



**PRESS RELEASE  
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Hawaii Coffee Association  
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**JULY 21, 2014 ~ HAWAII COFFEE ASSOCIATION HOSTS 19TH ANNUAL CONFERENCE  
AND 6<sup>TH</sup> ANNUAL STATEWIDE CUPPING COMPETITION**

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-Kona, Hawaii-

The Hawaii Coffee Association (HCA) celebrated its 19th Annual Conference and 6<sup>th</sup> Annual Statewide Cupping Competition July 18-20 at Sheraton Kona Resort and Spa at Keauhou Bay located in the world-famous Kona Coffee Belt.

The HCA divided more than 82 entries assembled from across the state into two categories: Creative and Commercial. Qualifying for the Commercial division means that at least 1,000 lbs of the entered coffee is available for sale as of April 15.

In the Creative Division, four of the top 10 coffees hailed from Ka'u, including the top two: Ali'i Hawaiian Hula Hands Coffee earned a score of 88.7 out of a possible 100; followed by FL Farm of Wood Valley with a score of 88.5

In the Commercial Division, five of the top 10 coffees were proudly grown in Kona with Aloha Hills Kona Coffee and Maui Grown Coffee tying for the top spot with a score of 87.3. The second spot went Kona's Mountain Thunder Coffee Plantation earning a score of 87.0.

The HCA also presented awards to the highest scoring coffees entered from each of the eight growing districts from across the state. These include Hamakua, Hawai'i, Ka'u, Kaua'i, Kona, Maui, O'ahu and Moloka'i.

One Heart Farm of Hamakua was the finest coffee sampled from that verdant district, while Hilo Coffee Mill received top honors in the Hawai'i district tallying a score of 87.2. Kauai Coffee Company captured the top spot for that origin and Kona Mountain Coffee was judged as the premier entry from Kona with a score of 87.4. The award for the highest scoring coffee from Maui was Keokea Farms with their organic entry of Typica, Kent and Caturra varieties with a score of 88.4.

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.

Complete results can be found at [www.hawaiicoffeeassoc.org](http://www.hawaiicoffeeassoc.org)

“I am very impressed with the quality of the coffees coming out of all of the districts. It just keeps getting better”, said David Gridley of Maui, HCA’s Cupping Committee chair. “I applaud all the coffee farmers of Hawai’i for their remarkable efforts”

Veteran cupper Warren Muller said “The competition was very close” noting an overall increase in scores among a broad spectrum of coffees. “But some just jumped off the table” referring to the outstanding quality of this year’s crop. He remarked that the upward trend signifies continuous improvement and that experimentation was evident in new varietals and processing methods.

The HCA also hosted a Reverse Trade Mission designed to expand markets in Canada. Inbound missionaries included buyers, brokers, industry media and professionals.

HCA members elected a new Board of Directors to include two new representatives in Big Island Coffee Roasters of Mountain View and Isla Custom Coffees of Pahala.

Outgoing two-term President Greg Stille of Maui was replaced by incoming President Jim Wayman of Hawaii Coffee Company in Honolulu.

The HCA Annual Conference was followed on Saturday by the inaugural *Roast and Roots* event hosting nearly 1,000 attendees. This new event featured notable local chefs participating in culinary demonstrations and competitions and included a People’s Choice coffee tasting won by Rusty’s Hawaiian 100% Ka’u Coffee of Pahala. *Roast and Roots* represents a partnership between the Hawaii Coffee Association, Kamehameha Schools and Hawai’i’s Department of Agriculture through its ‘Buy Local it Matters’ campaign.

Sunday’s activities included a bus tour of area farms and processing facilities.

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.hawaiicoffeassoc.org](http://www.hawaiicoffeassoc.org)

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