



FOR IMMEDIATE RELEASE

Hawaii's Oldest Food Festival Starts Brewing November 3–12, 2017
Kona Coffee Cultural Festival Celebrates Harvest and Heritage

Kona, Hawaii (October 19, 2017)— For nearly 200 years much has been celebrated, discussed and enjoyed over a cup of Kona's world famous coffee. Praised for its fine, light and memorable taste, Kona coffee once again takes center stage at the 47th Annual Kona Coffee Cultural Festival happening Friday November 3 through Sunday November 12.

Kona's annual coffee harvest has sustained this agricultural community and the community gathers to celebrate every November. The award-winning Kona Coffee Cultural Festival is recognized as the oldest and one of the most successful food festivals in Hawaii. The 10-day Festival honors Kona's cultural heritage and recognizes the accomplishments of Kona coffee pioneers, farmers and artisans.

Throughout the 10-day Festival, festival-goers celebrate the harvest as Kona coffee farms offer a firsthand look at growing this world-famous crop, the coffee art scene fills with inspiration, and music and dance enrich cultural exchanges. Kona coffee and food events offer tastings, and hands-on cultural events help tell the story of Kona's rich coffee history.

A Sampling of Kona Coffee Cultural Festival Events (a complete schedule is available at KonaCoffeeFest.com)

Lighting Up the Evening

As the sun sets over Historic Kailua Village, the Kona Coffee Cultural Festival Lantern Parade lights the way along Alii Drive with its glowing procession of light, music and color. The Lantern Parade kicks off the Festival's first Friday – on November 3 at 6 pm.

Celebrating Arts, Heritage and Coffee

Holualoa Village Coffee & Art Stroll

Stroll through the quaint art district, visit galleries and choose from over 30 Kona coffee farms offering tastings and coffee for purchase.

Kona Coffee Living History Farm Tour

A visit to this historic Kona coffee farm reveals the story of Kona coffee farmers from 1926-1945. It's America's only living history coffee farm.

Kona Coffee Cupping Competition

An international panel of professional cupping judges conduct side-by-side blind tastings as they sniff, slurp and taste their way through 50+ entries to crown the winner.

Ho'olaule'a

Artisans, cultural practitioners, Hawaiian musicians, Kona coffee farmers and crafters all gather to share many of Kona's ethnic traditions during the day-long Kona Coffee Cultural Festival Ho'olaule'a.

Brewing Up a Recipe

The Kona Coffee Cultural Festival is not just about sipping the best coffee in the world, it's about the food too! The KTA Super Stores Kona Coffee Recipe Contest where signature dishes feature – you guessed it – Kona's world famous coffee. Sweet and savory recipes twist and turn, tempting expert judges as each entry is scored on presentation, harmony of ingredients, craftsmanship and design.

A souvenir Festival button is required for attendance to all events and can be purchased for \$3 at all events and many retail and farm locations throughout the Kona area. For a complete listing of the 2017 Kona Coffee Cultural Festival events or for more information visit

www.konacoffeefest.com. Follow the Festival on social media @konacoffeefest

Primary Contact:
Valerie Corcoran, President
808-990-6511

Valt96750@yahoo.com

Secondary Contact:
Laura Aquino, Current Events
808-326-7820

laura@current-events.com

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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.

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.