

Coffee Quality Institute®

CQI and the Q Coffee System

Programs Manager | Alexandra Katona-Carroll



COFFEE QUALITY INSTITUTE

Mission:

Working internationally to improve the quality of coffee and the lives of people who produce it



Coffee Quality Institute®

OUR PROGRAMS



The Q
Coffee
System



Coffee
Corps



Women
in Coffee

THE Q COFFEE SYSTEM

An internationally recognized system to evaluate
cup quality and promote specialty coffee



We have transformed the
way people communicate
about specialty coffee
throughout the entire
supply chain.



The SCAA Specialty Standard for All Arabica Coffee

	STANDARD	CONDITIONS
Primary Defects	0	350 gm sample green coffee grading to SCAA standards
Secondary Defects	Maximum 5	
Moisture Content	10-12% (upon import)	
Cup Evaluation	80 points or above	100 gm sample roasted coffee
Quakers	0	100 gm sample roasted coffee

How do you define specialty?

THE BASIC COMPONENTS OF THE Q COFFEE SYSTEM

→ Training and certification of cuppers (Q Graders)

- More than 1,200 Q Graders in the world

→ In-Country Partner (ICP)

- 15 total

→ Promotion of Q Coffees™

- Licensing Partners and the database



THE PROCESS | A Q EVALUATION

The owner sends a green sample to the ICP to be evaluated.

The ICP is responsible for assigning 3 Q Graders to evaluate the sample.

If the coffee receives an average score of 80+ points and passes green and roasted standards, the coffee receives a Q Certificate.

THE IMPORTANCE OF A Q CERTIFICATE



THE DATABASE

Objective:

Use new technologies to increase awareness of Q CoffeesTM and connect buyers with sellers.





LICENSING PARTNERS

Licensing Partners to date:

- Amor Perfecto
- Apffel's
- Atlas Coffee Importers
- Bocamonte
- Boyd Coffee Company
- BJs Wholesale Club
- Café Peru
- Coffee Bean International
- ECOM Japan
- Kanematsu
- S. Ishimitsu & Co.
- Sustainable Harvest
- UCC Ueshima Coffee Co., Ltd.
- Volcafe Japan
- Walker Coffee Trading
- Wataru & Co., Ltd.

Q IN THE MARKET



ESTATE GUATEMALAN

MEDIUM ROAST

Caramel-like notes
dominate this full-bodied coffee's
sweet flavor profile.

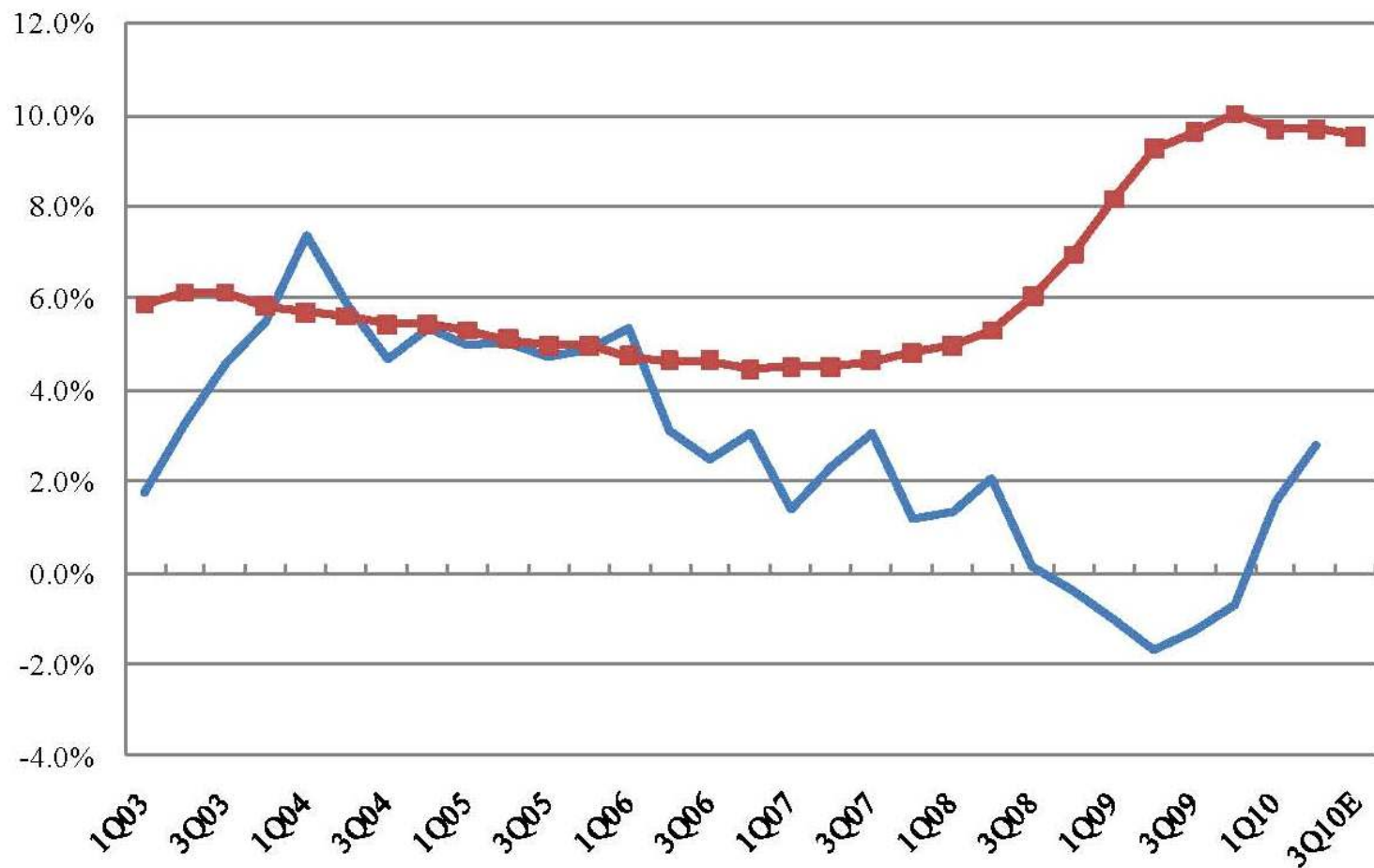
Q-Graded Coffee

www.boyds.com



FOODSERVICE SALES

Foodservice Sales vs. Unemployment



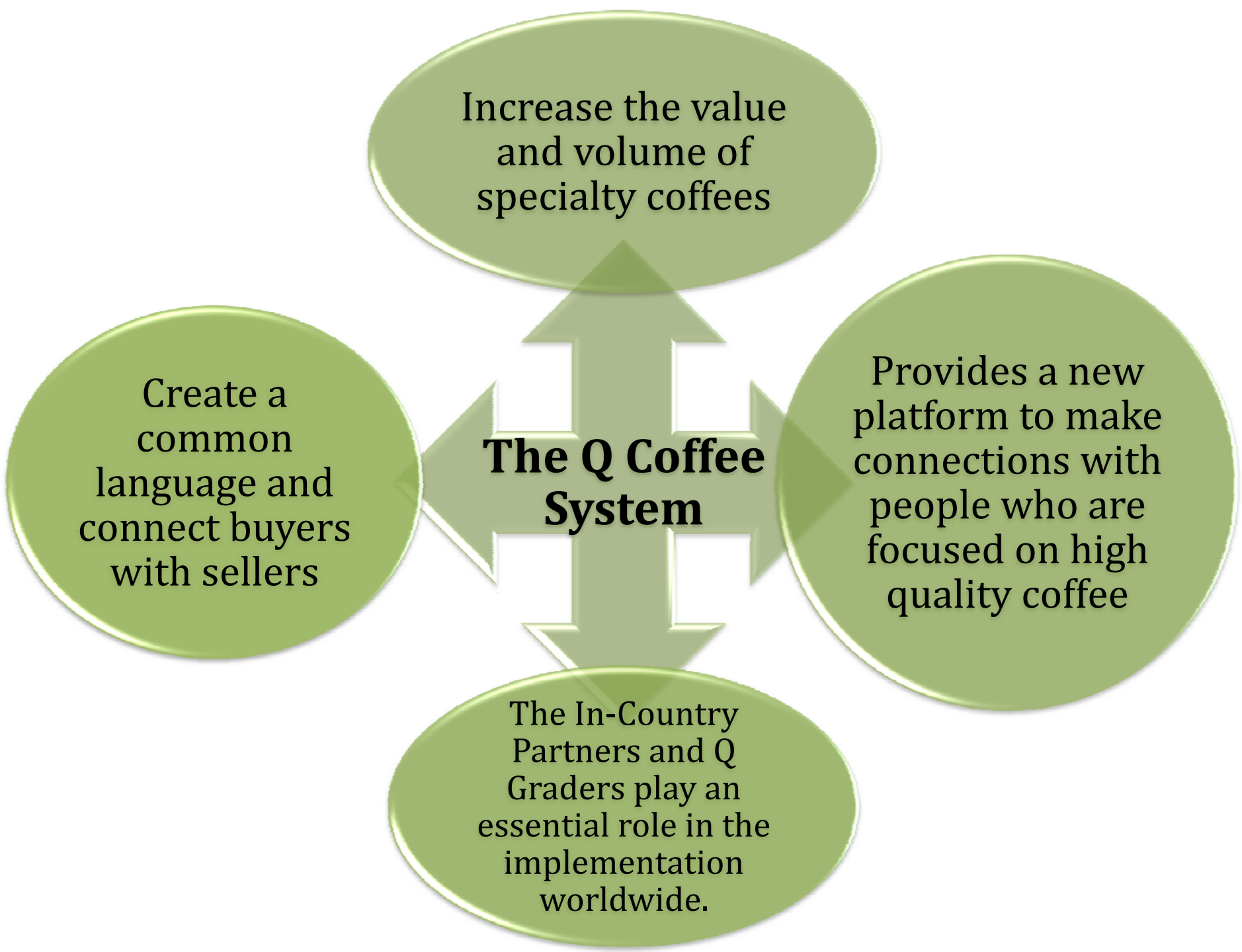
Source: BLS, CRCEstimates

— Foodservice Sales —■ Unemployment

FOCUSING ON QUALITY



Source: SCAA Membership Study



THANK YOU!

We'll see you online
very soon!



Alexandra Katona-Carroll
akatona@coffeeinstitute.org

