

## Our HQC coffee did very well in Hawaii Coffee Association Cupping Competition

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July 21, 2017



Aloha,

The Hawaii Coffee Association held its annual conference from July 19-21 at the Maui Tropical Plantation. As part of the conference, the HCA also held the 9th statewide cupping competition which had 107 total entries this year. The competition is divided into 2 divisions, commercial and creative, and is open to all coffee farms in the state of Hawaii. For comparison, the competition during the Kona Coffee Cultural Festival is only open to farms in Kona and has about half the number of entries as the HCA competition. The commercial division requires the seller has a lot of at least 1,000 lbs. in its inventory for each entry. The objective is to judge coffees that are readily available for customers to purchase and are truly representative of the brand. The creative division does not have a minimum lot requirement and is designed to encourage innovation in the industry by allowing for micro-lots.



Our HQC coffee did very well and we are proud to have placed 2 entries in the top 5 of the commercial division. We did not participate in the creative division. Our Extra-Fancy received fourth place and our Fancy received fifth place. There were 26 total entries in the commercial division that scored above 80 and qualified as specialty coffee. The HCA does not publish the number of entries that scored less than 80. All entries are cupped and scored by licensed and experienced Q-Graders according to the Specialty Coffee Association standards and scoresheet. There was a team of 4 cuppers and 2 rounds of cupping which means that each entry was cupped at least 8 times during the competition. We received scores of 83.25 and 83, respectively, while the top score was less than one point higher than our fourth place entry at 84.1.



We will be sending you a replica of the 2 award plaques that we received to display and market to your clients. We will continue to do everything possible to produce coffee of the highest quality. The 2017-2018 crop is looking very promising and we hope that it will be even better than last year. Our goal is to win this competition next year and have the best coffee in the state of Hawaii! Please let us know if you have any questions about the competition. Thank you.