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FOR IMMEDIATE RELEASE

Kona Coffee Cultural Festival Announces 2025 Kona Coffee Cupping Competition Winners

Kailua-Kona, Hawai'i — [Monday, Nov. 17 2025] — The Kona Coffee Cultural Festival (KCCF) proudly announced the winners of the 2025 Kona Coffee Cupping Competition, celebrating exemplary coffees grown within the designated Kona Coffee Belt along the slopes of Hualalai and Mauna Loa.

Kona Coffee Cultural Festival Cupping Competition co-chair Matt Carter noted, "The impression from the judges and organizers is that Kona produces an exceptional cup of coffee from its heritage trees and has so many exciting possibilities for future creativity."

Top Honors

Kona Heritage Division limited to washed Kona typica grown in the Kona Coffee Belt, washed process with no commercial yeasts/bacteria/inoculants.

First Place awarded to **Imagine 100% Kona Coffee**, a Typica type with a score of 85.08. Imagine 100% Kona coffee is hand selected Single Origin, Single Estate high mountain shade grown Arabica Typica under macadamia nut trees.

Second Place awarded to Ka'awaloa Trail Farm with a score of 84.92.

Third Place awarded to Aloha Aina with a score of 84.83.

Kona Certified Division same requirements as Kona Heritage Division but must be part of a certified lot with a minimum of 500 lbs. or more, certified at No. 1 or above.

First Place awarded to **Gandona 100% Kona Coffee**, a Typica Certified type with a score of 83.92. Gandona premium is a testament to their commitment to quality and tradition.

Second Place awarded to Kona Crown Coffee Darnell Estate with a score of 83.33.

Third Place awarded to Cancino Family Farm with a score of 81.83.

Kona Creative Division open to any Kona grown varietal, using any processing method, without limit. These entries were cupped separately from the Heritage divisions.

Hawaiian Goat Coffee, SL-34-28, took first place in this division with a score of 86.58. Known as Scott Agriculture Labs 34, SL-34-28 is a Typica like genetic background coffee varietal with notes of bright lemon candy, mixed fruit, and smooth milk-chocolate finish.

Second Place awarded to Kona Farm Direct with a score of 86.50.

Third Place awarded to Hula Daddy Kona Coffee with a score of 86.42.

Ninety six entries were submitted by farms across North and South Kona, each submitting exactly 2 lbs of unroasted (green) coffee. This year's entries were scored on the Specialty Coffee Association cupping format and scoring methodology used a 100-point scale. Coffees were evaluated in a double-blind format. Final top scores ranged from high 70s to high 80s.

"For more than five decades, our Festival has celebrated the people and place that make Kona coffee famous," said Val Corcoran, Festival President. "Bringing the cupping competition in-house lets us invest directly in quality standards, transparency, and farmer support—so this tradition thrives for the next generation."

Mahalo to Partners

KCCF extends its gratitude to the Q Grader cupping judges Head Judge – Sherri Johns, USA, Judge Yuya Kurihara, JAPAN, Judge Makiko Nukui, Japan/USA, Roasting and Cupping Assistant Chai Loh Neo (Greenwell Farms / SCA Q Grader), Yoko Fukumitsu (UCC HAWAII), Hideki Miki (UCC HAWAII / SCA Q Grader) stewards, and community partners who supported logistics, education, and outreach. Special thanks to UCC Hawaii for the roasting venue, Iron Bottoms Spirits Co. for hosting the cupping lab and to UCC Hawaii and Kamehameha Schools for underwriting equipment and other costs.

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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., Alaska Airlines, KTA Super Stores, Kamehameha Schools, Hawaii Community Federal Credit Union, Kona Brewing Hawaii, Keauhou Shopping Center, Isemoto Contracting Co. LTD, Soil Plus and numerous other corporate and community donors.

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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.