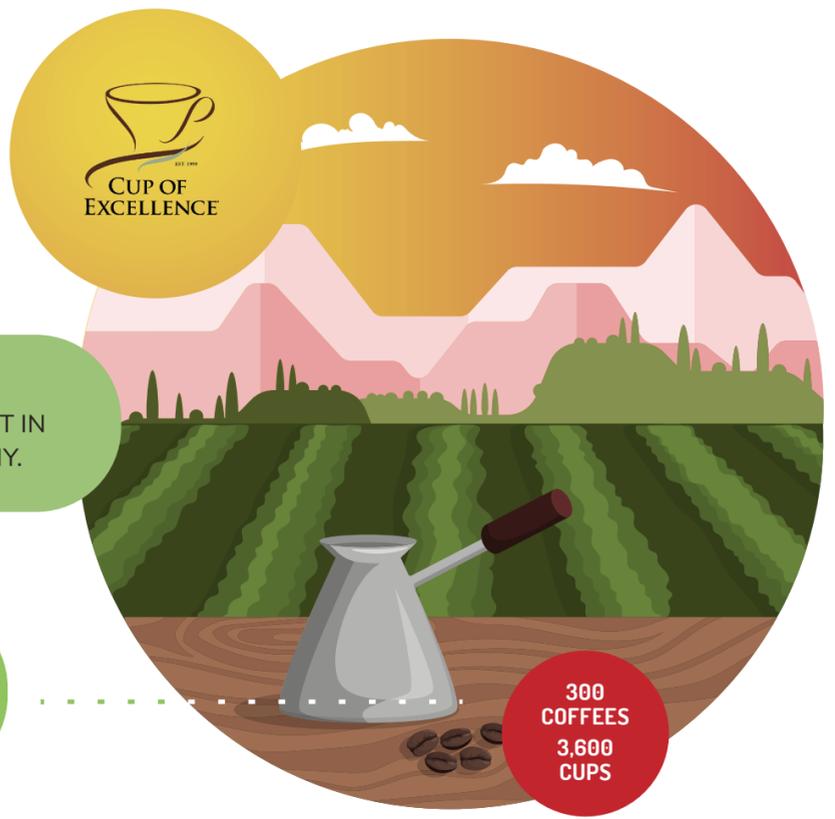


HOW YOUR CUP BECOMES EXCELLENT



COFFEE FARMERS

PRODUCERS SUBMIT THEIR COFFEE AND WAIT IN ANTICIPATION UNTIL THE AWARDS CEREMONY.

PRE-SELECTION

ALL COFFEES ARE TASTED, THE BEST 150 COFFEES WITH NOTES HIGHER THAN 86 POINTS ADVANCE.

300
COFFEES
3,600
CUPS

NATIONAL JURY ROUND ONE

THE BEST 90 COFFEES WITH SCORES GREATER THAN 86 POINTS ADVANCE.

150
COFFEES
1,800
CUPS

NATIONAL JURY ROUND TWO

THE BEST 40 COFFEES WITH SCORES GREATER THAN 86 POINTS ADVANCE.

90
COFFEES
1,080
CUPS

INTERNATIONAL JURY ROUND ONE

FROM THIS STAGE ONWARDS INTERNATIONAL TASTERS SELECT COFFEES. THOSE WITH SCORES GREATER THAN 87 POINTS WILL ADVANCE TO ROUND 2.

40
COFFEES
1,120
CUPS

INTERNATIONAL JURY ROUND TWO

THE BEST 30 COFFEES WITH SCORES GREATER THAN 87 POINTS ARE CUP OF EXCELLENCE WINNERS.

30
COFFEES
840
CUPS



AWARDS

PRODUCERS FIND OUT HOW THEIR COFFEE FARED.

10
COFFEES
280
CUPS



INTERNATIONAL AUCTION

ROASTERS AND IMPORTERS FROM AROUND THE WORLD BID ON THEIR FAVORITE COFFEES.

TOP
TEN

YOUR CUP OF EXCELLENCE

IT TOOK 8,720 CUPS TO FIND ONE OF THE BEST COFFEES YOU'VE EVER HAD.



#CUPOFEXCELLENCE

#PAYMOREFORCOFFEE