



KONA COFFEE COUNCIL
(Established 1985)
2009 Cream of the Crop



Contestant Rules and Guidelines

The Kona Coffee Council's 2009 Cream of the Crop coffee and dessert tasting competition will be held on July 25, 2009 in the Hoku Amphitheater at the Four Season's Resort Hualalai from 10:00 AM to 2:00 PM.

The opening of the competition for the Chef's and People's Choice awards is at 10:00AM and will close at 12:30 PM. There will be two sets of awards each for first, second and third place: one from the Chefs judging, "The Chefs' Choice", and the other judging will be from the guests judging, "The Peoples' Choice". The award results will be announced as soon as possible, thus allowing continued public tasting and the opportunity for contestants to continue to sell their coffee till closing at 2:00 PM

There will be three categories in both the Chef's and People's Choice awards:

Open - no restrictions.

Estate - must be a member of the KCC Estate Program.

Organic - participants in the Organic category must submit a copy of their 2009 organic certification with their application. If less than five entries are received for the organic division, those entries will be placed in either the open or estate division.

All coffee entries are to be 100% Kona Coffee.

There will be a maximum of 21 contestants. The selection of contestants will be determined by lottery if there are more than 21 applications.

For the Chef's Choice competition: contestants are required to submit $\frac{1}{2}$ pound of roasted french press grind, 100% Kona coffee to the KCC - Cream of the Crop Event Welcome Booth from 9:00 AM but no later than 9:30 AM the day of the event. Any entries received after 9:30 will not be judged. This coffee is for the Chef's Choice tasting competition only. This ground coffee will be brewed by the chefs in a French Press: please grind your coffee accordingly. *Your coffee must be the same roast as the coffee you are serving the public.*

For the People's Choice competition: contestants are required to brew their own coffee before arrival and serve the public from their own pump pots. We recommend you have a minimum of 3 pump pots. Be prepared to start serving your coffee at 10:00 AM. For judging in People's Choice Limit your coffee to one roast only same as Chef's Choice judging. There are limited facilities for brewing more coffee, so please plan accordingly. The KCC will have a brewer available for additional brewing, first come first served, should you run out.

Tables with linens, shared umbrellas, 2 chairs, and shared trash cans will be provided by The Four Seasons. The Kona Coffee Council will provide four ounce (4 oz) cups for the public tasting. The contestants must provide their own cream, sugar, stirring sticks, and napkins. If you wish to use your own **white only** 10 x 10 Costco type tent you may do so. Please let us know - umbrellas are in short supply. By the way, a hand cart is an efficient way to get material from your vehicle to the Hoku Amphitheater. You may drop off by the spa, but must move your vehicle to the regular parking lot as soon as possible.

Contestants may decorate their assigned table. Decorations are not to exceed the length and breadth of the table. Every thing must fit on the table; **no** additional display cases or backdrops are permitted. Contestants may sell bags of their coffee and other related products during the competition. Set up can begin as early as 8am.

Your application, with fee of \$30.00 and required certifications must be received on or before July 17th, 2009. Applicants not selected will have their entrance fee refunded. Please mail your application package to:

Kona Coffee Council - Cream of the Crop
C/O Gloria Biven
P.O. Box 829
Captain Cook, HI 96704
Phone (808) 938-0142

gbiven@hicoffeeco.com

You may pay on line and download the application on line. See the Kona Coffee Council web site for the application form under the Resources button.

By submitting your application you agree to abide by the guidelines as set out by the Cream of the Crop Committee.