

2011

WholeCup Coffee Consulting and UCC

Kona CROWN Coffee Cupping Competition

Official Rules

(1) Only **Growers, Millers, Processors** and **Farmers** of Kona coffee are eligible to submit their coffee for contest entry. In addition entrants may enter their own coffee or coffee purchased from other Kona farms. You may enter under either the name of the owner(s) of the farm, farm manager(s) farm name, Mill or Processor name. The Entrants must be located in the District of North, Central or South Kona, Hawaii. One entry per farm, farm name, Mill or Processor. Corporate Brands and multi-Estate Kona coffees are all eligible. WholeCup Coffee Consulting and the 2011 Judges Panel will be evaluating entries to determine the finest (20) bag (2000lb.) Green lot, representing the Crown "Best of Kona".

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

(3) Entry is open from October 19th, 2011 and ending November 3rd, 2011. Entrants must submit by appointment 2000 lbs of Hawaii State Certified Kona Green Bean, Kona Number One #17 screen or better that can be sampled by a third party at the mill of their choice. One bag will be opened and then re closed for a 30 lb sample of green bean to be taken by the WholeCup Coffee Consulting Representative and sealed for the Competition. The 30 lb sample must be submitted by appointment to the designated WholeCup coffee Consulting Representative no later than November 3rd, 2011. Entrants will be contacted after receipt of their entry form to schedule a sampling of their entry. Entry forms can be emailed to customerservice@mountainthunder.com or faxed to (808) 325-0069.

(4) The samples will be roasted in accordance to WholeCup Coffee Roasting Standards. The Preliminary Cupping will be Judged on November 9th during the Kona Classic Competition. The finalist will be notified by phone that evening. The final round of competition will be on Nov 10th between 8:00 am and 11:00 am. The Winner will be announced at 12:00 pm. UCC will choose between first, second or third place winners as to which lot they would like to purchase. UCC decisions will be final. Terms of sale will be net 30 days from the date of the cupping Finals. All entries must be willing to sell their lot to UCC @ \$15.00 per lb. if chosen. Entrants must pick up their unused and milled coffee at Mountain Thunder Kainaliu Location Monday through Friday 12:00 pm to 5:00 pm 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. Five (5) Finalists will be selected by the Judges. 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 Final Cupping will be conducted Thursday November 10th, 2011. The Second and Third place Winners of the Competition will receive 2011 Ribbons and Gifts. The Winner of the Crown competition will receive a 2011 First Place Ribbon and will have 2000 Lbs. of their coffee sold to UCC and enjoyed by UCC customers around the World.

(7) Entrants may only enter one Cupping, either the Classic or Crown Competition. The Crown Competition will require at least six (6) entries. In the event that there are less than 6 entries, the remaining Entrants will revert to the Classic Competition.