

2017 KONA COFFEE CULTURAL FESTIVAL CUPPING COMPETITION OFFICIAL RULES

- (1) All coffee entered must be 100% Kona coffee, grown solely in the districts of North Kona or South Kona, Hawaii.
- (2) This competition will be using a novel scoring system and methodology. All details about the system, methodology, and definitions of coffee profiles that the judges will be using in the competition can be found [here](#). An understanding of the coffee profile options is required for submission of samples.
- (3) Contestants may enter either the commercial or artisanal division, not both.
 - a. Commercial: Growers or processors may enter this division. Coffee may be grown by entrant or purchased from other Kona coffee farms. Corporate brands and multi-estate coffees are eligible as long as they are 100% Kona. Coffee may be entered under the name of the farm owner, farm manager, farm name or corporation. Only one entry per entity.

A batch of at least **1000 pounds of green bean** coffee must be reserved for the competition. The green beans must be graded Number One (#17 screen) or better and must meet all Hawaii state standards for certified 100% Kona green bean coffee. The green beans entered must be sampled from and representative of the 1000 lbs held in reserve.

UCC Coffee reserves the right to purchase some or all of the first, second or third place coffee at fair market value. Terms of sale will be net 30 days from the date of the cupping finals.

All coffees submitted to this division will be judged using the heritage coffee profile. A description of the heritage profile can be found [here](#).

- b. Artisanal: Only growers of Kona coffee may enter this division. The coffee may not be mixed with coffee from any other farm. Coffee may be entered under the name of the farm owner, farm manager or farm name. Only one entry per farm. The coffee must be of grade prime or better. Coffee must be representative of coffee typically grown and sold by the farm.

Coffees submitted to this division will be judged using *either* the heritage or modern coffee profile; the entrant must choose which profile to enter under. Consequently, there will be 2 winners for the artisanal division, one for each profile. Descriptions of the two profiles can be found [here](#).

- (4) Submitted coffee must be **two (2) pounds** of 100% Kona green beans. Parchment will not be accepted.
- (5) A maximum of sixty (60) entries will be accepted.
- (6) There is a \$25 entry fee. Payment can be made in cash or check. Make checks out to

Daylight Mind Coffee Company. All proceeds from the entry fees will be donated to the Kona UH extension office for use in coffee quality education.

- (7) Entries may be dropped off at the CTAHR Cooperative Extension Office in Kainaliu, 8am - 4pm, Monday, October 30 until Friday, November 3.
- (8) Entry forms can be downloaded [here](#) and filled out electronically or by hand.
- (9) All submissions will be marked with a random, 3-digit number by CTAHR personnel before the coffee is transferred to the competition organizers.
- (10) The preliminary round of judging will occur on Wednesday, November 8th from 9am - 3pm at Daylight Mind Coffee Company at Waterfront Row. Fifteen (15) finalists will be selected. The names of the finalists will be revealed at the event. Any finalists not present will be notified by phone.
- (11) Coffees that make the final round will be coded with a new, random 3-digit number. The final round of judging will occur on Thursday, November 9th from 9am – 11am at the same location. The top three winners will be announced at Daylight Mind at 1:30 pm.
- (12) Any coffee not used for the competition may be picked up at Daylight Mind Coffee Company at Waterfront Row the week after the event, November 13th - 17th, 9am - 3pm. All unclaimed coffee will be used for coffee quality education.

If you have any questions, please contact Shawn Steiman at shawn.steiman@daylightmind.com or 808.223.0982