

# Hawaii Coffee Association



Kauai Big Island Maui Molokai Oahu



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## **PRESS RELEASE FOR IMMEDIATE RELEASE**

Hawaii Coffee Association

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### **July 13, 2009 ~ HAWAII COFFEE ASSOCIATION CROWNS GRAND CHAMPION OF HAWAIIAN COFFEE AT 14TH ANNUAL CONFERENCE**

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-Waikapu, Maui

The Hawaii Coffee Association crowned a statewide Grand Champion of Hawaiian Coffee Saturday evening at its 14th annual conference at Maui Tropical Plantation. Sandra Lee Kunimoto, Chairperson of the Hawaii State Board of Agriculture, presented the coveted award.

Onouli Farm of Kona received top honors along with coffees selected from each growing origin from the pool of 69 Hawaiian coffees entered in the first annual competition.

Tom Greenwell, owner of Greenwell Farms in Kealahou on the Kona Coast of the Big Island accepted the award for Onouli Farm. “This farm has been in my family for about 100 years.” said Greenwell. “It had been abandoned for a long time. A member of my family asked us to restore the farm to its former glory about four years ago. Our initial visit to the farm revealed that it had been overgrown by the macadamia orchard. We could hardly find the coffee trees but when we did, they were literally rotting away. I really want to thank our farm crew for all of their hard work.”

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.

Nine coffees from Kona and three coffees from Ka’u scored among the top fifteen, on the heels of that emerging origin’s recent success in international competitions. Two coffees from Maui and one from Kauai rounded out the top finishers, proving that premium quality coffees are being successfully cultivated throughout the islands.

The HCA engaged expert, independent cuppers from the specialty coffee industry to evaluate entries collected from around the state. The competition is sponsored by the State Department of Agriculture.

“We started with 69 coffees, systematically narrowed the field to 33, then 10, then 5. The top scorers were cupped several times. They were so close, it was hard to pick. We are very impressed with the extremely high quality of coffees from Hawaii.” said Shawn Hamilton of Java City Roasters of Sacramento. Hamilton served as cupping team leader.

“The final fifteen were extremely difficult to score.” said fellow cupper Warren Muller, Jr. of InterAmerican Coffee of Pleasant Hill, California. “The final five were even harder. What we have here is a group of some very, very fine coffees. The finalists were all very, very close.”

Paul Thornton of Coffee Bean International located in Portland, Oregon completed the prestigious team of expert cuppers. All are members of the Pacific Coast Coffee Association and are active contributors to several prominent coffee industry organizations.

“We’re extremely pleased with the high quality of coffee submitted from around the state,” said David Gridley of Maui Oma Coffee Roasting Company. Gridley, whose efforts were critical to the success of the event, serves on the board of the HCA. “The scores were so very close. To have four origins represented in the top 15 is indicative of the high quality and diversity of coffee produced throughout the state. That quality has vastly improved over the past decade.”

HCA members elected Greenwell as its new president following three years of distinguished service by Jim Wayman, President and CEO of Hawaii Coffee Company. Wayman will continue to serve on the Board of Directors.

Wayman presented Virginia Easton-Smith of UH College of Tropical Agriculture with the Association’s President’s award for her outstanding service and contributions to the Hawaii coffee industry.

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. Their 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.hawaiicoffeeassoc.org](http://www.hawaiicoffeeassoc.org) or email us at [info@Hawaiicoffeeassoc.org](mailto:info@Hawaiicoffeeassoc.org).

Rank	Farm	Score	Origin
1	Onouli Farm	86.9	Kona
2	Kowali Farm	86.8	Kona
3	Brazen Hazen Farm	86.7	Kona
4	Ka'u Royal (R&G Farms)	85.6	Ka'u
5	Pavaraga Coffee	85.3	Ka'u
6	Kona Coffee & Tea Company	84.5	Kona
7	Kupa'a Farms	84.3	Maui
8	Keokea Farms	84.22	Maui
9	Kealalekua Coffee Company	84.21	Kona
10	Malia Ohana	84.2	Kona
11	Greenwell Farms	83.8	Kona
12	Cherry Hill Coffee	83.8	Kona
13	Aroma Trading Company	83.33	Ka'u
14	Heavenly Hawaiian	83.25	Kona
15	Moloa'a Bay Coffee	83.1	Kauai