



FOR IMMEDIATE RELEASE

Announcing the SCA Coffee Directory, A Brand New Platform Connecting Buyers and Sellers in Coffee

February 22, 2021 — The Specialty Coffee Association (SCA) has launched the SCA Coffee Directory (directory.sca.coffee), a new digital platform connecting buyers and sellers in the global coffee industry.

The SCA Coffee Directory is an online portal designed to help companies reach the SCA's vast global network of professionals: Buyers can search company listings for products and services from various categories and by location.

Companies looking to boost their visibility to the industry can list themselves on the platform by claiming a free Industry listing, with upgrades available from US\$50 a month. Premium listings are reserved for SCA Members and Exhibitors at the SCA trade shows.

"This type of resource is something we've heard our community wants and needs: a platform that easily links companies around the globe, so that they can stay informed and connected," says Yannis Apostolopoulos, Chief Executive Officer of the SCA. "This new online portal will help us all to connect from a distance, especially as the uncertainty of the pandemic continues."

The platform launches with the immediate industry support of companies like Pacific Barista Series, an SCA Coffee Directory Underwriter. "The SCA Coffee Directory is a great initiative and something missing on the market, which is why we wanted to support it," says Debra Kaminski, Director of Marketing at Pacific Barista Series. "We have missed trade shows in the past year, and are looking forward to using this platform to connect with customers and the global coffee industry."

Supporting site sponsorship and advertising positions are available for the SCA Coffee Directory. For more information, please [get in touch on our website](#).

Learn more about the SCA Coffee Directory at directory.sca.coffee.

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Note to Editors

- [Download SCA Coffee Directory promotional graphics](#)

About the SCA Coffee Directory

The SCA Coffee Directory is a new online portal connecting buyers and sellers in the global coffee industry. The platform helps companies reach the SCA's vast network of professionals and hundreds of thousands of potential customers worldwide. Visit the SCA Coffee Directory today to find or add your business description, website, and contact information. Upgrade your plan to offer deals to visitors to your listing, add photos and videos, and much more: <https://directory.sca.coffee/addlisting>

About the Specialty Coffee Association

The SCA is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. The SCA's purpose is to foster global coffee communities to support activities to make coffee a more sustainable, equitable, and thriving activity for the whole value chain. From coffee farmers to baristas and roasters, our membership spans the globe, encompassing every element of the coffee value chain. The SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building an industry that is fair, sustainable, and nurturing for all, the SCA draws on years of insights and inspiration from the specialty coffee community. Learn more at sca.coffee.

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