

FOR IMMEDIATE RELEASE

SCA USA Chapter Announces the Dates and Locations for the 2020 U.S. Coffee Championships

September 5, 2019 – The Specialty Coffee Association United States of America Chapter (SCA USA Chapter) announced today the dates and locations for the 2020 season of the U.S. CoffeeChamps Qualifying Events and the U.S. Coffee Championships.

The U.S. Coffee Championships (USCC) is a series of three levels of competition celebrating specialty coffee: the U.S. CoffeeChamps Preliminaries, the U.S. CoffeeChamps Qualifying Competitions, and the U.S. Coffee Championships. The current portfolio involves competition events including the U.S. Barista Championship, U.S. Brewers Cup, U.S. Cup Tasters Championship, U.S. Coffee in Good Spirits Championship, and U.S. Roaster Championship.

Top competitors from the U.S. CoffeeChamps Preliminaries will have a guaranteed spot to compete in one of the U.S. CoffeeChamps Qualifying Events of their choosing. The U.S. CoffeeChamps Preliminaries are currently being held throughout the country, beginning in Honolulu, HI this July and concluding in Rogers, AR in October 2020. <u>View the full list of U.S. CoffeeChamps Preliminaries here</u>.

The 2020 U.S. CoffeeChamps Qualifying Events include:

- December 7-8, 2019 in Sumner, WA. This event includes the Barista and Brewers Cup Qualifying Competitions.
- January 11-12, 2020 in Nashville, TN. This event includes all five Qualifying Competitions: Barista, Brewers Cup, Coffee in Good Spirits, Cup Tasters, and Roaster.
- **February 22-23, 2020 in Orange County, CA.** This event includes the Coffee in Good Spirits, Cup Tasters, and Roaster Qualifying Competitions.

The 2020 U.S. Coffee Championships will be held among two separate events due to the 2020 <u>World</u> <u>Barista Championship and World Brewers Cup taking place in early May in Melbourne, Australia</u>. The U.S. Barista Championship and U.S. Brewers Cup will be held in February in Orange County, CA, and the U.S. Coffee in Good Spirits Championship, U.S. Cup Tasters Championship, and U.S. Roaster Championship will be held at the SCA's Specialty Coffee Expo in Portland, OR in April.

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"The World Barista Championship and World Brewers Cup will take place in early May in Melbourne, Australia, which is just a few days after the conclusion of the SCA's Specialty Coffee Expo in Portland, OR," said Nathanael May, the U.S. Competitions Committee Chair. "The idea of sending our champions to the other side of the planet with less than a week to prepare was unacceptable. In order to give our U.S. Barista and U.S. Brewers Cup champions plenty of time to plan and practice for their performances at the world events, we've made what we feel are acceptable changes to how our season will flow. We understand that it's not excellent to have our championships spread out over two events in two separate cities two months apart, but we want the people representing our community on the world stage to have the opportunity to be extraordinary. We believe this schedule accomplishes that while not placing an undue travel burden on all of our competitors for Barista and Brewers."

The 2020 U.S. Coffee Championships will be held:

- February 21-23, 2020 in Orange County, CA. This event includes the U.S. Barista Championship and U.S. Brewers Cup.
- April 24-26, 2020 at the SCA's Specialty Coffee Expo in Portland, OR. This event includes the U.S. Coffee in Good Spirits Championship, U.S. Cup Tasters Championship, and U.S. Roaster Championship.

"A key focus of the US Chapter volunteer leadership is to drive engagement across a wide variety of events, programs, and coffee gatherings," said SCA USA Chapter National Coordinator, Marcus Boni. "The USCC program remains an awesome opportunity to not only showcase barista commitment and passion, but also grow and learn with a diverse part of our community. Even if competing or judging isn't your thing, I warmly encourage you to come out to these events for fellowship, knowledge and coffee-buds networking. Each event will have a lot to offer, and I'm proud to say it's where my love for our community began."

General admission tickets for the U.S. CoffeeChamps Qualifying Events in Nashville, TN and Orange County, CA will go on sale November 1, 2019 for \$10 advanced sale and \$15 at the door via Eventbrite. No entry fee will be required for the event in Summer, WA. Competitor and judge registration will also open November 1, 2019 for Sumner, Nashville, and Orange County Qualifying Events.

In addition to the competitions in Nashville and Orange County, attendees will have access to unlimited coffee beverages at The Café, vendors and roasters in The Market and Roaster Village, food and roaster trucks, and can test their skills at a Latte Art Activation.

Learn more about the U.S. Coffee Championships at <u>uscoffeechampionships.org</u>.

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Resources

- <u>Photos of the U.S. Coffee Championships</u> [photos by <u>Isbell Creative</u> (Group finalists, Barista, CIGS) and<u>Nicole McCroskey Photography</u> (Brewers Cup, Cup Tasters, Roaster)]
- 2019 USCC Rankings
- <u>Promotional Graphics for the 2020 USCC Season</u>

About the U.S. Coffee Championships

The U.S. Coffee Championships (USCC) is a series of three levels of competition celebrating specialty coffee: the U.S. CoffeeChamps Preliminaries, the U.S. CoffeeChamps Qualifying Competitions, and the U.S. Coffee Championships. The current portfolio involves competition events including the <u>U.S. Barista</u> <u>Championship, U.S. Brewers Cup</u>, <u>U.S. Coffee in Good Spirits Championship</u>, <u>U.S. Cup Tasters</u> <u>Championship</u>, and <u>U.S. Roaster Championship</u>.

U.S. Champions move on to the World Coffee Championships in Melbourne or Warsaw. There, they will represent the United States amongst a field of 65 sanctioned Competition Bodies all vying for the title of World Champion.

About the SCA USA Chapter

We are the US Chapter of the Specialty Coffee Association (SCA USA Chapter). Supported by dedicated staff and volunteer leaders, the SCA USA Chapter represents the US-based members of the SCA who constitute close to 40% of the association's global membership. Chapter staff and volunteers work together to organize the U.S. Coffee Championships and other educational events that bring the US coffee community together.

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