



What is the Cup of Excellence® Program

- The most stringent selection process for high quality coffee ever to be created
- The pioneer for coffee auctions and transparency
- The most successful discovery process- identifying unique and previously unknown coffees and a main reason for the rise of direct trade and farm identified coffees
- An influential program that sets the global standard for quality and quality control parameters on top coffees
- A program that brings together the world's leading cuppers, innovative roasters, discerning connoisseurs and exemplary farmers from around the world

History of Cup of Excellence program

- Started in 1999 in Brazil as part of a UN-ICO- ITC Gourmet Coffee Project
 - Brazil was the first country
- 54 competitions to date- 54 auctions
 - Brazil
 - Guatemala
 - Nicaragua
 - El Salvador
 - Honduras
 - Colombia
 - Bolivia
 - Costa Rica
 - Rwanda

Structure of Cup of Excellence

Trademark owned and the program owned and managed since 2002 by the Alliance for Coffee Excellence, Inc. a US based non profit corporation.

Advised by an 11 member international Board of Directors

Advisory Committee made up of diverse groups from both producers and marketplace-

- Logistics- vacuum packaging - shipping milling etc
- Membership- barista -
- Funding
- Marketing
- Quality Control and selection protocols

Program is always executed in partnership with the producing countries-

- All producing country partners are on advisory committees

Membership contains the worlds elite specialty roasters

Membership provides marketing dollars

Support for new programs

Only members benefit from
website recognition
marketing materials
in-depth farm information
newsletters
data base access

Members enjoy jury priority

LEVELS OF MEMBERSHIP

Community member

Choose samples and auctions for desired country

Benefactor Member

All samples and auctions for countries included- Increased recognition with logo for business use

Life-Time Pioneer

All samples and auctions forever included-Website recognition

What is so cool about being on the international jury?

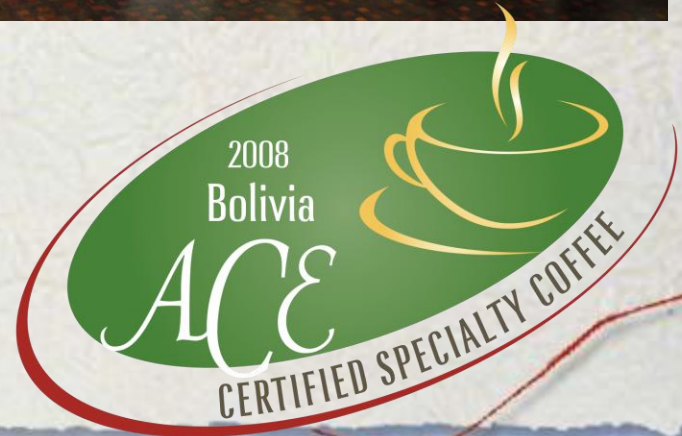
Uninterrupted focus on the best coffees from one origin

Understand and experience the coffee from a producer focus

Fine tune cupping skills for discerning the nuances that make a coffee great rather than just good

Build global friendships- share knowledge learn from your peers

Have first choice of buying the National Winners- semi finalists



ACE is a global membership/partnership organization



Brazil, Austria, Japan ,USA, Canada, Guatemala, England, Costa Rica, Ireland, Scotland, Nicaragua, El Salvador, Norway, Sweden, Iceland, Finland, Colombia, Bolivia, Mexico, India, Germany, Australia, New Zealand, Denmark, Netherlands, Czech Republic, Switzerland, Lithuania, Poland, Malaysia, Saudi Arabia, Taiwan, Estonia France, Spain, Portugal, Italy, Greece, Russia, Honduras, South Africa, Rwanda and So. Korea.

What is the Cup of Excellence® selection process

- **Call for samples**- open to all farmers
- **Prescreening week**- all samples are cupped by the top national cuppers-
- **Farmers notified**- move actual lots to bonded warehouse – new samples taken- outside auditors monitor event
- **National week** Coffees cupped twice again by national jury- those that pass are notified
- **International week** Coffees cupped twice again by international jury-
- Top ten cupped by international once more for ranking



International Jury meets with farmers



- Greater understanding on both sides about quality and pricing.
- Direct business relationships are often built with jurors.



Awards Ceremony is a national event and often garners international press



Open Internet Auction Changes Pricing and Interest in Top Boutique lots

- The financial reward to farmers improves sustainability for quality and consistency- important for top roasters in the global marketplace.
- Pricing structure is based on absolute quality not favored client status and offers open marketplace competition.
- Auction prices create media attention and consumer interest-Braving Rights for Buyers
- Consumers equate higher prices with better coffee



Any upscale Roaster or Importer can buy the world's most valuable coffees

- Open auction allows all quality oriented companies the same chance to choose their favorite
- Smaller roasters buy coffee in a non competitive group-
- Cooperating importers help bring coffee to marketplace
- Vacuum packaging preserves quality
- ACE sends package labels and controls the brand



Cup of Excellence is powerful economic tool



- Differentiated coffees are able to command higher prices, more attention and greater sustainability for more of its industry whether for growers roasters or retailers.

How Do Buyers Profit



“Cup of Excellence Competition winner” is easy to understand

Brand has integrity and is believable

Rare quality is expected and delivered

Different coffees and unique stories keep customers interested

Customers begin their own discovery process and are loyal to roasters/retailers that support this process.

COE coffees present opportunities for higher 'by the cup' pricing



Customers appreciate the wine-like menu options

Special Coffee

파나마게이샤	Panama Geisha	
브라질	Cup Of Excellence	
코스타리카	Cup Of Excellence	
콜롬비아	Cup Of Excellence	
과테말라	Huehuetenango	
이디오피아	Harrar Grade 1	
에티오피아	AA Tatu Estate	

Single cup pricing of award winning coffees at retail are profitable and create interest for purchasing larger quantities.

We are changing the infrastructure for all quality coffees



- Transparency and chain of custody to the farmers are enormous changes in the global coffee industry since Cup of Excellence.
- Critical for finding exemplary coffees, building origin relationships, maintaining consistent pricing structures and building promotional programs based on flavor and farm.

The COE program does the expensive work



Finds the best coffees in a country
Identifies the individual farmer
Sends the samples out- No need to travel to each origin.



Roasters select their favorites
Auction is easy to access
Coffees are vacuum packed to ensure quality
Customers are thrilled to experience award winning coffee from a single farm

**Experience the
Excitement of Fantastic coffee bursting
through your taste buds.**

