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**Toast the Roast
Kona Coffee Cultural Festival Celebrates 50 Years of Festival Fun**

Kona, Hawaii (July 19, 2021) — Toast the roast as the Kona Coffee Cultural Festival celebrates 50 years of Festival fun. Excitement is brewing and plans are being finalized as Hawaii’s oldest food festival returns – Thursday, November 4 through Sunday, November 7, 2021.

“Kona coffee will once again take center stage during the festivities at the 50th annual Kona Coffee Cultural Festival,” said Kona Coffee Cultural Festival president Valerie Corcoran. “In addition to highlighting our world class brew, we are excited to showcase the many cultures behind Kona’s famous coffee harvest.”

A Look Back to the Festival’s beginnings in 1970

In 1970, the average price of a gallon of gas was \$.36 and an average house in the US cost just over \$23,000. In Kona, Hawaii, the local Chamber of Commerce joined a small group of engaged community members to develop coffee events that would attract visitors to the Kona coast to celebrate the fall harvest season.

With hard work and dedication, the Kona Coffee Cultural Festival was born and Kona has been brewing with excitement every November since that celebrated start. Hawaii’s oldest food festival continues to tell the story of Kona’s rich coffee history and the cultural heritage that is the foundation of the Kona Coffee Cultural Festival.

Celebrating 50 Years of Festival Fun

The elements of the Kona Coffee Cultural Festival events, programs and activities are as diverse as the many cultures that make Kona home. The UCC Hawaii Miss Kona Coffee Competition will celebrate its fiftieth year milestone this year. In its fifty years, many bright and talented women have competed and won the Miss Kona Coffee title including the 1992 Miss America Carolyn Sapp and the 2015 Miss Hawaii Jeanne Kapela.

Kona Coffee Cultural Festival signature events include the Holualoa Village Coffee & Art Stroll, Kona Coffee Cupping Competition, Kona Coffee Lei Contest, Donkey Mill Coffee Art Exhibit, Kona Coffee Latte Art Throwdown, 100% Pure Kona Coffee Half Marathon, UCC Hawaii Kona Coffee Picking and Farm Experience, Kona Coffee tastings, Kona Coffee farm tours, a Hoolaulea

event showcasing artisans, cultural practitioners, Hawaiian musicians, crafters, and an evening of culinary delights featuring local island chefs.

Kona Coffee Cookbook

As part of the 50th celebration of the Festival, **Kona Coffee Cookbook** *Recipes from our Coffee Country Kitchens* is brewing. The exciting cookbook is a collection of over 300 delicious recipes, featuring breads, main dishes, sides, salads and desserts. To create the cookbook, volunteers collected from decades of recipes taken from a wealth of sources.

The **Kona Coffee Cookbook** *Recipes from our Coffee Country Kitchens* will be available for purchase in hardcover beginning in late August.

A \$5 Festival admission button is required for events and also gives special rates for ticketed events. Buttons are available for purchase online, at many retail and farm locations throughout the Kona area.

Festival Accolades

Lonely Planet's Global Coffee Tour book listed the Kona Coffee Cultural Festival as a “world's best coffee experience.” **National Geographic** recently wrote that the “Festival is a Best Fall Festival in the United States” with the **National Geographic Traveler** listing the Kona Coffee Cultural Festival as a “Best Food Festival in Every U.S. State.” **Country Living Magazine** included this year’s Festival as one of the “Best Fall Festivals and Fairs Across the United States” and earlier as a “Best Fall Festival to Celebrate the Season.”

Visit www.konacoffeefest.com for event information. Follow the Festival on social media @konacoffeefest

The Kona Coffee Cultural Festival is made possible through the generous sponsorship of UCC Hawaii, Alaska Airlines, Kamehameha Schools, Hawaii Community Federal Credit Union and numerous corporate and community donors.

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