



Primary Contact:  
Valerie Corcoran, President  
808-990-6511  
[Valt96750@yahoo.com](mailto:Valt96750@yahoo.com)

## FOR IMMEDIATE RELEASE

### **Kona Coffee Cupping Competition Awards Pele Plantations, Onila Farms and Castaway Bay Kona Coffee 2017 Winners**

**Kona, Hawaii**—Winners of the prestigious Kona Coffee Cupping Competition were selected from 76 judged entries during the 47<sup>th</sup> Annual Kona Coffee Cultural Festival. Pele Plantations captured their first win in the Commercial Division; Castaway Bay Kona Coffee won in the Artisanal Division's Heritage Profile and Onila Farms captured the win in the Artisanal Division's Modern Profile.

New this year is the reimagined scoring system. Kona Coffee Cupping Competition organizers moved away from national blanket standards for judging coffee characteristics and moved towards a scoring system that established what characteristics were important for judging Kona coffee on its own as a region. Launched this year, two flavor profiles took the stage; Heritage Profile, a classic Kona coffee profile and Modern Profile, one that would be celebrated by modern, specialty coffee consumers. While both are quite valuable, one represents the legacy of Kona coffee while the other explores Kona coffee as a competitor on the international specialty coffee scene. Kona Coffee Cupping Competition organizers chose to use the classic profile for both divisions (commercial and artisanal) but inserted the modern profile in the artisanal division as well. Though two competitive divisions, Commercial and Artisanal, both divisions share common rules for entering the Kona Coffee Cupping Competition.

The organizers also determined the judges would use a 10 point intensity scale for measuring characteristics to define the profiles. The characteristics used in the 2017 Kona Coffee Cupping Competition were acidity, body, coffeeness, sweetness, floral, complexity and defects.

All coffee entered must be 100% Kona coffee, grown solely in the district of Kona on the island of Hawaii. State of Hawaii law requires that any coffee labeled as Kona coffee must be of grade Prime or better. All submissions are marked with an anonymous number for a true blind taste competition.

The prestigious two-day Kona Coffee Cupping Competition hosted an internationally recognized panel of cupping judges who evaluated 76 Kona coffee entries.

- Ian Fretheim, Café Imports, Director of Sensory Analysis

- Madeleine Longoria-Garcia, Four Seasons Hualalai, Head Barista, Pacific Coffee Research Q Grader
- Miguel Meza, Paradise Coffee Roasters, Director of Coffee Quality
- Andrew Hetzel, Coffee Strategies, Coffee Policy and Market Consultant
- Hideki Mike, Ueshima Coffee (UCC Hawaii) Corp., Store and Sales Manager
- Kelleigh Stewart, Big Island Coffee Roasters and Paradise Roasters, Head Roaster and Q Grader

Shawn Steinman who oversaw the cupping competition as its new chair, is a coffee scientist, author, and consultant and also co-owner of Daylight Mind Coffee Company who hosted the two-day event at their oceanfront location in Kailua-Kona.

By Wednesday afternoon, the judges had narrowed the field of entries. In the Artisanal Division 10 farms advanced in the Heritage Profile; 10 farms in the Modern Profile and 5 in the Commercial Division all advanced to Thursday's finals.

"There's a wide range of profiles that we are tasting this year. We have more traditional coffees and we have a lot of dried, natural processed coffee that we are tasting as well, which is something that didn't exist here in Kona five or six years ago," said Kona Coffee Cupping Judge Andrew Hetzel.

**Pele Plantation – Kona Coffee Cupping Competition Commercial Division Winner**

Located in Honaunau, Pele Plantations is a family-owned organic farm and roasting business. According to their website, Pele Plantations sells 100% pure, single-estate Kona coffee, roasted right on the farm in small batches, ensuring attention to every bean that passes through their roasting room.

[peleplantations.com](http://peleplantations.com)

**Castaway Bay Kona Coffee– Kona Coffee Cupping Competition Artisanal Division Heritage Profile Winner**

**Onila Farms– Kona Coffee Cupping Competition Artisanal Division Modern Profile Winner**

Onila Farms is a Certified Organic 8 acre Kona coffee farm located in Honaunau. This small family farm offers single origin beans shipped to customers directly from their farm.

[onilafarm.com](http://onilafarm.com)

“Congratulations to the winners of this year's competition. Every year, the Kona Coffee Cultural Festival looks forward to this important event that really helps Kona carry forward the legacy and culture behind our cup of famous brew,” said Valerie Corcoran, Kona Coffee Cultural Festival President. “Our coffee harvest is as unique as the many hands that grow it, and we are so proud to lead the harvest celebration.”

Daylight Mind Coffee Company produced the prestigious 2017 Kona Coffee Cultural Festival Cupping Competition sponsored by UCC Ueshima Coffee Co. and Kamehameha Schools.

### **Kona Coffee Cupping Hall of Fame**

#### **Artisanal Division – Heritage Profile**

2017 Castaway Bay Kona Coffee

#### **Artisanal Division – Modern Profile**

2017 Onila Farms

#### **Commercial Division – Heritage Profile**

2017 Pele Plantations

#### **Kona Classic Division Winners**

2016	Hula Daddy Kona Coffee	2001	Wood Captain Cook Estate
2015	Aikane Kona Coffee	2000	The Other Farm
2014	Hula Daddy Kona Coffee	1999	Dragon Roast Coffee
2013	Mountain Thunder	1998	Brockston Gate Estate
2012	Kona RainForest Farm	1997	Terry Fitzgerald Estate
2011	Kainaliu Kona Coffee Company	1996	Keokea Kona Farm
2010	Buddha's Cup	1995	Kona Kulana Farms
2009	Wolf Farms	1994	Perry Estate Farms
2008	Hoshide Farms	1993	Keopu Mauka Lani Plantation
2007	Kona Old Style/Kuaiwi Farm	1992	Kona Kulana Farms
2006	Pearl Estate Organics	1991	Wailapa Farms
2005	Rancho Aloha	1990	Island Girl Coffee
2004	Lafayette Coffee	1989	Wailapa Farms
2003	Kona Coffee & Tea Company	1988	Faye Takashiba
2002	Koa Coffee Plantation	1987	Tojiro Motoki

#### **Kona Crown Division Winners**

2016	Kona Gold Rum Coffee Company, LLC
2015	Arianna Farms Ono Kona Coffee
2014	Hawaiian Queen Coffee
2013	Hawaiian Queen Coffee
2012	Arianna Farms Ono Kona Coffee
2011	Arianna Farms Ono Kona Coffee
2009	Kona Coffee & Tea Company
2008	Kowali Farms
2007	Arianna Farms Ono Kona Coffee

For a complete listing of 47<sup>th</sup> Annual Kona Coffee Cultural Festival events or for more information visit [www.konacoffeefest.com](http://www.konacoffeefest.com). Follow the Festival on social media @konacoffeefest

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### **About Kona Coffee Cultural Festival**

The award-winning Kona Coffee Cultural Festival is recognized as the oldest and one of the most successful food festivals in Hawaii. The 2017 Festival, November 3 through 12, includes 10 days of events that promote Hawaii's unique culture and diversity and supports the Festival's mission to preserve, perpetuate and promote Kona's unique coffee heritage.

The Kona Coffee Cultural Festival is supported as a Signature Event by Hawaii Tourism Authority, and is made possible through the support of UCC Ueshima Coffee Co., Ltd., Kamehameha Schools, Alaska Airlines, Hawaii Community Federal Credit Union and numerous other corporate and community donors.



### **About UCC Ueshima Coffee Co., Ltd**

UCC directly manages coffee estates in Jamaica and Hawaii, being actively involved in coffee making from planting saplings on through to harvesting the beans.

Managing a coffee estate is not without its risks: the uncertainty of nature, the challenges of maintaining fertile soil and caring for crops,

and more.

However, UCC founder Tadao Ueshima was committed to developing quality coffee by hand and delivering the genuine article to customers. With the operation of these estates, Tadao's vision lives on. From the careful planting of each sapling to the harvest of the final beans, deploying the latest technologies where necessary, we develop the finest quality coffee beans that remain true to the ethos of Tadao.



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### **About Kamehameha Schools**

Kamehameha Schools is a private, educational, charitable trust founded and endowed by the legacy of Princess Bernice Pauahi Bishop.

Kamehameha Schools operates a statewide educational system enrolling nearly 7,000 students of Native Hawaiian ancestry at K-12 campuses on O`ahu, Maui and Hawai`i and 30 preschools statewide. More than 41,000 additional learners and their caregivers are served each year through a range of other Kamehameha Schools outreach programs, community collaborations and financial aid opportunities. Income generated from its endowment portfolio of Hawai`i commercial real estate and other diverse investments funds more than 96 percent of Kamehameha's educational mission. More information can be found at [www.ksbe.edu](http://www.ksbe.edu).