



2011

WholeCup Coffee Consulting and UCC
Kona Classic Cupping Competition
Official Rules

(1) Only **growers** of Kona coffee are eligible to submit their coffee for contest entry. Entrants must have directly supervised the preparation of their parchment from cherry, although it is not necessary that they process it themselves. You may enter under either the name of the owner(s) of the farm, farm manager(s) or farm name. The farms must be located in the District of North, Central or South Kona, Hawaii. One entry per farm, farm name or farmer. All entries must be from entrants own crop and farm. Corporate Brands (coffees purchased from other farms and sold under your label) will not be eligible. It will be first come first entered so get your entry in early.

(2) Kona Coffee (parchment) submitted must have been harvested between June 1, 2011, and October 25, 2011.

(3) Entry is open from October 19th, 2011 and ending October 26th, 2011. Coffee (parchment) may be dropped off between the hours of 9:00am-12:00pm at this years Master Miller - Mountain Thunder Kona Coffee Plantation at 79-7467 Hawaii Belt Road, Kainaliu (across from Mango Court). Number of entrants will be limited to a total of Sixty (60) farms. Entry is "first come, first entered".

(4) A minimum of 50 (fifty) pounds and maximum of 70 pounds of Kona coffee, must be submitted by each entrant. Approximately 10-15 pounds of coffee (1lb parchment, 2lb green and 10lbs roasted) will be used for the Competition. The judges will select a random pound of parchment and green coffee for display. Entrants green coffee is run on the gravity table to remove the best half of the coffee to be used for the cupping contest. The unused bottom half of the tabled coffee is returned to the farmer.

Entrants must pick up their unused and milled coffee at mountain thunder coffee plantation Kainaliu location Monday through Friday 10:00 am to 5:00pm from November 23rd to November 30th, 2011.

(5) All entries will be given a coded number; numbers will be changed after the preliminary competition (November 9, 2011). The samples will be evaluated by the Judges as to meeting the standards and rules of the Competition. Basic Kona coffee criteria is established by the State of Hawaii Agricultural Grading Standards. They are a minimum moisture content of 9% and maximum moisture of 12%. All entries will be reviewed as to meeting other criteria as established by the Judges. All final decisions will be governed by the 2011 Judges Panel.

(6) The preliminary competition will be held on Wednesday November 9th, 2011 at the Outrigger Keauhou Beach Resort, from 8:30 am until all entries have been Cupped but no later than 2:00 pm. The Judges will select 15 Finalists based on all information available to them. Although Judges do give credit for bean size and shape, moisture content and lack of defects, the cup taste and aroma are the most important aspects of the competition. The Final round of the Competition will be held Thursday, November 10th, 2011 at the Outrigger Keauhou Beach Resort beginning at 8:30 am. Winners will be announced at 12:00 pm following the announcement of the Crown Cupping, Website and Label Competition and Art Exhibit Winners.

(7) The Winner of the Competition will have their name engraved and attached to the new Tom Kerr Perpetual Bowl handcrafted by Skip Cowell plus a Grand Prize and First Place Ribbon from WholeCup Coffee Consulting. Ribbons and Signature gifts will be awarded to the Second and Third place winners and 12 additional Honorable Mentions. All entrants will receive a certificate of participation and the opportunity to be this years Winner of the - WholeCup Coffee Consulting and UCC Kona Coffee Cupping Competition.