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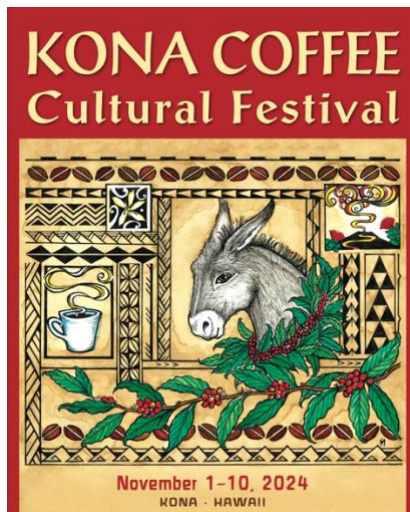
10-DAY KONA COFFEE CULTURAL FESTIVAL SET TO IGNITE COFFEE ENTHUSIASTS AND CULTURE LOVERS

Kona, Hawaii (May 21, 2024) – The aroma of freshly brewed coffee will fill the air as the 10-day Kona Coffee Cultural Festival kicks off in the heart of Hawaii's Kona region November 1 through November 10, 2024. Festival Friday opens the 10-days of Festival fun as coffee enthusiasts, cultural aficionados, community and visitors alike gather to celebrate the rich heritage woven into every cup of Kona coffee. Nearly 200 years of tradition, community, and craftsmanship come together to create an unparalleled sensory experience.

The 10-day Kona Coffee Cultural Festival promises an unforgettable experience for coffee connoisseurs, tourists, and families. Come join us in celebrating the legacy of Kona coffee, where every cup tells a story.

Experience the vibrant Hawaiian culture through traditional dances, music performances, and art exhibitions. Engage with local artists and craftsmen showcasing their talent inspired by the Kona coffee legacy.

Marvel at the creativity of artists who transform coffee beans into stunning works of art. Witness live demonstrations and explore the intricate world of coffee-inspired artistry.



2024 Festival Signature Art

Local Hawaii Island artist Miyuki Akiyama created the signature art for the 2024 Kona Coffee Cultural Festival. Her native tribal vibe art piece depicts elements of Kona and its world-famous coffee. A Kona Nightingale is adorned with a coffee lei and smaller elements including the volcano, coffee flower blossom and coffee beans round out the piece.

Donkeys or Kona's Nightingale as we call them locally, were used by farmers to pack large loads of coffee cherry from the rugged farmlands down to the processing facilities.

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

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

Friday, Nov. 1 **Kona Coffee Cultural Festival Lantern Parade Lights 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.

Saturday, Nov. 2 **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.

Sunday, Nov. 3 **Brewing Up a Recipe at KTA Super Stores Kona Coffee Recipe Contest**
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.

All week **Kona Coffee Farm Tours**
Embark on guided tours to local coffee farms, where you can witness the coffee-making process from bean to cup. Meet passionate farmers, learn about sustainable practices, and savor freshly brewed coffee straight from the source.

Saturday, Nov. 9 **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.

Purchase a \$5 Festival admission button and enjoy ten days of fun family events and get special rates for ticketed events. Festival admission buttons are available for purchase at many retail and farm locations throughout the Kona area.

For more information, please visit www.konacoffeefest.com. Be sure to follow the Festival on social media @konacoffeefest

The Kona Coffee Cultural Festival is made possible through the support of Hawaii Tourism Authority and the generous sponsorship of UCC Ueshima Coffee Co., Ltd., Kamehameha Schools, Alaska Airlines, KTA Super Stores, Hawaii Community Federal Credit Union, and numerous other corporate and community donors.

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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" Expedia Viewfinder's "Essential Fall Experiences across America" and the International Festivals & Events

Association awarded the Festival with IFEA Haas & Wilkerson Pinnacle Awards recognized the Festival for outstanding accomplishments and top quality creative, promotional materials.

About Kona Coffee Cultural Festival

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.

*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.
entire chapter on the Kona Coffee Cultural Festival.*