



coffeegEEK resources

press releases

[home](#) .. [resources](#) .. [press releases](#) .. [barista u.s. championship 2005](#)

Baristas Battle it Out On Espresso Machine for U.S. Championship Title

Press release from Specialty Coffee Association of America,
Date: January 30, 2005

Recent Press Releases

Christopher Bean Jamaican Coffee Free Trip to Jamaica
Press Release, Christopher Bean, Jan 4, 2007

Peter Giuliano To Lead Black Gold Discussion
Press Release, Counter Culture Coffee, Dec 2, 2006

Drink for Pink: Tully's Coffee Donates \$18,000 to Breast Cancer Research
Press Release, Tully's Coffee, Nov 22, 2006

Coffee Fest - In Top 50 Fastest Growing Trade Shows

The Specialty Coffee Association of America's 2005 United States Barista Championship, Hosted by Krups, Heats Up March 10 - 13 in Seattle

LONG BEACH, Calif. U.S.A. (Jan. 25, 2005) --- In the quest for the perfect cup of coffee, masters of the espresso machine will compete in the Specialty Coffee Association of America's 2005 United States Barista Championship (USBC), hosted by Krups, a leading manufacturer of premium home espresso and coffee machines. Round One of the intense four-day competition begins March 10 in Seattle. The event concludes with a final round featuring the top baristas in the nation, followed by a championship crowning, both on March 13. The U.S. Barista Championship encourages and recognizes professional achievement in the art and skill of espresso beverage preparation and service. SCAA is the world's largest coffee trade association with over 3,000 member companies from over 40 countries. Krups, a global leader in home espresso, returns for its second year as title sponsor of the event.

interactive

SEARCH

LOGIN

PASSWORD

[forgot pw](#) | [signup](#)

quickNav

Quick Jump

advertisement

help support this site

sponsorad

Delonghi EAM3500

Automatic cappuccino and lattes with 2 year warranty. Authorized Delonghi dealer and free shipping.

www.seattlecoffeegear.com

[see your ad here](#)

sponsorad

Home Espresso Machines

2 year warranty, sales and authorized repairs for Rancilio, Gaggia, Saeco, Solis, Delonghi...

www.seattlecoffeegear.com

[see your ad here](#)

sponsorad

Changes at the 'Corral

Big holiday discounts on over 90 coffees, even more on larger quantities + "risk-free" samples

Press Release,
Coffee Fest,
Nov 18, 2006

**COFFEE
FEST
SEATTLE
POURS BIG
NUMBERS**

Press Release,
Coffee Fest,
Nov 8, 2006

**See all press
releases.**

Submit your
press release
to our **news
editor**.
(submission of
press release
does not
guarantee
publication)

Fifty-five of the most skilled and adventurous baristas from around the country will converge in their country's coffee capitol to battle for the coveted title of U.S. Barista Champion by demonstrating the art of espresso, creating some of the world's finest coffee concoctions. Competitors will race through a maze of judges and photographers while maintaining composure as they prepare and serve 12 coffee drinks – four espressos, four cappuccinos and four original signature drinks of their own creation – all within a 15-minute timeframe. The official espresso machine used by competitors in the 2005 United States Barista Championship is a 3-Group La Marzocco.

Seven USBC-certified judges, including one head judge, two technical judges and four sensory judges, will evaluate each of the competitors. Judges will focus on station cleanliness, taste, beverage presentation, technical skills and total impression. The 2004 U.S. Barista Champion Bronwen Serna, of Hines Public Market Coffee in Seattle, will evaluate her peers, taking a seat as a judge for the upcoming event.

The new 2005 U.S. Barista Champion will receive the highest national honor, a trophy, \$1,000 in cash and an all-expenses paid trip from his or her hometown to the World Barista Championship, also in Seattle, April 15 – 18, 2005. All fifty-five participants will also receive the latest coffee machine from Krups, the FME4, valued at \$125.00.

USBC Schedule of Events:

- Thursday, March 10 – Round One, 9 a.m. – 6 p.m.
- Friday, March 11 – Round One cont., 9 a.m. – 6 p.m.; Semi-

www.coffeebeancorral.com

see your ad here

Finalists announced, 7 – 7:45 p.m.

- Saturday, March 12 – Semi-Finals, 9 a.m. – 6 p.m.;
Finalists Announced, 7 – 7:30 p.m.
- Sunday, March 13 – Finals, 10 a.m. – 12:30 p.m.
- Champion Award Ceremony –
Sunday, March 13, 1:00 – 1:30 p.m.

The 2005 U.S. Barista Championship will take place across the street from the Washington State Convention & Trade Center at the former Seattle Temporary Library at the corner of 8th and Pike Street. The event is free and open to the public. For additional information, please contact the Specialty Coffee Association of America at **562-624-4100**.

About the SCAA

Founded in 1982, SCAA is the world's largest coffee trade association with over 3,000 member companies. SCAA members are located in over 40 countries and represent every segment of the specialty coffee industry, from coffee growers to coffee roasters and retailers. The SCAA's mission is to be the recognized authority on specialty coffee, providing a common forum for the development and promotion of coffee excellence and sustainability. The SCAA's dedication to excellence in coffee is realized through the setting of quality standards for the industry; conducting research on coffee, equipment and perfection of craft; and providing education, training, resources and business services for members. The SCAA's annual conference is held in a different U.S. city each year and is the coffee industry's largest gathering and exhibition.

About Krups

Manufacturer of a wide spectrum of premium home espresso and coffee machines, Krups is present in more than 100 countries and millions of kitchens around the world. The Krups heritage of precise German engineered

small appliances provides bold European design at the highest level of technical perfection and performance. In Spring 2005, Krups, working with leading European designers, is launching an entirely new line of espresso machines for the home coffee expert. The corresponding series - which includes coffee machines, burr grinders, and kitchen electrics - has been built with three key attributes in mind: Passion, Precision, and Perfection.

Contact information:

Aaron Kiel
Public Relations Consultant
for the Specialty Coffee Association of America

562.983.8113 - Phone

562.983.8112 - Fax

akiel@akprgroup.com

One World Trade Center
8th Floor
Long Beach, CA 90831

KRUPS Media Contact:

Sara Denny

Phone: **(646) 654-3434**

E-mail: **sdenny@nikecomm.com**

**Home | Opinions | Consumer Reviews | Guides & How Tos | CoffeeGeek Reviews | Resources | Forums
| Contact Us**

CoffeeGeek.com, CoffeeGeek, and Coffee Geek, along with all associated content & images are copyright ©2000-2007 by WebMotif Net Services, Inc., all rights reserved, unless otherwise indicated. Content, code, and images may not be reused without permission. Usage of this website signifies agreement with our Terms and Conditions. (0.48676609992981)

Privacy Policy | Copyright Info | Terms and Conditions | CoffeeGeek Advertisers | RSS