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Kona Coffee Cultural Festival Brewing November 9 through 18 2018 Hawaii's Oldest Food Festival Celebrates 48 Years

Kona, Hawaii (July 3, 2018)— The 48th Annual Kona Coffee Cultural Festival toasts the roast with 10 days of coffee events from Friday, November 9 through Sunday, November 18.

The Kona Coffee Cultural Festival experience is unique, enriching and ensures that the story of Kona coffee's cultural heritage continues to be shared with residents and visitors. The cultural heritage of Kona's coffee industry is built on the multi-generational farmers, mainly of Japanese descent who established coffee plantations in the Kona District along with the native Hawaiian host culture who had earlier ties to growing coffee in Kona.

In 1828, Reverend Samuel Ruggles, brought coffee cuttings from Oahu to South Kona to see if the plants would thrive in Kona's volcanic soil. By 1841, coffee farms were established in Kona and forever changed the local landscape and set Kona on a new economic journey that continues today.

Kona's annual coffee harvest that has sustained this agricultural community for nearly 200 years is celebrated 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 Festival features nearly 50 events over a 10-day period where locals and coffee-loving visitors gather to celebrate the harvest. Festivities include a Kona Coffee Cupping Competition, an evening Lantern Parade that lights up the evening sky, Kona Coffee and food events that offer tastings, hands-on cultural events, a collection of Kona Coffee farm and mill tours and Kona Coffee art exhibitions.

A souvenir Festival button is your ticket for attendance to most 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 48th Annual Kona Coffee Cultural Festival events or for more information visit 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 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.

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.