



THE FUTURE OF SPECIALTY COFFEE

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PRESENTED by
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SPECIALTY COFFEE ASSOCIATION OF AMERICA



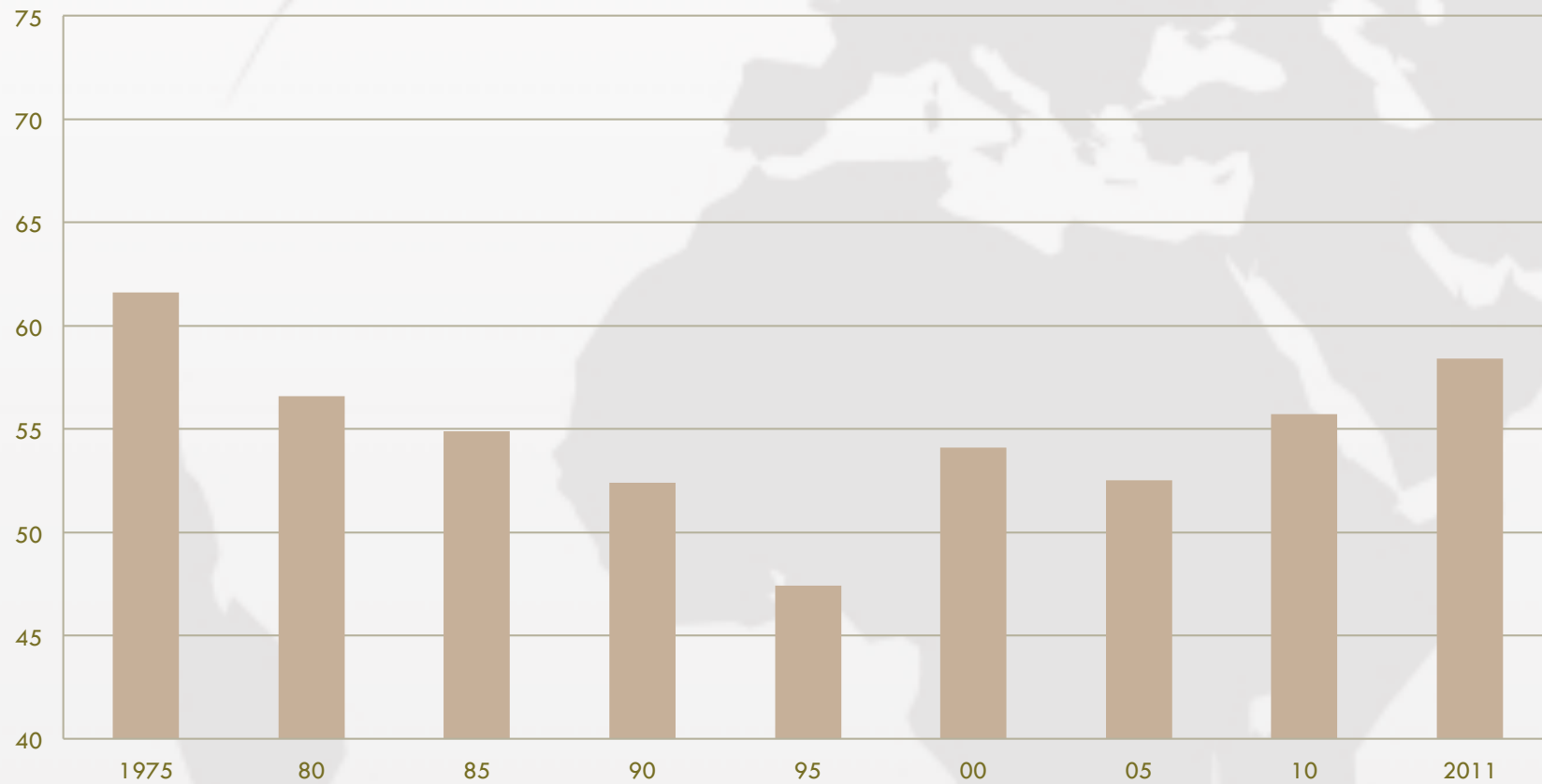


A look from the consumer side



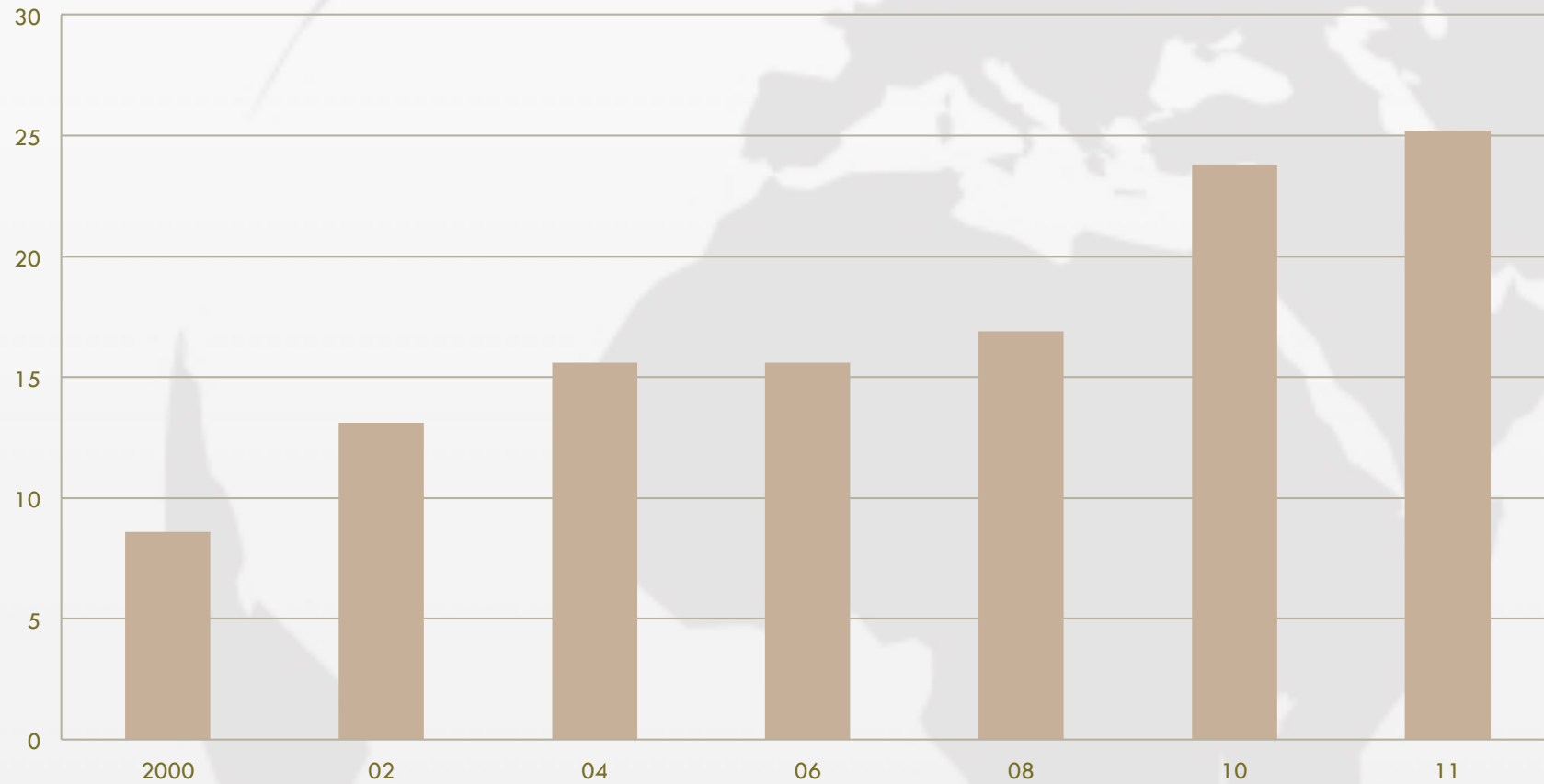
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US Coffee Drinkers by Percentage of Population



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% US Gourmet Coffee Beverage Drinkers



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What is specialty coffee?

A coffee that has no defects and has a distinctive character in the cup - **SCAA**

Green Arabica Coffee CLASSIFICATION SYSTEM

SPECIALTY GRADE
No Category 1 Defects Allowed.
No more than 5 Full Defects.

QUAKER
An unripe bean that does not fully develop during roasting.

STANDARD METHOD OF CLASSIFICATION

FULL BLACK BEAN
Predominately opaque black.

FULL SOUR BEAN
Predominately reddish or yellowish brown.

DRIED CHERRY/POD
Bean partially or fully enclosed in dark outer fruit husk.

FUNGUS DAMAGED BEAN
Exhibiting yellowish or brownish fungal attack.

FOREIGN MATTER
Any non-coffee item, such as sticks or stones.

SEVERE INSECT DAMAGE BEAN
With three or more insect perforations.

SAMPLE WEIGHTS:
Green Coffee – 350 grams | Roasted Coffee – 100 grams

GREEN COFFEE MOISTURE CONTENT:
Washed Coffees should be between 10 – 12% upon import.

SCENT OF THE GREEN COFFEE:
Coffee must be free of foreign odor.

BEAN SIZE:
No more than 5% variance from purchase contracted specification, measured by retention on traditional round-hole grading screens.

TABLE OF DEFECT EQUIVALENTS:			
CATEGORY 1 DEFECTS	FULL DEFECT EQUIVALENTS	CATEGORY 2 DEFECTS	FULL DEFECT EQUIVALENTS
Full Black	1	Partial Black	3
Full Sour	1	Partial Sour	3
Dried Cherry/Pod	1	Parchment/Parchment	5
Fungus Damaged	1	Roaster	5
Foreign Matter	1	Immature/Unripe	5
Severe Insect Damage	5	Withered	5
		Shell	5
		Broken/Chipped/Cut	5
		Hull/Husk	5
		Slight Insect Damage	10

ROAST UNIFORMITY:
Specialty Grade – No quakers allowed

CUPPING METHODOLOGY:
Cupping is a professional technique for evaluating coffee's fragrance, aroma, taste, body and aftertaste. ISO milliliters of hot water are poured directly onto 8.25 grams of roast and ground coffee and allowed to steep. Using a large spoon, the coffee is stirred, sniffed, allowed to settle, then vigorously stirred at various temperatures to reveal its flavor characteristics.

FLAVOR CHARACTERISTICS:
Upon cupping, sample must exhibit distinctive attributes in the areas of taste, acidity, body and aroma as determined between buyer and seller. Must be free from faults and taints.

PARTIAL BLACK BEAN
Less than one-half opaque black.

PARTIAL SOUR BEAN
Less than one-half reddish or yellowish brown.

PARCHMENT/PARCHMENT BEAN
Partially or fully enclosed in dried parchment.

FLOATER BEAN
Light in color and low in density.

IMMATURE/UNRIPE BEAN
Underdeveloped and greenish with silverskin attached.

WITHERED BEAN
Lightish green bean with a wrinkled surface.

SHELL
Part of a malformed bean consisting of a cavity.

BROKEN/CHIPPED/CUT
A cut bean or fragment.

HULL/HUSK
Fragment of a dried cherry/pod.

SLIGHT INSECT DAMAGE BEAN
With less than three insect perforations.

GREEN COFFEE COLOR GRADIENT

Unroasted coffee's color ranges from a blue-green to a pale yellow depending upon origin, processing or age.

Blue-Green
Bluish-Green
Green
Greenish
Yellow-Green
Pale Yellow
Yellowish
Brownish

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Specialty coffee is defined as a crafted quality coffee-based beverage, which is judged by the consumer (in a limited marketplace at a given time) to have a unique quality, a distinct taste and personality different from, and superior to, the common coffee beverages offered. The beverage is based on beans that have been grown in an accurately defined area, and which meet the highest standards for green coffee and for its roasting, storage and brewing - **SCAE**



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Research involving self identified specialty coffee consumers



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Quality of Experience



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Highly Emotional Connection



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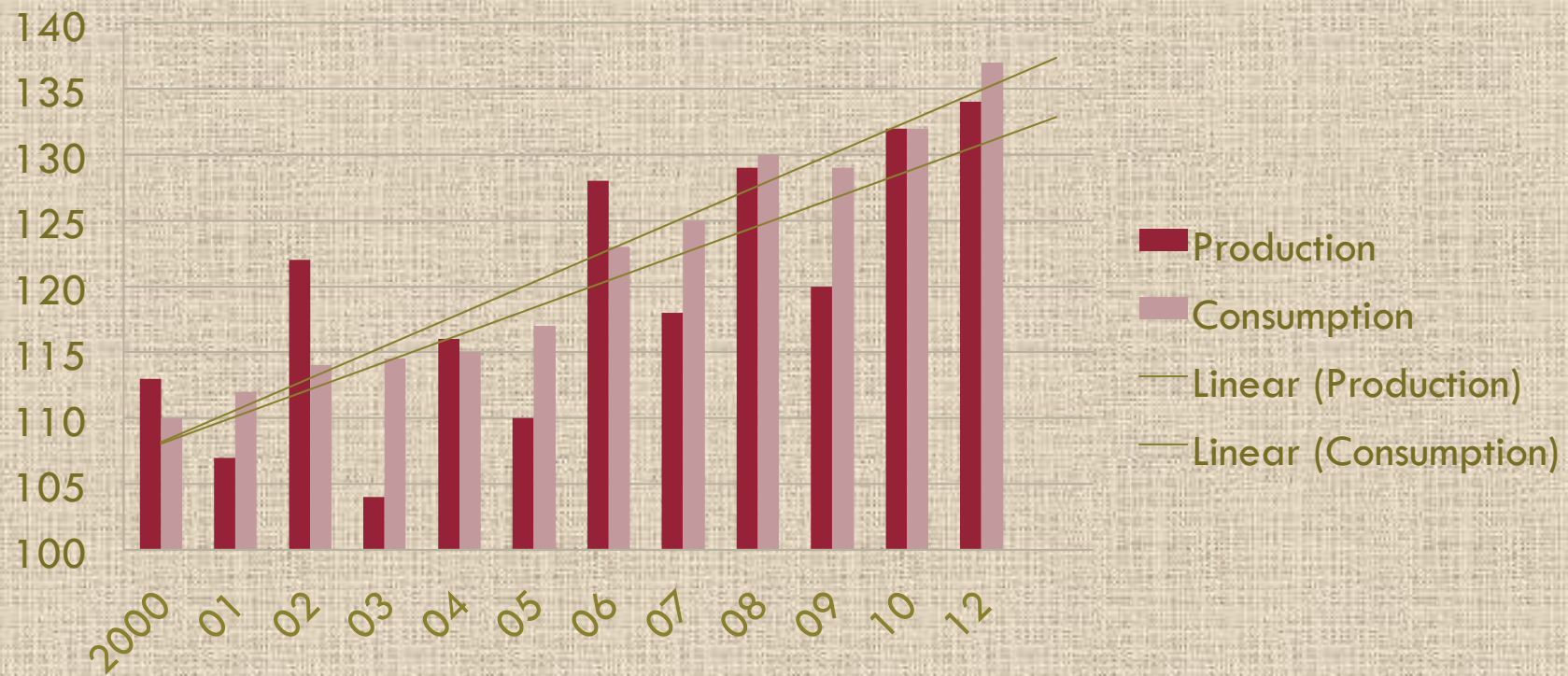


A look from the producer side

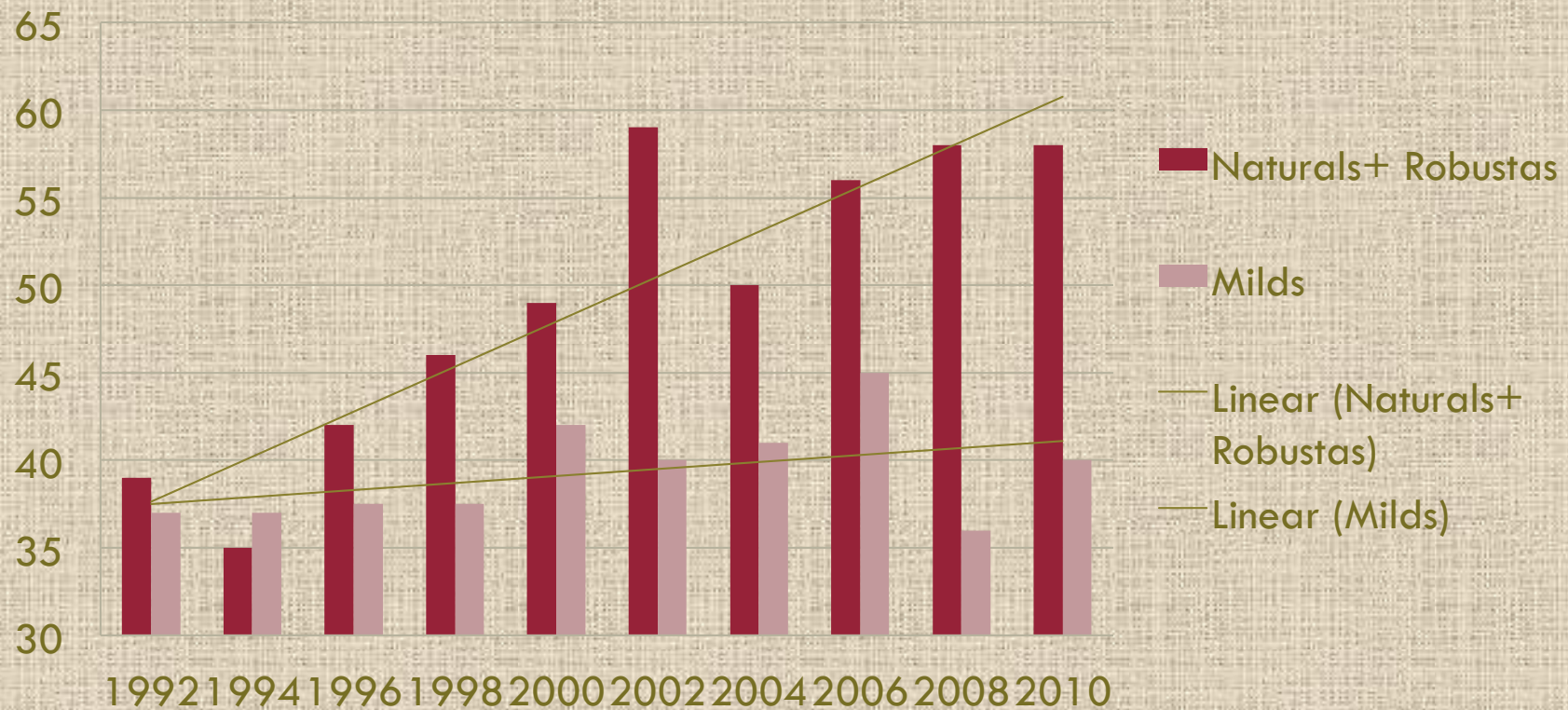


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Worldwide Production vs Consumption



Exportable Coffee Production



Learning From Experience

- Post 1975 frost prices rose dramatically and consumption declined slightly
- Roasters pursued lower basis costs with a variety of tactics
- Coffee quality suffered and consumption continued to decline
- Losses were not reversed for 15 years



Create Positive Coffee Experiences

- Raise value
- Increase quality
- Connect at an emotional level
- Preserve traditional coffee producers
- Invest in the future of all coffee

