



KONA COFFEE COUNCIL

(Established 1985)

2016

Cream of the Crop



Contestant Rules and Guidelines

The Kona Coffee Council's 2016 Cream of the Crop coffee and dessert tasting competition will be held on the first day of Spring Saturday, April 16, 2016 at the Sheraton Kona Resort & Spa at Keauhou Bay from 9:30 AM to 1:30 PM.

The opening of the competition for the Chef's and People's Choice awards is at 9:30 AM 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 1:30 PM

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

Open - no restrictions.

Estate - Single TMK & must be a member of the KCC

Organic - participants in the Organic category must submit a copy of their 2015/2016 organic certification with their application. If less than three entries are received for the organic division, those entries will be placed in estate division.

All coffee entries are to be 100% Kona Coffee.

21 booths are available at the event. 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 Kona coffee to the KCC - Cream of the Crop Event Welcome Booth from 8:30 AM but no later than 9:00 AM the day of the event. Any entries received after 9:00 AM 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 5 pump pots. Be prepared to start serving your coffee at 9:30 AM. **ONE ROAST ONLY!** There are no facilities for brewing more coffee, so please plan accordingly.

Tables with linens, 2 chairs, and shared trash cans will be provided by The Sheraton Kona. The Kona Coffee Council will provide four ounce (4 oz) cups for the public tasting. The contestants provide their own cream, sugar, stirring sticks, and napkins, tents **white only** 10 x 10 (no larger please). Bring a handcart to get material from your vehicle to your booth. Unloading only is by the loading dock. All vehicles must be moved to the designated event parking as soon as possible.

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. Bags of your coffee and other related products may be sold during the competition. Set up can begin as early as 8am.

Your application, with fee of \$35.00 and required certifications must be received on or before Saturday, April 9, 2016. Applicants not selected will have their entrance fee refunded. 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 Cream of the Crop button.

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