

Cup of Excellence

The Cup of Excellence is the most esteemed award given out for top coffees. These awards come from a strict competition that selects the very best coffee produced in that country for that particular year. These winning coffees are chosen by a select group of national and international master cuppers and are cupped at least five different times during the competition process. Only coffees that continuously score high enough are allowed to move forward in the competition. The final winners are awarded the prestigious Cup of Excellence title and sold to the highest bidder during an internet auction.

What makes these coffees so special is that the beans are ripe and have been selected very carefully. Moreover, these coffees have a well-developed body, a pleasant aroma and a lively sweetness that only very high quality specialty coffees contain.

The importance of the title of Cup of Excellence is very significant for producers because they are acknowledged for their dedication to quality. Apart from the title, they also gain the financial benefit from high auction prices. Moreover, they are being recognized globally as dedicated to high quality standards and have long-term benefits as their farm becomes famous and they can expect visits from roasters looking to buy more quality coffee for their customers. Finally, the auction money benefits not only the producer and his/her family but also his/her community through investments in new production methods, equipment, education etc.

Source: <http://www.cupofexcellence.org/>

