

KONA COFFEE

A stylized illustration of a woman with long dark hair, wearing a straw hat and a green dress, holding a basket of red coffee cherries. She is standing in a coffee field with large green leaves. In the background, a large orange sun is visible. The text 'KONA COFFEE' is written in a bold, serif font at the top.

CULTURAL . . .
. . . FESTIVAL

NOVEMBER 3-12, 2023 • KONA HAWAII



UESHIMA COFFEE (UCC HAWAII) CORP. CERTIFIED 100% KONA COFFEE

UCC Hawaii is a proud sponsor of
the Miss Kona Coffee Scholarship Pageant.
Good luck to all of the 2024 Miss Kona Coffee contestants!

Kona Coffee Picking & Farm Experience

November 5-12, 2023
Tour start 10:00 am (Once a Day)
Tour is free with a festival button.

NEW EVENT CAFÉ BINGO

**UCC HAWAII is participating in
Cafe Bingo with great prizes to win.**
**For more information,
please check the festival website.**



75-5568 Mamalahoa Hwy Holualoa, HI 96725
TEL : 1-808-322-3789 EMAIL : info@ucc-hawaii.com www.ucc-hawaii.com





A Special Message from
Governor Josh Green, M.D.
In Recognition of the
52nd Annual Kona Coffee Cultural Festival

November 3 - 12, 2023

For nearly two centuries, the world has esteemed the exceptional flavor of Kona's renowned coffee, a tradition deeply ingrained in our community's history. This year, we come together once again to celebrate this remarkable legacy at the 52nd Annual Kona Coffee Cultural Festival, a testament to the enduring spirit of our agricultural heritage.

Kona's annual coffee harvest has sustained us, fostering the connections between our multi-generational farmers and our native Hawaiian host culture. With this year's festivities, we pay homage to our coffee pioneers, farmers, and artisans, and recognize this festival as one of the oldest and most esteemed culinary celebrations in Hawai'i.

Mahalo to the organizers, participants, and all who contribute to the success of this iconic festival. May the 52nd Annual Kona Coffee Cultural Festival serve as a moment of reflection, celebration, and unity, as we honor our past and raise our cups to a future that continues to embrace the rich traditions that define us.

Josh Green M.D.
Josh Green, M.D.
Governor
State of Hawai'i



County of Hawai'i
OFFICE OF THE MAYOR

MAYOR'S MESSAGE

Aloha!

*On behalf of the people of the County of Hawaii, I am honored to extend my warmest congratulations to the **52nd Annual Kona Coffee Cultural Festival**, which starts brewing November 3rd – 12th, 2023, with ten days of events promoting Hawaii's unique culture and diversity.*

This award-winning festival is recognized as the oldest and one of the most successful food festivals in Hawaii, celebrating and supporting the mission to preserve, perpetuate and promote Kona's coffee heritage while recognizing the accomplishments of Kona coffee pioneers, farmers, and artisans.

The festival is a true reflection of the spirit of our community and showcases not only the dedication and craftsmanship of our local coffee producers but also provides a platform for cultural exchanges and community engagement. From coffee tastings and farm tours to art exhibits and live performances, there is something for everyone to enjoy.

Mahalo to everyone involved in organizing this remarkable event; may it continue to thrive and enrich the lives of our residents and visitors year after year.

Done this 3rd day of
November 2023.

Mitchell D. Roth

MITCHELL D. ROTH
Mayor



Aloha Festival Goers,

It's with joy and gratitude that I extend our warmest welcome to each one of you at this year's Kona Coffee Cultural Festival! Along with the Board of Directors of this remarkable celebration, we are all honored to share this journey of cultural unity, artistic expression, and shared experiences.

Your presence not only enriches our festival but also reflects the power of diversity and the beauty of human connection. As we gather here, we celebrate the threads that weave our unique stories into the rich tapestry of Kona's culture.

Over the course of these unforgettable days, you will have the opportunity to immerse yourselves in a world of captivating performances, tantalizing flavors, and enriching interactions. We all share a common love for creativity, music, art, and the vibrant spirit of celebration and invite everyone to be inspired by and forge connections that will last a lifetime.

Join us in celebrating the deep-rooted connections that have grown over nearly two centuries of cultivating and sharing Kona's world famous coffee. We invite you to savor every moment, every cup, and every shared story that makes Kona truly special.

Sip, savor, and share,

Val Corcoran

Val Corcoran
President
Kona Coffee Cultural Festival



SPONSORS OF THE 52ND KONA COFFEE CULTURAL FESTIVAL



SUPPORT PROVIDED BY



through the Community Enrichment Program

ALICE K. SHINGLE



Kamehameha Schools



The Kona Coffee Cultural Festival is an annual event that celebrates the heritage, culture, and history of Kona coffee. With a legacy spanning over fifty years, the Festival has become a cornerstone of the Kona community, drawing visitors from across the globe to experience the unique flavors and traditions of Kona coffee.

The Festival is proud of the insightful and well-crafted stories publications have delivered, capturing the essence of how the Festival Toasts the Roast.

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 the 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."**



AARP spotlighted **"7 Fun Fall Festivals Across the U.S."**

Expedia Viewfinder called the Festival one of the **"Essential Fall Experiences across America."**

The International Festivals & Events Association awarded the Festival with IFEA Haas & Wilkerson Pinnacle Awards for outstanding accomplishments and top quality creative, promotional materials including **Best Event Program, Best Ad Series, and Best Promotional Poster.**

The Kona Coffee Cultural Festival has also won numerous local awards including the Media Hawaii Lodging & Tourism Award's **Agriculture Tourism Destination Award** and the coveted Hawaii Visitors Bureau's **Kahili Award.**

ARIANNA FARMS 'ONO KONA COFFEE®

Five Time 1st Place Winner! Kona Coffee Crown Cupping Competition

1st Place Winner! 2016 Hawaii Statewide Cupping Competition



Our family farm and coffee mill are nestled on the verdant slopes of Hualalai Volcano on the Big Island of Hawaii. Like our motto, everything you taste in 'the cup' begins at the farm.

We give our 100% Kona Coffee exceptional care at every step — growing our coffee trees in our own nursery, sustainably caring for land & trees including water catchment and solar power, hand-picking ripe, red cherry, expert milling, climate-controlled storage, and cupping our Estate Arianna® coffee throughout the year.

- 80-100 Yr-old Coffee Grove Preservation
- Native Hawaiian Plant Restoration



Aloha from Arianna, Sharon & Bob - We invite you to enjoy our ...

100% Kona Coffee From Farm to Cup®

ariannafarms.com • (808) 895-5516 • ariannafarms@earthlink.net

Visit our stores or website (use coupon code Festival)
and get 20% off any one item of your choice.

Discover KONA COFFEE

FROM THE BIG ISLAND OF HAWAII

PREMIUM

Mountain Thunder Coffee Plantation
www.MountainThunder.com Farm Store: 73-1942 Ha'o Street, Kailua-Kona



2023 FESTIVAL ARTIST

The 2023 Kona Coffee Cultural Festival Board of Directors are honored to have noted artist **Shar Tui'asoa**, a Pacific-Islander illustrator and owner of Punky Aloha Studio, an Oahu-based art studio create the signature art for this year's Festival.

Tui'asoa is a full-time freelance illustrator and she has created

artwork for global and national

brands including Disney, Pixar, Apple, Hasbro, Target, Facebook, Amazon and many more. She most recently released her debut picture book, "Punky Aloha" with Harper Collins, becoming the first Pacific-Islander to author and illustrate a children's book for a major publishing company. Tui'asoa is renown for her murals featured throughout the islands of Hawaii. Her murals feature iconic "Punky Aloha" illustrations, filled with a vibrant color palette, bold graphic aesthetics and the unmistakable connection to Hawaii.

This year's official artwork is a vibrant and mesmerizing artistic interpretation of Kona coffee life. In true "Punky Aloha" vibe, the artwork brings to life the magic of Kona coffee farm life.

The signature art piece is featured on all official Kona Coffee Cultural Festival merchandise including the Festival button, print collateral, magazine and retail merchandise. Official merchandise is available on the Festival's online store (www.konacoffeeest.com) as well as at events throughout this year's Festival.



PUNKY ALOHA SIGNATURE ARTWORKS



Hawaii
Community
FEDERAL CREDIT UNION

Rooted in Trust. Committed to You.

Our roots run *deep* in Kona's coffee lands.

Started by 10 coffee farmers over 86 years ago, we are proud of our Kona Coffee roots and are honored to be a part of the annual Kona Coffee Cultural Festival. Mahalo to all who have helped keep this rich tradition alive and thriving.

(808) 930-7700
hicommmfcu.com



#hicommmfcu

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HTA
AD

HA‘AHEO MĀKOU I KE KĀKO‘O
I NĀ NANI O KO KĀKOU ‘ĀINA.

WE ARE PROUD TO SUPPORT
THE 52ND KONA COFFEE CULTURAL FESTIVAL.

The most authentic and meaningful practices of *aloha* and *mālama* happen in our communities. Events like this help us connect with what makes our Hawai‘i so special.

HAWAII TOURISM
AUTHORITY



FESTIVAL MERCHANDISE

Be sure to purchase official Kona Coffee Cultural Festival logo items including t-shirts, hats, coffee cups and tote bags available for purchase at events throughout the Festival or these select retail locations:

FESTIVAL POP UP STORE

75-6000 Ali'i Drive
Kailua-Kona

GREENWELL FARMS

81-6581 Mamalahoa Highway
Kealahou

KIMURA'S LAUHALA SHOP

77-996 Hualalai Road
Holualoa



FESTIVAL ADMISSION BUTTON

Buy a \$5 Kona Coffee Cultural Festival button as your 2023 admission ticket to 10 days of Festival family friendly events and get special rates for ticketed events too! Children ages 5 and under are free. Purchase at all Festival events or at these select locations. Find a complete list of locations at www.konacoffeefest.com

KAILUA-KONA

KTA Super Stores
Dairy Queen – Kona Commons

KEAUHOU

KTA Super Stores

KEALAKEKUA

Ace Hardware
Sandy's Drive In

HOLUALOA

Donkey Mill Art Center
Paul's Place
UCC Hawaii

LANTERN PARADE PAYS TRIBUTE

For nearly thirty years, Sugai Kona Coffee farm owner Fusao Sugai supported the Kona Coffee Cultural Festival. With his passing earlier this summer, Kona lost a Kona coffee pioneer. Fusao's community involvement was vast and the Festival honors his commitment to the community and Kona coffee.

LANTERN PARADE GRAND MARSHALS

On Friday, November 3 Lantern Parade participants will carry "chochin" lanterns and luminary bags to light their walk through Historic Kailua Village. Each lantern and luminary bag carry shared thoughts, prayers and personal remembrances of loved ones, giving off colorful light and preserved memories.

Retired Chief Judge Ronald Ibarra and retired Judge Melvin Fujino lead the way as Grand Marshalls. Born and raised on a 3-acre coffee farm in Kealahou Ibarra grew up picking coffee and helping his parents and siblings care for the coffee farm. He graduated from Santa Clara University with a Juris Doctorate and then attended and graduated from Georgetown University Law Center with a Masters of Law.

Judge Ibarra was the Chief Judge for the Third Circuit for over fifteen years before retiring with an overall career as a sitting judge in Kona for twenty-eight years. He is married, has two children and in his retirement, enjoys his two grandchildren.

Retired Judge Melvin H. Fujino was also born and raised in Kona. Prior to leaving Kona to attend college and law school, Judge Fujino would help family friends pick their coffee. It would take Judge Fujino a whole day to pick one bag of coffee and he realized at an early age the value of hard work and appreciation for the Kona coffee farmers.

Fujino served in four interim positions in the Third Circuit Court: Chief Judge, Administrative Judge, Senior Judge of Family Court, and Senior Environmental Court Judge. Early in his career as a deputy prosecuting attorney, Fujino remembered the old days when coffee bags lined the sides of the road. Judge Fujino received his B.A. from the University of Washington and his Juris Doctorate from Gonzaga School of Law.



KAULUA'E HAWAI'I

made in Hawai'i for Hawai'i and the world!



www.kauluaehawaii.com

LET'S PLAY CAFÉ BINGO

Explore Local Kona Coffee Cafes and Win

Café Bingo, a delightful fusion of exploration and competition, has taken the social media world by storm, transforming café hopping into a fun interactive adventure. This year, the Kona Coffee Cultural Festival launches Café Bingo putting a twist on the traditional Instagram game and invites everyone to embark on a journey through the various Kona coffee cafes.

The fun of café bingo is the discovery of hidden gems and local treasures within the Kona café scene. Venture beyond usual haunts and explore new cafes, uncover cozy coffee nooks, artsy hangouts, and artisanal bakeries that might have been missed before. Café Bingo has truly become a modern-day quest for caffeinated exploration, blending the virtual world of social media with the real-world pleasures of sipping 100% Kona coffee in charming cafes.

HERE'S HOW IT WORKS

Visit four Kona café partners between November 3 and November 12. While there, take a photo of a unique café experience, such as savoring a signature drink, snapping a creative piece of signage or coffee shot, or discovering an unexpected piece of café trivia wearing a Festival button. Tag the café and the Festival on Instagram with a slide show of the four locations and automatically be entered to win a prize package worth \$500. Festival tag #konacoffeeculturalfestival

Connect with other coffee enthusiasts and Festival goers and share in the excitement of Café Bingo Kona style!

PARTICIPATING KONA CAFÉS

Bikini Bottom Café
#bikini_bottom_coffee

Café Florian
#caffefloriankona

Green Flash Coffee
#greenflashcoffee

Island Corner Café
#islandcornercafe

Kaya's Organic Café
#kayas

Kona Coffee & Tea Café
#konacoffeeandtea

Kona Heaven
#konaheavencoffee

Kona Mountain Coffee
#KMC

Menehune Coffee Company
#menehunecoffee

Peaberry and Galette Coffee Shop
#peaberryandgalette

UCC Hawaii Kona Coffee Estate
#ucchawaii

White Nene Coffee Roasters & Mobile Cafe
#whitenenecoffee

One entry per Instagram account.

Contest runs from midnight November 3 through 12 Noon on the 12th.

After your four photos are created, upload as a slide show to Instagram and hashtag the Festival and partner Cafés. #konacoffeeculturalfestival

Photos must show account holder with a Festival button and an identifying café element.

All qualifying entrants will be entered in a random drawing.
Winner will be notified by DM (direct message).

Congratulations on your 52nd
Annual Kona Coffee Cultural Festival!



Miss Kona Coffee 2023 Shyla Victor performed Hula at Honolulu Festival

HONOLULU Festival

Hawaii's Premier Cultural Showcase!
FREE musical performances and exhibits
Waikiki Grand Parade: A Honolulu Legacy
Celebrate Pacific Harmony!

2024 MARCH 8th - 10th
▼ FOR MORE INFORMATION
www.honolulu festival.com



ISLAND SUN COFFEE 100% KONA COFFEE



For the seed to cup experience come and tour our farm. Learn about our farming practices and how our coffee is processed.

Join us for a sample of 100% Kona coffee, cacao and chocolate covered peaberry beans.

We are open Tuesday-Saturday 9am to 3pm



78-6759 Makenawai St., Kailua Kona 808.322.6575



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HONORING LEGACIES

At the heart of the Kona Coffee Cultural Festival's vibrant celebrations, there exists a story that weaves the tapestry of dedication, passion, and lasting impact. This year, as we gather together at the 52nd Festival, we also pause to remember cherished members of our festival family who have recently left us.

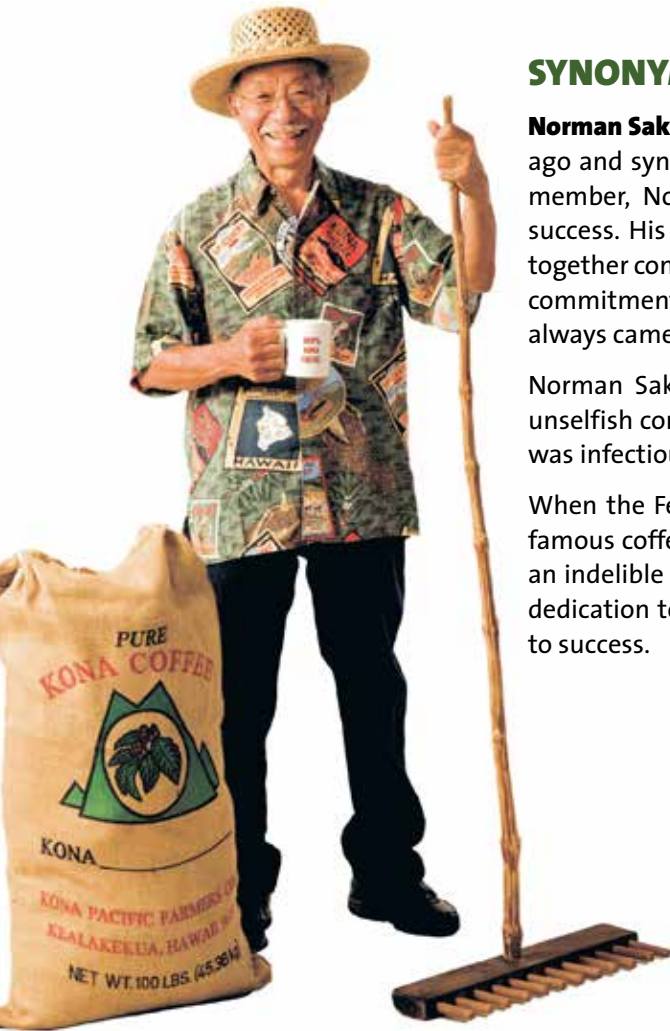


SYNONYMOUS WITH THE FESTIVAL

Norman Sakata had been an integral part of the Festival since its inception over fifty years ago and synonymous with all things Kona Coffee Cultural Festival. As a long-time board member, Norman's fingerprints permeated every aspect of the Festival's growth and success. His vision encompassed a deep understanding of the Festival's role in bringing together community spirit and sharing cultural exchange with all who attended. Norman's commitment to Kona coffee pioneers, those who paved the way for the coffee industry, always came first.

Norman Sakata's dedication was a force of nature. His unyielding determination and unselfish contributions guided the Festival through countless challenges. His enthusiasm was infectious.

When the Festival first launched in 1970, the idea was to create a celebration of Kona's famous coffee. It was also when Norman first attended and he never looked back. He left an indelible mark on the hearts of all who have been fortunate enough to be touched by dedication to this Festival. Mahalo Norman for leading the way and setting us on a path to success.



For over twenty years, **Aunt Fanny AuHoy** ignited passion in others to create unforgettable Festival experiences for attendees. Everyone who had the privilege of working alongside Aunt Fanny loved her soft way of ensuring creativity was always at the forefront. Aunt Fanny joined the Festival's Board in 1999 but is widely known in Kona for her expertise as a contest judge for the Kona Coffee Cultural Festival Lei Contest. It was here she ensured that every lei entry reflected a balance of creativity, tradition and innovation under her watchful eye.

Aunt Fanny's infectious laugh and smile will live on in the shared moments of joy and cultural appreciation that she helped to cultivate.

Aunt Fanny AuHoy was also the longtime curator of the historic Hulihe'e Palace. She followed in her mother Aunt Lei Collins footsteps as curator at the Palace. The Kona community will certainly miss Aunt Fanny as she rests in aloha.

As we gather beneath the festival banners, enjoying the lively performances and engaging activities that each of these Festival icons helped to establish, their absence is deep. Please raise a cup of Kona coffee during your time at the Festival and toast their contributions to the Festival and for being the fabric of our Kona community.



KONA COFFEE CUPPING HALL OF FAME

KONA CLASSIC DIVISION WINNERS

Single estate farms

2022	Imagine 100% Kona Coffee	2003	Kona Coffee & Tea
2021	Geisha Kona Coffee Farm	2002	Koa Coffee Plantation
2019	Hula Daddy Kona Coffee	2001	Wood Captain Cook Estate
2018	Monarch Coffee	2000	The Other Farm
2016	Hula Daddy Kona Coffee	1999	Dragon Roast Coffee
2015	Aikane Kona Coffee	1998	Brockston Gate Estate
2014	Hula Daddy Kona Coffee	1997	Terry Fitzgerald Estate
2013	Mountain Thunder	1996	Keokea Kona Farm
2012	Kona RainForest Farm	1995	Kona Kulana Farms
2011	Kainaliu Kona Coffee Company	1994	Perry Estate Farms
2010	Buddha's Cup	1993	Keopu Mauka Lani Plantation
2009	Wolf Farms	1992	Kona Kulana Farms
2008	Hoshide Farms	1991	Wailapa Farms
2007	Kona Old Style/ Kuaiwi Farm	1990	Island Girl Coffee
2006	Pearl Estate Organics	1989	Wailapa Farms
2005	Rancho Aloha	1988	Faye Takashiba
2004	Lafayette Coffee	1987	Tojiro Motoki

KONA CROWN DIVISION WINNERS

Larger farms and professional processing mills

2022	Kona Farm Direct	2013	Hawaiian Queen Coffee
2021	Hawaiian Queen Coffee	2012	Arianna Farms 'Ono Kona Coffee
2019	Hawaiian Queen Coffee	2011	Arianna Farms 'Ono Kona Coffee
2018	Kona Coffee & Tea	2009	Kona Coffee & Tea
2016	Kona Gold Coffee Co.	2008	Kowali Farms
2015	Arianna Farms 'Ono Kona Coffee	2007	Arianna Farms 'Ono Kona Coffee
2014	Hawaiian Queen Coffee		

KONA HERITAGE AWARD – QUINTESSENTIAL KONA COFFEE

2022	Ka'awaloa Trail Farm
2021	Aikane Kona Farm
2019	Holualoa Kona Coffee Company

ARTISANAL DIVISION — MODERN PROFILE

2017 Onila Farms

ARTISANAL DIVISION — HERITAGE PROFILE

2017 Castaway Bay Kona Coffee

COMMERCIAL DIVISION – HERITAGE PROFILE

2017 Arianna Farms 'Ono Kona Coffee

CUPPING KONA'S COFFEE

Cupping Kona coffee is a sensory journey of identifying roast profiles and characteristics and requires a lot of expertise. There are no shortcuts in each step taken to cultivate Kona's coffee from farm to cup. The farmer, specific growing areas in Kona, weather, microclimates and varietal all influence the cup.

As the freshly brewed Kona coffee is poured into cups, cupping judges, trained as licensed Q Graders, use their keen senses to inhale deeply, capturing notes that range from floral and fruity to earthy and nutty. With the first sip, the coffee's essence envelops the palate, allowing these taste judges to discern subtle variations in acidity and body. Cupping Kona coffee is a ritual that not only pays homage to the dedication of the coffee farmers and with each sip and slurp, provides a glimpse into the terroir and craftsmanship that give these beans their distinctive character.

Scores are tallied up and the field of entries gets cut back until a final round is cupped, awarding two farms with the prestigious winning score.

The 2023 Kona Coffee Cultural Festival Cupping Competition winners will be announced on Sunday, November 12 at the Kona Coffee Expo. See event schedule for details, including location.

Top scoring coffees from last year's Kona Coffee Cultural Festival Cupping Competition were a collection of unique varieties and some experimental processing methods. **Kona Farm Direct** took first place in the Classic Division, with a fruit-dried (natural-process) Mokka variety scoring 86.42.

The 2022 Kona Heritage Award, a parchment-dried (washed) Typica variety in celebration of traditional cultivation techniques in Kona coffee, went to **Ka'awaloa Trail Farm** scoring 86.13.

The Crown Division award requires HDOA certification for a 500-pound lot and is reserved for larger farms and mills. The 2022 award went to a parchment-dried Typica entry from **Imagine 100% Kona Coffee** scoring 83.65.

The cupping competition strictly follows Specialty Coffee Association cupping methodology and protocol. Pacific Coffee Research of Kailua Kona will again host the 2023 competition in their Coffee Quality Institute certified lab.

2022 CUPPING WINNERS



CLASSIC DIVISION
Kona Farm Direct



CROWN DIVISION
Imagine 100% Kona Coffee

Happening Daily 5 Sunday through 10 Friday

GREENWELL FARMS: SEED TO CUP FARM TOUR

81-6581 Mamalahoa Hwy., Kealahakua
9:30 a.m. and 1:30 p.m.

A fascinating journey into the history, the farming, the processing and tasting of 100% pure Kona coffee! Participants will leave with a new and enlightened view of Kona's most famous product. Tour starts at Greenwell Farms Gift Shop. Hats, sunglasses & portable water are suggested. Walking tour lasts approximately 90 minutes. Tour is free with a festival button.

ISLAND SUN COFFEE: FARMING KONA COFFEE WITH DIVERSIFIED CROPS

Island Sun Coffee

78-6759 Makenawai St, Kailua-Kona
9:00 a.m. – 3:00 p.m.

Farm & Mill Tour — we not only grow Kona Coffee, but Cacao, Mangos and Avocados. Enjoy samples of Kona Coffee, Cacao Nibs, Chocolate Bars and more. Tour is free with a festival button.

Happening Daily 6 Monday through 10 Friday

KONA COFFEE FESTIVAL QUILT SHOW

Kona Hawaiian Quilt Museum and Gallery

75-5706 Kuakini Hwy., Suite 112, Kailua-Kona
10 a.m. – 5 p.m. Monday – Friday

Coffee and island themed quilts from local quilters.

BUDDHA'S CUP: TASTING COFFEE LIKE FINE WINE

Buddha's Cup

78-1377 Bishop Road, Holualoa
9:30 a.m. – 1:00 p.m.

For the true coffee enthusiasts, Buddha's Cup is pleased to present the Coffee Flight. Much like a wine tasting with the vintner or sommelier, knowledgeable baristas will guide you through a carefully curated gastric tour of our award-winning specialty coffees. Tour is free with a festival button.

HALA TREE COFFEE: TRANSPARENCY IN KONA COFFEE FARMING

Hala Tree Coffee

82-5966 Mamalahoa Hwy., Captain-Cook
10:30 a.m. and 2:30 p.m.

Join us for this special tour honoring the Kona Coffee Cultural Festival. The tour focuses on the newfound CLR-Coffee Leaf Rust and its impacted on farming practices. We will share our solutions moving forward while maintaining the prized Kona Coffee standards. Tour is \$5 with a festival button.

UCC HAWAII KONA COFFEE PICKING & FARM EXPERIENCE

UCC Hawaii Kona Coffee Estate

75-5568 Mamalahoa Hwy., Holualoa
One tour daily, meet at the farm's retail shop.
Store opens 9:00 a.m., tour starts at 10:00 a.m.
Try your hand at picking ripe coffee cherry and witness how the harvest transforms to coffee in your cup. Tour is free with a festival button.

11/3 FRIDAY

KONA HISTORICAL SOCIETY'S KONA COFFEE LIVING HISTORY FARM TOUR

Kona Coffee Living History Farm

82-6199 Mamalahoa Hwy., Captain Cook
10 a.m. – 2 p.m.

Stroll through this award-winning, historic farm that tells the story of Kona's coffee pioneers during the early 20th century. A self-guided experience, you're free to walk among the coffee trees, meet a "Kona Nightingale", or watch how farmers used the kuriba and hoshidana to mill and dry their world-famous coffee. Visit the original 1920's farmhouse where you may find the homemaker starting the fire to cook rice or making musubi for the farmer's lunch.

\$15 with festival button, \$10 for Hawaii residents with festival button, \$5 for children 7-17 and children under 7 are free, tickets available for purchase on-site.

MADE IN HAWAII ARTISAN MARKET

Hale Halawai County Pavilion

75-5760 Ali'i Dr., Kailua-Kona
2:00 p.m. – 9:00 p.m.

A celebration of Hawaii's best arts and crafts showcasing statewide small businesses and their talents in handmade products. Also featuring Hawaii's fusion of multi-cultural food offerings with food trucks and pop-up food vendors.

LANTERN PARADE

75-5760 Ali'i Dr., Kailua-Kona
6:00 p.m. – 7:00 p.m.

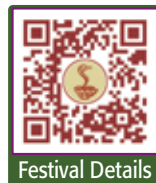
Walking parade featuring colorful lanterns and authentic cultural costumes honoring Hawaii's rich history and multicultural diversity.

MULTICULTURAL SHOWCASE

Hale Halawai County Pavilion

75-5760 Ali'i Dr., Kailua-Kona
7:00 p.m. – 10:00 p.m.

A multicultural showcase of Hawaii's unique and diversified talent. Festival button required.



Festival Details

11/4 SATURDAY

HOLUALOA COFFEE & ART STROLL

Holualoa Village

9 a.m. – 2 p.m.

Walk through Historic Holualoa Village lined with Kona coffee farmers serving tastings of 100% Kona coffee. Speak directly to the farmers and learn about the different processes they use to create their delicious coffee. Drop in all the galleries holding open house filled with local island style art. Eat delicious foods from wonderful vendors offering local creative fare. A day to remember.



CULTURAL ACTIVITIES AT THE DONKEY MILL ART CENTER

Donkey Mill Art Center

78-6670 Mamalahoa Hwy., Holualoa

Morning session 10:00 a.m. – 11:45 a.m.
Afternoon session 12:00 p.m. – 1:45 p.m.

Explore cultural activities that make Hawaii unique: natural dye, lauhala weaving, lei making and live demos by Jim Skibby of Ulana Lauhala Holualoa.

Workshops include:

- Olena Love: Exploring Turmeric Dye
- Natural Dye with Gerald Lucena
- Weaving a Lauhala Bracelet with Nanette Bell
- The Heart of Kona Lauhala Ornament with Carol Zakahi
- Native Hawaiian Seed Paper Making Paper-making with Angaea Cuna
- Lei-Making: Lei Hilo with Flowers with Allison Tan

Attendees must register at donkeymillartcenter.org
Festival button required.

"THE 'ĀINA SPEAKS" OPENING RECEPTION AND AWARD PRESENTATION

Donkey Mill Art Center

78-6670 Mamalahoa Hwy., Holualoa
5:00 p.m. – 7:00 p.m.

Join us for the opening of the exhibition, "The 'Āina Speaks", a juried exhibition inviting artists to create portraits which capture the stories, lives and knowledge of farmers and those who work intimately with the land. Entry is free with a festival button.

UCC HAWAII MISS KONA COFFEE SCHOLARSHIP COMPETITION

King Kamehameha's Kona Beach Resort

75-5660 Palani Road, Kailua-Kona

Doors open at 5:30 p.m.

Competition starts at 6:00 p.m.

A competition of the Miss Hawaii and Miss America organizations, we will crown our 52nd Miss Kona Coffee and our 14th Miss Aloha Hawaii. New this year, the competition added Miss Kona Coffee's Teen division. All delegates compete in private interview, onstage question, health & fitness, evening gown and talent phases.

Tickets \$50 and available for purchase online at www.konacoffeeest.com.

A festival button is also required.



11/5 SUNDAY

LITTLE MISS KONA COFFEE SCHOLARSHIP COMPETITION

King Kamehameha's Kona Beach Resort

75-5660 Palani Road, Kailua-Kona

Presented by Hawaii Dolphin and Focus

International Model and Talent Agency

Doors open at 2:30 p.m.

Competition starts at 3:00 p.m.

More than a pageant, Kona's premier youth competition features Hawaii Island young ladies ages 5 through 12. Competing for crowns and an opportunity to learn and groom confidence, poise, and self development, contestants gain friendships, awards and scholarships.

Tickets \$50 and available for purchase online at www.konacoffeeest.com

A festival button is also required.



11/6 MONDAY

KONA HISTORICAL SOCIETY'S KONA COFFEE LIVING HISTORY FARM TOUR

Kona Coffee Living History Farm

82-6199 Mamalahoa Hwy., Captain Cook

10 a.m. – 2 p.m.

Stroll through this award-winning, historic farm that tells the story of Kona's coffee pioneers during the early 20th century. A self-guided experience, you're free to walk among the coffee trees, meet a "Kona Nightingale", or watch how farmers used the kuriba and hoshidana to mill and dry their world-famous coffee. Visit the original 1920's farmhouse where you may find the homemaker starting the fire to cook rice or making musubi for the farmer's lunch.

\$15 with festival button, \$10 for Hawaii residents with festival button, \$5 for children 7-17 and children under 7 are free, tickets available for purchase on-site.

KONA COFFEE BARISTA TRAINING

Kona Coffee & Tea

74-5588 Palani Rd., Kailua-Kona

5 p.m. – 9 p.m.

Seasoned coffee educators, trainers and professionals both local and abroad, guide a robust coffee education experience in manual brewing techniques, espresso techniques, milk steaming, and latte art. Competition heats up later in the week at the Kona Coffee Latte Art Throwdown.

KONA COFFEE GAMBLE: 60 YEARS

Aloha Theatre

79-7384 Hawaii Belt Rd., Kealahou

7 p.m.

Doors open at 6:00 p.m. for a cultural dance and pre-talk show.

Take a fun trip down memory lane and see many familiar faces from the Kona community. This film pays tribute to the struggles and triumphs of a pioneer family between 1924 and 1984, making a life of coffee farming in Kona. Free entry with a festival button. Donations are welcomed to support a live play planned for 2024.

11/7 TUESDAY

KONA HISTORICAL SOCIETY'S KONA COFFEE LIVING HISTORY FARM TOUR

Kona Coffee Living History Farm

82-6199 Mamalahoa Hwy., Captain Cook

10 a.m. – 2 p.m.

Stroll through this award-winning, historic farm that tells the story of Kona's coffee pioneers during the early 20th century. A self-guided experience, you're free to walk among the coffee trees, meet a "Kona Nightingale", or watch how farmers used the kuriba and hoshidana to mill and dry their world-famous coffee. Visit the original 1920's farmhouse where you may find the homemaker starting the fire to cook rice or making musubi for the farmer's lunch.

\$15 with festival button, \$10 for Hawaii residents with festival button, \$5 for children 7-17 and children under 7 are free, tickets available for purchase on-site.

11/8 WEDNESDAY

"THE 'ĀINA SPEAKS" EXHIBITION

Donkey Mill Art Center

78-6670 Mamalahoa Hwy., Holualoa

10:00 a.m. – 6:00 p.m.

This exhibition, juried by artist Boots Lupenui, features portraits which capture the stories, lives and knowledge of farmers and those who work intimately with the land.

Visitors can vote to nominate their favorite artwork for the People's Choice Award. Entry is free with a festival button available for purchase on-site.

11/9 THURSDAY

"THE 'ĀINA SPEAKS" EXHIBITION

Donkey Mill Art Center

78-6670 Mamalahoa Hwy., Holualoa

10:00 a.m. – 6:00 p.m.

This exhibition, juried by artist Boots Lupenui, features portraits which capture the stories, lives and knowledge of farmers and those who work intimately with the land.

Visitors can vote to nominate their favorite artwork for the People's Choice Award. Entry is free with a festival button available for purchase on-site.

KONA COFFEE LATTE ART THROWDOWN

Kona Coffee & Tea

74-5588 Palani Rd., Kailua-Kona

6 p.m. – 9 p.m.

Bringing the barista community together, this friendly competition gives participants a chance to apply their skills in a fun, high-energy environment. Winner takes all as local baristas work magic in their cup of 100% Kona coffee.

11/10 FRIDAY Veterans Day Holiday

"THE 'ĀINA SPEAKS" EXHIBITION Donkey Mill Art Center

78-6670 Mamalahoa Hwy., Holualoa
10:00 a.m. – 6:00 p.m.

This exhibition, juried by artist Boots Lupenui, features portraits which capture the stories, lives and knowledge of farmers and those who work intimately with the land. Entry is free with a festival button available for purchase on-site.

KONA'S GOT TALENT SHOWCASE

Kona Hongwanji Social Hall

81-6630 Hawai'i Belt Road, Kealahou
Doors open 5:30 p.m.

Showcase 6:00 p.m. – 9:00 p.m.

Showcasing a variety of talent from the local community, a karaoke contest, audience participation, games & more! The Hatsuichi Chamber of Commerce will be cooking Okonomiyaki for sale as well as other refreshments all supporting the festival. Entry is free with a festival button.



11/11 SATURDAY

100% PURE KONA COFFEE HALF MARATHON

Coconut Grove Marketplace

75-5809 Alii Dr., Kailua-Kona
Half Marathon starts at 6:00 a.m.

7th annual 100% Pure Kona Coffee Half Marathon. Run the scenic coast of Kailua-Kona down Ali'i Drive to the infamous "Pit" at the "End of the World". Enjoy views of the Pacific Ocean as you complete the half marathon distance or the newly added 5k and celebrate with a cup of coffee!

KONA COFFEE CULTURAL FESTIVAL HO'OLAULE'A

Makaeo County Pavilion (Old Airport)

75-5500 Kuakini Hwy., Kailua-Kona
Sponsored by

Hawaii Community Federal Credit Union
9 a.m. – 3 p.m.

A day of Kona coffee celebration with live entertainment, arts and crafts, food vendors and trucks, an amazing lei contest, cultural demonstrations, educational/historical displays, Kona Coffee for sampling and purchase and much more!



"THE 'ĀINA SPEAKS" EXHIBITION Donkey Mill Art Center

78-6670 Mamalahoa Hwy., Holualoa
10:00 a.m. – 6:00 p.m.

This exhibition, juried by artist Boots Lupenui, features portraits which capture the stories, lives and knowledge of farmers and those who work intimately with the land. Entry is free with a festival button available for purchase on-site.



THE GRAND FINALE...A TASTE OF KONA! King Kamehameha's Kona Beach Resort Luau Grounds

75-5660 Palani Road, Kailua-Kona
5:30 p.m. – 9 p.m.

Doors open 5:30 p.m.

An evening of culinary delights featuring local Island Chefs, a fabulous silent auction with live music and dancing under the stars. This year, we present Grammy nominated artist LT Smooth & his band. No host cocktails. VIP tables available. \$5 event validation parking will be available. An adult-only evening.

Tickets are \$125 for general seating and \$1,200 for a VIP table of 10. Purchase tickets at www.konacoffeeest.com

A festival button is also required.



11/12 SUNDAY

ARTIST & FARMER TALK STORY & POTLUCK BRUNCH

Donkey Mill Art Center

78-6670 Mamalahoa Hwy., Holualoa
9:00 a.m. – Noon

Join us for lively conversation between participating artists and farmers featured in the exhibition "The 'Āina Speaks." Free to attend with a festival button. Guests are encouraged to bring a dish to share.

THE KTA SUPER STORES KONA COFFEE RECIPE CONTEST

BIG ISLAND SHOWCASE AND KONA COFFEE EXPO

Outrigger Kona Resort & Spa

78-128 Ehukai St., Keauhou
Big Island Showcase & Kona Coffee Expo opens at 10 a.m.

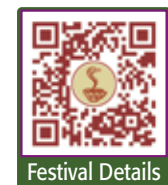
Recipe Contest doors open at 11 a.m.

Events end at 2 p.m.

Recipe competition open to Professionals, Culinary Students, Amateurs, and Keiki, competing in two categories sweet and savory, using Kona coffee. The Big Island Showcase features locally made products and a variety of mixed media art.

This year in conjunction with the KTA Kona Coffee Recipe Contest is the Kona Coffee Expo. The symposium will present a variety of live Kona coffee demonstrations and lectures on the coffee industry. Sample, purchase and interact with baristas, roasters, cold brew makers, farmers and support local!

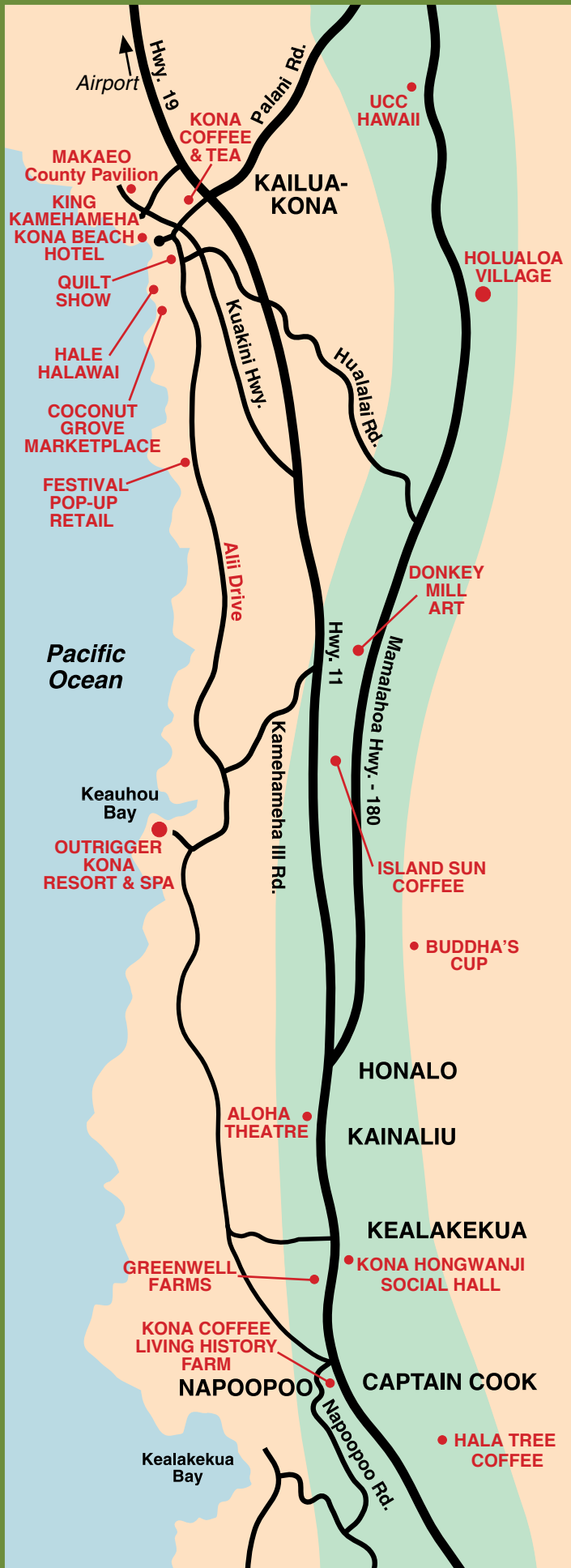
Enjoy a coffee packaging contest display and the much-anticipated Kona Coffee Cupping award presentation happens amid cheers and clinking of coffee cups. Find out which Kona coffee farm takes home the gold!



**EVENTS SUBJECT
TO CHANGE**

**ALL EVENTS REQUIRE A
FESTIVAL BUTTON FOR ENTRY**

FESTIVAL EVENT LOCATIONS



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A KONA COFFEE INSPIRED SUNDAY

KTA Super Stores Kona Coffee Recipe Contest

A magnet for gastronomic enthusiasts, coffee aficionados, and a hungry audience, the KTA Super Stores Kona Coffee Recipe Contest is a tasty journey with signature dishes featuring — you guessed it — Kona's world famous coffee. Innovative contestants have infused that oh-so-amazing Kona coffee goodness into each dish.

KTA Super Stores Kona Coffee Recipe Contest happens Sunday, November 12 at the Outrigger Kona Resort & Spa Convention Center. Recipe contest doors open at 11 a.m. Festival fans will want to keep a fork handy. Tastings open to the public following the judging and awards presentations.

Big Island Showcase

Start Sunday morning at the Big Island Showcase at the Outrigger, featuring local vendors, Kona coffee farms, and educational and informational booths starting at 10 a.m.

New! Kona Coffee Expo

Also starting at 10 a.m. on Sunday at the Outrigger, the new Kona Coffee Expo gets underway. The expo will present a variety of live Kona coffee demonstrations and lectures on the coffee industry. Sample, purchase and interact with baristas, roasters, cold brew makers, and farmers!

Enjoy a coffee packaging contest display and the much-anticipated Kona Coffee Cupping award presentation. Find out which Kona coffee farm takes home the cupping gold at the Kona Coffee Expo.



A TASTE OF KONA

Imagine the air is alive with music and the atmosphere filled with the aroma of sensational culinary creations from local island chefs. **The Grand Finale...A Taste of Kona** under the stars promises to be a dazzling fusion of music, food, fabulous silent auction as friends gather to salute the 2023 Kona Coffee Cultural Festival.

The Grand Finale...A Taste of Kona promises to be a night to remember. The seven-time Grammy-nominated singer, song writer and composer **LT Smooth and his Big Band** bring out a blend of Hawaiian slack key, contemporary, jazz, and rhythm and blues just perfect for an evening of dancing. Jeff Ibach opens the night as he grooves on his guitar.



As island chefs infuse dishes with their distinctive flair, you can bet chefs like Chef George Gomes from The Club at Hokulia, Chef Mike Quanan from King Kamehameha Kona Beach Resort will be serving up plates of culinary art, taking event goers on a journey of flavors. Enjoy enticing delights from Thai Gallery Cuisine, Loko Wraps, The Fish Hopper and of course, 100% Kona Coffee from Kona Coffee & Tea, just to name a few.

Don't miss the adult-only The Grand Finale...A Taste of Kona happening on **Saturday, November 11** at the King Kamehameha Kona Beach Resort Luau Grounds. Gates open at 5:30 pm. \$5 event parking validation provided and a no-host cocktail bar. Festival button required.

Tickets are \$125 for general seating and \$1,200 for a VIP table of 10. Purchase tickets online at www.konacoffeefest.com



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ZOE GACAYAN



LYNZEE NAKAMOTO



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Kaili Yuen
MISS ALOHA
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2 

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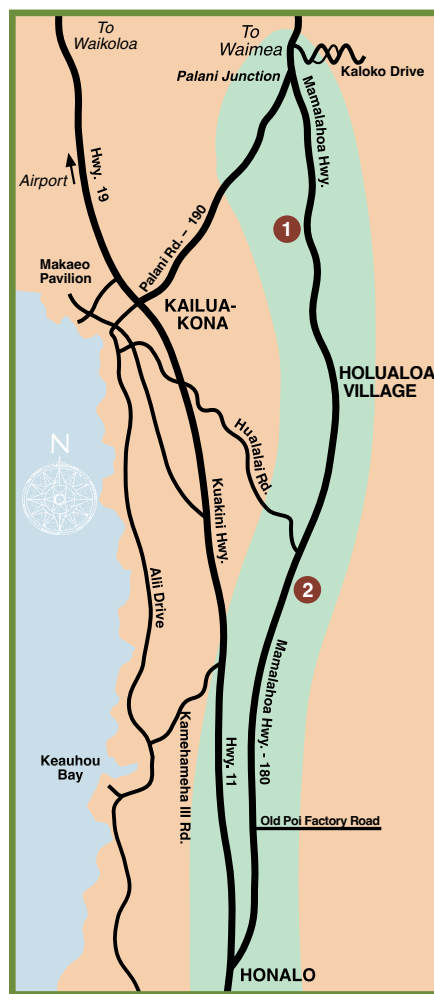
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Kona Coffee Farms

Hidden along the incredible vistas of the Kona Coffee Belt are working farms — large and small. Plan a visit and you'll meet farmers, pickers, millers and roasters for a full Kona coffee immersion.

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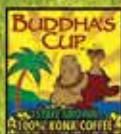
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Rising Stars Shine at Little Miss Kona Coffee Scholarship Competition

Attend the Little Miss Kona Coffee competition and be swept up with emotions as these pint-sized participants, ages 5 through 12, compete for crowns and an opportunity to learn confidence, poise, and self development, all while gaining friendships, awards and scholarships. Witnessing these young contestants not only showcase their talents, but also support and uplift their fellow competitors, is a touching reminder of the importance of fostering a positive and empowering environment.



FRONT ROW L-R: MINI MISS KONA COFFEE 2023 MAIA KEALOHA, GAIA MUNDON, TAHIRA MASTERS, SHAYLEE MAMAC, MALINA GOODMAN, HAZEL ARRINGTON, ROZA KORST.
BACK ROW L-R: TEEN MISS KONA COFFEE 2023 TAIRA AOKI, YOUNG MISS KONA COFFEE 2023 ARIANI AGUILAR, KA'LEHUA GOODMAN, PAISLEY PELEKANE-TOMITA, AINARA MAGANA-RAMIREZ, LA'AKEA KAIawe-HAINA, TEHYA MASTERS, MISS ALOHA HAWAII 2023 KAILI YUEN.
MISSING: LITTLE MISS KONA COFFEE 2023 KAWENA EASLEY, CHEVY BLAKE HORNBACHER, HAWEO EASLEY.

MAIA KEALOHA AS LILO

Six-year-old Maia Kealohe was crowned as Mini Miss Kona Coffee last year. Interested in the Little Miss program, and with encouragement from her mom, Maia set out and with determination, hard work and lots of fun, she was crowned. Asked what was her favorite part, Maia sweetly said meeting all the contestants, making new friends, and the dancing, were really the best time.

This year as Maia gives up her crown, she is busy with a new movie production. Scheduled for release sometime next year, Maia will play the role of Lilo in the anticipated release of Disney's live action Lilo & Stitch. Maia's mom reminds this rising star to "Always try your best and believe in yourself." Beautiful words for all of the 2024 Little Miss Kona Coffee contestants to remember.



All the excitement begins as the **Little Miss Kona Coffee Scholarship Competition gets underway on Sunday, November 5 starting at 3 p.m.** The Little Miss Kona Coffee Scholarship Pageant is presented by: HAWAII DOLPHIN. Check the event schedule for details.

KONA COFFEE CULTURAL FESTIVAL HO'OLAULE'A

What a treat — Kona's ethnic traditions are shared at the day-long celebration honoring Kona's coffee history through art, music, food and a large serving of community spirit. Find exciting booths filled with unique made in Hawai'i items, talk with Kona coffee farmers with fresh brewed coffee available to taste and purchase.

Beautiful Lei

Hawai'i's talented lei makers showcase their creativity and skill at the popular lei contest, crafting vibrant and intricate floral masterpieces featuring Kona coffee blossoms, beans and leaves. Contest starts at 11 a.m.



Stitching Dreams for a Cause

After a memorable experience volunteering at the Festival's Ho'olaule'a last year, Pamaialoha "Pamai" Kaninau was inspired to get involved and support this year's Ho'olaule'a event. She wanted to make a personal donation that would support the mission of the Kona Coffee Cultural Festival.

As a master Hawaiian quilter, Pamai chose to donate a quilt she created over 10 years ago. Entitled "The Monster Monstera," the quilt portrays the actual size of the monstera leaves she gathered from her neighbor's yard. Only working in the best sunlight hours, usually from 11 am to 3 pm, while listening to Chopin, it took Pamai nine months to complete the queen sized quilt. She quilts on her lap without any hoop and the entire quilt is handsewn. A distinctive feature on her quilt is the echo or wave pattern that she uses to surround her leaves.

The quilt will be auctioned on-line. For more details visit konacoffeefest.com



THE KONA COFFEE CULTURAL FESTIVAL HO'OLAULE'A SHARES ARTS AND ETHNIC TRADITIONS ON SATURDAY, NOVEMBER 11 STARTING AT 9 A.M. THROUGH 3 P.M. AT MAKAE COUNTY PAVILION.

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A TASTE OF KONA'S RICHNESS

Visiting Kona's coffee farms is not just a sightseeing adventure, it's an immersive experience that engages all the senses. From the moment visitors set foot on Kona coffee farms, they are greeted by the earthy aroma of coffee beans mingling with the tropical breeze. The vibrant shades of green, punctuated by the vivid red of ripe coffee cherries, create a captivating visual panorama.

One of the most unique aspects of exploring Kona's coffee farms is the opportunity to engage in hands-on farm experiences. These participating coffee farms offer guided tours that take visitors through every stage of the coffee production process. Participants can pick coffee cherries, learn about the intricate art of bean processing, and even try their hand at roasting their own Kona coffee beans. These interactions provide a deeper appreciation for the labor-intensive journey that transforms a humble cherry into a cup of exquisite 100% Kona coffee.

SAVORING THE FLAVORS: KONA COFFEE TASTING

No journey through Kona's coffee farms is complete without indulging in a tasting session. The distinct flavors of Kona coffee are a result of its unique terroir, a combination of soil, climate, and altitude. As visitors sip freshly brewed cups, they are treated to an array of flavor notes, ranging from nutty and chocolaty to fruity and floral. The volcanic soil imparts a subtle earthiness that adds depth to Kona coffee's character.

Tasting rooms at Kona coffee farms offer a delightful space for visitors to relax, learn, and engage with coffee experts. These experts, often with Q Grader qualifications, guide participants through the tasting process, helping them discern the nuances of aroma, acidity, body, and aftertaste. Whether you're a seasoned coffee connoisseur or a casual drinker, the experience offers an opportunity to explore the rich tapestry of flavors that Kona coffee has to offer.

PRESERVING TRADITION AND EMBRACING INNOVATION

As Kona's coffee industry continues to evolve, a delicate balance between tradition and innovation emerges. While the heart of Kona coffee lies in its historical roots, farmers have embraced modern techniques to enhance efficiency and sustainability. A visit to the farms below offer a look at prioritize organic and sustainable practices, ensuring the longevity of the land and the continuation of the coffee legacy for generations to come.

EXPLORING KONA COFFEE FARMS: A MULTISENSORY EXPERIENCE

Explore these Kona's coffee farms and enjoy a journey that captures the essence of Kona's rich culture, history, and dedication to producing world famous coffee. Savor the first sip of freshly brewed Kona coffee- it's a tribute to the hardworking farmers who have cultivated this precious crop for nearly two hundred years, and a testament to the enduring allure of Kona's coffee farms.

BUDDHA'S CUP: TASTING COFFEE LIKE FINE WINE

Buddha's Cup

78-1377 Bishop Road, Holualoa

9:30 a.m. and 1:00 p.m. | Monday, Nov. 6 – Friday, Nov. 10

For the true coffee enthusiasts, Buddha's Cup is pleased to present the Coffee Flight. Much like a wine tasting with the vintner or sommelier, knowledgeable baristas will guide you through a carefully curated gastronomic tour of our award-winning specialty coffees. Tour is free with a Festival button.

GREENWELL FARMS: SEED TO CUP FARM TOUR

Greenwell Farms Gift Shop

81-6581 Mamalahoa Highway, Kealahou.

9:30 a.m. and 1:30 p.m. | Sunday, Nov. 5 – Friday Nov. 10

A fascinating journey into the history, the farming, the processing and tasting of 100% pure Kona coffee! Participants will leave with a new and enlightened view of Kona's most famous product. The tour starts at the Greenwell Farms Gift Shop.

UCC KONA COFFEE PICKING AND FARM EXPERIENCE

UCC Hawaii Kona Coffee Estate

75-5568 Mamalahoa Highway, Holualoa.

Meet at the farm's retail shop: Store opens 9:00 a.m., tour starts at 10:00 a.m. | Monday, Nov. 6 – Friday, Nov. 10

Try your hand at picking ripe coffee cherry and witness how the harvest transforms to coffee in your cup. Tour is free with a Festival button.

HALA TREE COFFEE:

TRANSPARENCY IN KONA COFFEE FARMING

Hala Tree Coffee

82-5966 Mamalahoa Highway, Captain Cook

10:30 a.m. and 2:30 p.m. | Monday, Nov. 6 – Friday, Nov. 10

Join us for this special tour honoring the Kona Coffee Cultural Festival. The tour focuses on the newfound CLR-Coffee Leaf Rust and its impact on farming practices. We will share our solutions moving forward while maintaining the prized Kona Coffee standards. Tour is \$5 with a Festival button.

ISLAND SUN COFFEE: FARMING KONA COFFEE WITH DIVERSIFIED CROPS

Island Sun Coffee

78-6759 Makenawai Street, Kailua Kona.

9:00 a.m. and 3:00 p.m.

Sunday, Nov. 5 – Friday, Nov. 10

Enjoy a farm and mill tour with Kona Coffee and diversified crops including cacao, mangos and avocados. For parties of 5 or more, please call 808-322-6575 to make a reservation for a golf cart tour. Tour is free with a Festival button.



Sip on free coffee samples while learning about Kona Coffee farming!



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The Royal Kona Coffee® Visitor Center and Mill located in Captain Cook, on Hawaii Island, invites visitors to its facility, which includes acres of lush land and a real lava tube to explore, while enjoying fresh coffee samples. The charming retail store offers visitors the opportunity to peruse and purchase their preferred sampling for themselves or gifts to share.

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The Festival Board, committees and community volunteers work diligently throughout the year planning the events that attract thousands of Festival fans annually.

konacoffeefest.com



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