



For immediate release

SIAL Canada reveals the 4 winners of the COFFEE CUP competition!

Toronto, May 11, 2011 – The Coffee Cup jury gathered this morning to determine the four award winners of the coffee contest. For its first edition, the event announces a total of 30 coffee selections from 7 different countries

"Coffee evaluation has always some subjectivity, in order to make the evaluation transparent and fair we need to clarify the rating and evaluating methodology; for this reason we opted for the S.C.A.A.'s (Specialty Coffee Association of America) coffee cupping and evaluating system which is industry approved and accepted" explains jury chairman Sevan Istamboulian.

All coffees have been tasted according to the S.C.A.A. and were divided into two categories: single origins and blends. The award winners are the followings:

The award winners

Single origin Category

“Gold Bean”

Single origin

CAFÉ QUINDIO ESPECIAL DE ORIGEN

CAFÉ QUINDIO S.A.S

COLOMBIA

“Silver Bean”

Single origin

GABRIEL DE CARVALHO DIAS

BRAZIL

Blends Category

“Gold Bean”

KOCHERE GAYO

Speakeasy Roasteries

Ethiopia (Yirga Cheffe & Sidama)

Special Award

Certified Category

Bio Fair Trade 100% Arabica

Universal Caffè

Italy

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