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Kona Coffee Cupping Competition Names Hula Daddy Kona Coffee and Hawaiian Queen Coffee 2019 Winners Holualoa Kona Coffee Company Awarded Kona Heritage Award

Kona, Hawaii— Hula Daddy Kona Coffee won the coveted Kona Coffee Cupping Competition in the Classic Division for single estate farms and Hawaiian Queen Coffee captured the win the Kona Crown Competition Division during this week's 49th Annual Kona Coffee Cultural Festival.

The Heritage Award was awarded to Holualoa Kona Coffee Company for its quintessential Kona Coffee - a traditionally processed Kona Typica variety that showcased a moderately sweet, medium bodied, low acidity and clean cup profile.

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. The seventy-two submissions for the 2019 Kona Coffee Cupping Competition were marked with an anonymous number for a true blind taste competition.

"This year's top scoring, highest quality coffees are a collection of unique varieties and some experimental processing methods. We saw the highest cupping score in PCR's two years of running the cupping competitions statewide and in Kona at an 86! These coffees are conversation provoking: complex, clean, sweet, and highly nuanced from the first to last slurp. Scores for the Classic and Crown division were determined using the globally accepted Specialty Coffee Association scoring system following tight protocol in a SCA/ Coffee Quality Institute certified cupping lab," said Brittany Horn, 2019 KCCP Cupping Competition Committee Chair. "The Heritage Award was given to the coffee that fit the quintessential Kona Coffee - a

traditionally processed Kona Typica variety that showcased a moderately sweet, medium bodied, low acidity and clean cup profile. This coffee was selected through an objective scoring system based on an intensity scale for each of these characteristics. The coffee with the closest standard deviation to this profile, developed by Dr. Shawn Steiman, is the winner of this year's Heritage Award.”

2019 Kona Coffee Cupping Competition Winners

Kona Heritage Award - Holualoa Kona Coffee Company

Crown Division

1. Hawaiian Queen Coffee
2. Kona Organica
3. Kona Farm Direct

Classic Division

1. Hula Daddy Kona Coffee - Kona Mocca - 86.03
2. Kopiko Estate - Gesha - 85.25
3. Hala Tree Coffee - Red Bourbon - 85.04

At the helm of this year's Kona Coffee Cupping Competition were Brit Horn and Madeleine Longoria Garcia of Pacific Coffee Research, who assisted a panel of judges with their 3-day task of slurping, tasting and scoring each entry in multiple rounds.

“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 @konacoffeefest

The Kona Coffee Cultural Festival is presented by Hawaii Tourism and the generous sponsorship of UCC Ueshima Coffee Co., Ltd., Kamehameha Schools, Alaska Airlines, Hawaii Community Federal Credit Union and numerous other corporate and community donors.

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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 2019 Festival starts brewing November 1 through 10 with ten days of events promoting Hawaii's unique culture and diversity and supporting the Festival's mission to preserve, perpetuate and promote Kona's unique coffee heritage.

Note to editors: For high-resolution Coffee Festival images or to schedule an interview, contact Laura Aquino at 808.326.7820 or email laura@current-events.com.