



For Immediate Release

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## **SCAA Awards “Coffee of the Year” to C.I. VIRMAX COLOMBIA S.A. OF COLOMBIA**

**LONG BEACH, Calif. U.S.A. (April 21, 2009)** --- If you're a lover of specialty coffee, why not drink the world's best? At the Specialty Coffee Association of America's (SCAA) 21<sup>st</sup> Annual Exposition, C.I. Virmax Colombia S.A. of Colombia took the title of “Coffee of the Year.” The winner beat out more than 100 international coffee producers, by winning SCAA's 2009 Roasters Guild Coffee of the Year Competition. SCAA is the world's largest coffee trade association.

During the competition, expert SCAA cuppers evaluated and ranked the world's finest specialty coffees. More than 30 experienced judges selected the winning coffee by cupping, or thoroughly evaluating the scent and taste of each coffee sample. The judges specifically assessed six distinct attributes of the coffee samples, including: fragrance, aroma, taste, flavor, aftertaste and body.

Cupping is a systematic method of evaluating the aroma and taste of coffee and is used by growers, buyers and roasters to evaluate the quality and flavor profile of coffee.

To properly gauge the taste of the hot beverage, the judges slurped and swirled a soup-spoon-sized portion evenly over their palate, then spit out the sample without swallowing. By saturating as many sensory nerves as possible, SCAA cupping participants are better able to evaluate each of the coffee samples.

## 2009 Coffee of the Year results:

SCORE	COUNTRY	COMPANY	REGION
88.66	Colombia	C.I. Virmax Colombia S.A.	Los Naranjos (San Agustin, Huila)
87.69	Panama	Hacienda La Esmeralda	Boquete
87.03	Ethiopia	Ninety Plus Coffee	Yigrachaffe
85.78	Colombia	C.I. Racafe & CIA S.C.A.	Huila
85.72	Kenya	Royal Coffee - NY	Aberdare Ranges
85.59	Guatemala	El Injerto, S.A.	Highland Huehue
85.08	Hawaii	Ka'u Farm and Ranch Company, LLC	District of Ka'u on the Big Island of Hawaii
85	Colombia	C.I. Virmax Colombia S.A.	La Piramide (inza Cauca)
84.89	El Salvador	Exportadora El Volcan S.A. de C.V.	Apaneca/Iamatepec Mountain Range
84.86	Guatemala	San Diego Buena Vista	Acatenango
83.5	Taiwan	Genn Shang Ind. Co. Ltd.	Alishan Lot A
81.22	Australia	MTC Group	Northern N.S.W (Nimbin)

**Mark your calendar:** The Specialty Coffee Association of America's 22nd Annual Exposition and 2nd Annual Symposium takes place in Anaheim, CA., April 15 – 18, 2010, which features the 2010 Coffee of the Year Competition.

### About the SCAA

The SCAA is the world's largest coffee trade association dedicated to creating a vibrant specialty coffee community. We recognize, develop and promote specialty coffee by setting and maintaining quality standards for the industry; conducting research on coffee, equipment and perfection of craft; and providing education, training, resources and business services for members. Celebrating 26 years of success, the strength of our organization is reflective of our members who represent more than forty countries and every segment of the Specialty Coffee industry, from coffee growers to coffee roasters and retailers. Together, we ensure our industry continues to thrive. Visit [www.scaa.org](http://www.scaa.org).