

P.C.C.A. NEWSFLASH

Pacific Coast Coffee Association

1350 Arnold Drive, Suite 106, Martinez, CA 94553/ T 925-335-2428 F 240-331-3236



The Pacific Coast Coffee Association



REQUEST FOR SAMPLES

Dear Importers,

The Pacific Coast has long been associated with quality coffee. Specialty coffee has rooted itself and continues to thrive here. This spring, the Pacific Coast Coffee Association will hold its 10th *Annual Coffee Competition* featuring coffees from a single origin. This year our board of directors has chosen Guatemala as the source country. We are taking this opportunity to invite you to submit your best coffee samples for entry into this annual event.

The PCCA Coffee Competition is a chance for the chosen country's producers to showcase their finest coffees and be reviewed by some of the industry's leaders in importing, roasting, and retailing. Our selected panel of judges will evaluate the samples submitted for this competition and narrow the field down to their top ten choices.

On April 30th our membership will convene to hold a cupping competition to taste and rank the ten selected coffees from Guatemala for cup quality. The top scoring coffee from this event will be awarded the "PCCA TOP CHOICE" award for 2010 and will be recognized at the annual PCCA conference in September at The Silverado Resort in Napa, California, where the winning producer will be awarded the "Pete McLaughlin Memorial" plaque.

We look forward to receiving your samples for the Coffee Competition. We feel this event is an excellent opportunity to showcase your coffee to a diverse cross-section of coffee industry leaders. Our deadline for samples will be April 1, 2010. Please send two-pound samples with your name, exporter name and a quality description to:

Dave Weber
Mountanos Brothers Coffee Company
380 Swift Avenue #12
South San Francisco, CA 94080
650-952-5446

The PCCA would like to thank you in advance for your participation. For more information please call the PCCA office at (925) 335-2428 or email us at pcca@paccoffee.com.

The PCCA: Encouraging Growth and Prosperity in the Coffee Business