of 85.5. The 2nd place coffee was a variety known as Jeni-K and produced by Greenwell Farms with a score of 85.25.

The highest scoring entries from other participating Hawaiian coffee origins also earned honors including Ka'u District's Silver Cloud Coffee Farm, Maui Mountain Coffee Farm, Hamakua's OK Farms, Oahu's Hawaii Ag Research Center, Hawaii's Second Alarm Farm, and Kauai's Moloa'a Bay Coffee. Visit hawaiicoffeeassoc.org for a full list of qualifying entries and scores.

Kona-based Pacific Coffee Research Center organized this year's competition using qualified local judges and the standard SCA cupping methodology and scoring format.

PCR Cupping Committee Chair Brian Webb noted, "It is inspiring that so many Hawaii coffee producers are striving to make coffee better; whether by exploring experimental processing techniques, unique varieties, or other innovations. The future of Specialty Coffee in Hawaii looks very bright."

The Association membership gathered to elect their new Board and Officers. The HCA's returning President is Chris Manfredi, Vice President Tom Greenwell, Treasurer Donna Wooley and Secretary Brittany Horn.

The new HCA Board of Directors features representation spanning a variety of business within the coffee industry including Hawaii Coffee Growers Association, The Curb, Heavenly Hawaiian Coffee, Hula Daddy Kona Coffee, Ka'u Coffee Mill, Kauai Coffee Company LLC, Honolulu Coffee Company, Hawaiian Queen Coffee, Hawaii Ag Research Center, Hawaii Coffee Company and Maui Coffee Association.

HCA president Chris Manfredi said, "It's great to see a new generation of coffee enthusiasts entering the industry and assuming leadership roles. The broadening of representation within our organization is an indicator that our industry is growing stronger every year."

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. Its annual conference has continued to grow, gaining international attention.

Learn more about the HCA at www.hawaiicoffeeassoc.org

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