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FOR IMMEDIATE RELEASE

Kona Coffee Cupping Competition Names Monarch Coffee and Kona Coffee & Tea 2018 Winners

Kona, Hawaii— Monarch Coffee won the coveted Kona Coffee Cupping Competition in the Classic Division for single estate farms and Kona Coffee & Tea captured the win the Kona Crown Competition Division during the 48th Annual Kona Coffee Cultural Festival.

Kona coffee farms entered in two competitive divisions, Kona Classic and Kona Crown, separate single estate and larger farms. Kona Classic entries are single estate farms and the Kona Crown Division is set aside for larger farms and professional processing mills including known brands sold to Kona coffee aficionados around the world. Yet, both divisions share common rules for entering the Kona Coffee Cupping Competition.

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. Submissions were marked with an anonymous number for a true blind taste competition.

At the helm of this year's Kona Coffee Cupping Competition are Brian Webb and Brit Horn of Pacific Coffee Research, a certified Specialty Coffee Association training campus in South Kona. Their state-of-the-art cupping laboratory, with its consistent and controlled environment crucial for formally evaluating coffee, served as the venue for the panel of judges graded 55 farm entries. After three days of marathon tasting sessions, winners of the prestigious Kona Coffee Cupping Competition were crowned.

"We were so pleased with the quality of the entries that hit our cupping tables this year ," said Cupping organizer Brit Horn. "The high quality really shows the dedication and care Kona farmers are taking with their processing methods and that's exciting to us."

Monarch Coffee – Kona Coffee Cupping Competition Classic Division Winner

Monarch Coffee is located in Holualoa. Greg and Susy Stille settled in on the farm and discovered that the area is home to Monarch butterflies—and that's how they landed on name!

Monarch Coffee establish the farm using sustainable practices and are very proud to be practicing sustainable farming methods.

www.monarchcoffee.com

Kona Coffee & Tea Company – Kona Crown Competition Division Winner

Grown on a single-estate in Holualoa, Kona Coffee & Tea company is family-owned-and-operated by the Bolton family. It was started by Dan and Jan Bolton by planting 20 acres of Kona coffee on old cattle ranch land called Waiono Meadows, located on the Kona Coffee Belt, in Holualoa. Today those first 20 acres have grown to over 200, the coffee has won numerous awards, and is enjoyed by fans around the world. Their daughter Malia and son Danny now handle the day-to-day operations.

www.konacoffeeandtea.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.”

Follow the Festival on social media @konacoffeeest

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 2018 Festival 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 of the 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, KTA Super Stores and numerous other corporate and community donors.

PACIFIC COFFEE RESEARCH

PCR is a Specialty Coffee Association certified training campus in South Kona. We offer training courses in coffee sensory analysis, brewing, barista skills, and roasting as part of the SCA Coffee Skills Program. The Coffee Skills Program is a globally recognized professional education curriculum designed for coffee professionals. As a certified Premier campus we are the only facility in Hawai'i that is authorized to host all courses and content offered through the SCA Coffee Skills Program.

CUPPING METHODOLOGY

THE SCA FORM AND METHOD

When formally evaluating coffee, the most important (and arguably the most difficult to implement) element is the establishment of a common language of quality that can effectively communicate results to all stakeholders in the process. At PCR, we believe that the Specialty Coffee Association cupping form and methodology - while not perfect by any means - provides the best platform for conducting and communicating coffee quality evaluations across different sectors of the coffee industry, as well as across cultures and languages. While the SCA method has its drawbacks, it is undeniably the most widely accepted format for recording coffee quality data around the world.

In addition to providing a common language, using the SCA method simplifies training and calibration for our judges. All Specialty coffee professional are familiar with the SCA form and have experience with cupping coffee using this standardized protocol. Using this established protocol in the Kona Coffee Cultural Festival cupping means that there is no need to train judges in a new system before beginning the evaluation.

2018 KCCF Cupping Competition Judges

Madeleine Longoria Garcia - Head Judge
Licensed Q Grader; Barista Trainer and Equipment Service Technician, Four Seasons Hualalai
Kailua Kona, Hawai'i

Mika Saito
Licensed Q Grader; Latte Art competitor and international barista trainer,
Independent
Kawaguchi, Japan

Kazuhiro Yoshida
Licensed Q Grader; Quality Appraisal, Roaster, Sensory Specialist, Importer,
UCC Japan

Jacqueline Suiter
Licensed Q Grader and Level 1 Sommelier; Owner and Green Coffee Buyer,
Kona Coffee Purveyors
Honolulu, Hawai'i

Aaron Schank
Licensed Q Grader, Systems Administrator, Hawai'i Coffee Company
Honolulu, Hawai'i

Max Maemori
Licensed Q Grader; Director, M15 Company Ltd.
Na`alehu, Hawai'i