



Contact: Val Corcoran, President
Ph: 808-990-6511
e:valt96750@yahoo.com

2021 Kona Coffee Cultural Festival Starts Brewing November 4 through 7 Hybrid Festival Features In-Person and Virtual Events

Kona, Hawaii (Oct. 19, 2021) — The 50th annual Kona Coffee Cultural Festival is brewing an innovative new format this year that honors the many traditions of the Festival while also prioritizing the health and safety of attendees. The 2021 Festival is blending together both virtual and in-person events that celebrate Hawaii's oldest food festival.

“Over the last 50 years, the Kona Coffee Cultural Festival has had to overcome many obstacles to survive. None of these obstacles compare to holding a Festival during a pandemic. Our board and committees have been innovative in designing a cadre of events where participants can safely attend in person and others that we are filming and will broadcast online. It's time to toast the roast and we look forward to seeing you in person or virtually during the Festival,” said Kona Coffee Cultural Festival president Valery Corcoran.

In-Person Events

Starting on Thursday, November 4, Kona coffee farms tours take center stage. Plan to visit UCC Hawaii Estate Farm, Greenwell Farms or Kona Historical Society's Kona Coffee History Farm to learn more about how coffee is grown in Kona.

King Kamehameha's Kona Beach Hotel is the venue to visit for a slew of daily events. Interested in cultural activities and local artist demonstrations? Check out the Quilt Show, Kona Coffee 101 Seminar and Kona Coffee booths with tasting opportunities.

A Festival highlight is the “Kona People” Art Exhibition at Donkey Mill Art Center. This curated exhibition pairs artists with Kona farmers to create works that convey the spirit of “Kona People.”

A world of talent is on stage during the Sugai Kona Coffee Talent Night. You'll be surprised by the multi-cultural musical offerings and stunning dance performance.

On Festival Friday, catch the Kona Coffee Latte Art Throwdown at Kona Coffee & Tea Company where local baristas work their magic with 100% Kona Coffee.

The 100% Pure Kona Coffee Half Marathon kicks off on Saturday at 6 am with a run down Alii Drive to the "End of the World" and back. Too strenuous for you? We'll see you then at the popular Holualoa Village Coffee and Art Stroll. Spend the morning strolling through the art galleries, tasting the fresh brewed flavors from twenty Kona coffee farms and shopping with local vendors.

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.

Virtual Events

Unable to attend the Festival in person? We've created an exciting virtual lineup to keep everyone in the Festival spirit.

The Festival's lineup of virtual events gets underway starting on Thursday, November 4 with the Opening Blessing Ceremony featuring opening ceremony program highlights and welcome messages from County of Hawaii Mayor Mitch Roth, Festival President Valerie Corcoran and other dignitaries. Hula dancers from Halau Kala'akeakauikawiki perform with Kona's own Lacey Deniz and Eddie O serving as virtual hosts.

Other notable events on the virtual schedule include the much anticipated UCC Hawaii Miss Kona Coffee Scholarship competition. Don't forget that the Kona Coffee Cultural Festival's Miss Kona Coffee Carolyn Sapp won the Miss Hawaii title and went on to win the Miss America crown.

Those tuning in to the Festival from their personal electronic devices can view the Kona Coffee Cupping Competition Awards Ceremony, Kona Coffee Cupping Seminar, Greenwell Farms Seed to Cup Farm Tour, UCC Hawaii Estate Farm Tour, Kona Historical Society's Kona Living History Farm Tour, Cultural Activities and Artist Demonstrations, Kona Coffee Latte Art Throwdown, Lantern Parade & Bon Dance, KTA Super Stores Cooking Demonstrations, UCC Hawaii Miss Kona Coffee Scholarship Pageant and the Little Miss Kona Coffee Scholarship Program.

Virtual ticket prices vary per event. Tickets can be purchased with a variety of options including for a limited time only, the October Anniversary Box for \$50, giving access to all Festival virtual events. Tickets can be purchased at www.konacoffeefest.com

The Festival is committed to delivering safe and memorable experiences for everyone. Check out the Festival website for the most up-to-date information as events may change or cancel due to the ongoing COVID-19 pandemic.

For a complete list of both in person and virtual event listings, pick up a Festival magazine or log onto www.konacoffeefest.com. Follow the Festival on social media @konacoffeefest.

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."

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

###