



## 2019 Kona Coffee Cultural Festival Cupping Competition Rules and Registration Information

### Rules

1. Any coffee entered into the competition must be 100% Kona coffee. Coffee must be grown in the district of Kona.
2. Competition coffees will be scored on the globally accepted and recognized Specialty Coffee Association cupping format and scoring methodology using a 100 point scale. Coffees will be evaluated in a double-blind format.
3. Competitors may enter either the **commercial** or **specialty** division.

**Commercial:** Growers or processors may enter this division. Coffee may be grown by entrant or purchased from other Kona coffee farms. Corporate brands and multi-estate coffees are eligible as long as they are 100% Kona. Coffee may be entered under the name of the farm owner, farm manager, farm name or corporation. Only one entry per entity. A batch of at least 1000 pounds of green bean coffee must be reserved for the competition. The green beans must be graded Number One (#17 screen size) or better and must meet all Hawai'i state standards for certified 100% Kona green bean coffee. The green beans entered must be sampled from and representative of the 1000 lbs held in reserve. The 1000 lbs must be certified by the Hawaii Department of Agriculture. UCC Coffee reserves the right to purchase some or all of the first, second and/or third place coffees at fair market value. Terms of sale will be net 30 days from the date of the cupping finals, November 6, 2019.

**Specialty:** This division is reserved for growers of smallholder farms. Each entrant is limited to **one entry per TMK**. Each entry must list the farm's TMK number and that TMK must be under the direct control (owned, leased, rented, or managed) of the entrant by the date of the first round of cupping, November 4, 2019. In celebration of the Kona coffee Heritage profile, coffees in this division will also be evaluated against a pre-defined profile for the Kona Heritage Profile Award.

- i. The Kona Heritage Profile Award will be determined by using a format adapted from Dr. Shawn Steiman's 2017 Kona Coffee Cultural Festival cupping format.
- ii. The Kona Heritage Award is defined as a simple, clean cup exhibiting low level acidity, no florality, a medium body, medium sweetness, and free of defect. Quantitative definitions will be available on our blog <http://pacificcoffeeresearch.com/blog/>



4. Each division will have a first, second, and third place winner. Within the Specialty division, there will be one award given for the Kona Heritage Profile.
5. Scores will be calculated and published to two decimal-points of precision, (e.g. 85.65). Coffees receiving the same score to two decimal-points of precision within the same division will be considered to be tied.
6. All entrants into either division must submit 2 lbs of **green** (unroasted) 100% Kona coffee beans. Hawaii Department of Agriculture (HDoA) certification is not required for coffee cupping entries submitted in the Specialty division but **all entries must meet minimum certification standards**. Commercial division entries **must** have HDoA certification; this applies to the **total 1000-lb lot**, not just the entry sample. Moisture must be in the range of 9% - 12% and total defects must be less than 20%. Entries received that do not meet these minimum requirements will not be cupped.
7. The winning coffees will be announced at the King Kamehameha Hotel on November 6, 2019. More details to follow at [Kona Coffee Fest](#). In the event of a tie between any of the top three scores, all coffees with that score will be announced as tied.
8. The cupping competition is a closed event and not open to the public. However, representatives of the cupping panel will be available at the Cupping Finals and their contact information will be shared should producers be interested in following up.
9. Top scoring coffees from the competition will be showcased for sampling, as well as a Q&A with the head judge, at [The Grand Finale...A Taste of Kona](#) event at The Hawaii Lawn, Sheraton Kona Resort & Spa at Keauhou Bay on November 10 from 5:00 pm – 9:00 pm
10. The score and ranking of all coffees scoring 80.0 points and above (the minimum score to be considered a specialty coffee) will be released. There will be no public release or identification of coffees scoring less than 80.0 points.
11. All entries will receive a full cupping report via email. All entries scoring over 80.0 points will receive a mailed certificate highlighting the coffee's positive aspects and a letter listing the rank, score, and additional aspects (negative or positive) that the cuppers detected in your coffee.



### Registration and Payment Information

Entry Fee: **\$50 per entry**

Checks can be dropped off or mailed in. Please make checks payable to **Kona Coffee Cultural Festival** and sent in with coffee submission.

**Entries must be received by Friday, October 25, 2019**

For each entry, mail or drop off two (2) pounds of green coffee and the completed registration form to:

- a. **Drop off address:** UCC Kiosk  
75-5568 Mamalahoa Hwy, Holualoa, HI 96725
    - i. Drop off times: Monday - Wednesday, 9am - 4pm  
From Monday, Sept. 30 to Friday, Oct. 25
  - b. **Mail in address:** Pacific Coffee Research  
81-990 Halekii St #1969 Kealahou, HI 96750
- Please contact Pacific Coffee Research with any questions
    - 808-495-1774
    - [info@pacificcoffeeresearch.com](mailto:info@pacificcoffeeresearch.com)