

# HCA Cafe Collective Committee

As Presented By

Madeleine Longoria Garcia

&

David G. Hall



# Committee Members

A satellite view of the Hawaiian Islands, showing the main islands of Kauai, Oahu, Maui, and Hawai'i, along with several smaller islands. The islands are green and brown, surrounded by deep blue ocean water with white wave patterns.

## Kauai

Fred Cowell @ Kauai Coffee Co.

Ben Fitt @ Outpost Kauai

## Oahu

Juli Burden @ HARC

Ross Uehara Tilton @ The Curb

## Maui

Dave Gridley @ A Better Cup

David Hall @ Small Kine Consulting

## Hawai'i

Madeleine Longoria Garcia @ Pacific Coffee Research

Kelleigh Stewart @ Big Island Coffee Roasters





# Mission

To build an inter-island network of connection, communication, and educational opportunities for those who hold positions within the retail and hospitality sectors of the Hawai'i coffee industry.

# Vision

To bring together coffee persons from throughout the Hawaiian Islands who are otherwise unreached or unincluded in order to grow and diversify our community.

To support and empower all baristas, cafe owners, and coffee roasters across the Islands through education, networking, and social events.







# Goals

- Provide opportunities for skills development, coffee education, and camaraderie for Hawaii's next generation of coffee professionals.
- Empower members with opportunities to demonstrate their coffee knowledge and skills in order to strengthen the industry for years to come.
- Offer a sanctuary for members to talk about industry or workplace issues and help to resolve them.
- Create a space where professionals can express their ideas on ways to further the Hawai'i Coffee Assn and industry as a whole.



# Goals

- To increase accessibility for new coffee professionals into our industry through a welcoming community and the sharing of resources.
- We welcome coffee professionals and enthusiasts alike to join and participate in the Guild.
- Collect data and information on local industry work practices, trends, and employment opportunities.

# Structure

- HCC Coordinator
  - Sits on HCA board
- HCC members welcome at HCA meetings
- County Coordinators to meet monthly w/  
Collective Coordinator
  - Kauai x 1
  - Honolulu x 2
  - Maui County x 2
  - Hawai'i x 2
- Membership Dues \$50/year
  - Paid to HCA via the HCC







# Benefits

- Online resources for foundational coffee edu
  - Seed to cup, water quality, home brewing, etc
- Financial assistance for industry events
  - such as USCC, HCA Annual Conference, SCA/HCA classes, EXPO, RE:CO
- Kama'aina Discounts at participating cafes/companies throughout Hawai'i
- Access to HCC events
  - Local and Interisland (virtual) latte art throwdowns, Signature Beverage Competitions, Cup Taster Challenges





# Benefits

- Free for members / Donation for non-members
- Virtual Coffee Meetups to meet the interisland community, maintain connection, & discuss pressing topics
- Promotion for member driven events through social media and newsletter
- Resources on workers' rights (including pressing topics related to COVID-19)
- Online jobs board
- Regular updates on upcoming national events, webinars, etc. to connect with the broader coffee community

# We believe this would create

- Opportunities for retail workers to connect and work with local coffee producers through HCA involvement
- An enriched Hawai'i coffee community with representation from the entire supply chain
- Greater understanding of and appreciation for all stakeholders in the Hawai'i coffee industry by professionals across the supply chain



# Survey Results

- Out of 11 responses submitted
- Locations
  - 3 people from Oahu, 4 from the Hawai'i, 2 from Maui, 2 from Kauai
- Positions Represented
  - Roaster, Production Assistant, Consultant, Retailer, Cafe Owner, Cafe management, Baristas, Equipment Technician
- Majority of respondents were non-HCA members who were unaware of their eligibility but have participated in previous coffee events hosted or facilitated by the HCA.
- All respondents expressed interested in the Cafe Collective and support for the goals listed.

**Please take a moment to fill out the survey!**

<https://tinyurl.com/cafecollectivesurvey>