



*The Cup of Excellence program recognizes and rewards the individual farmers who have invested the time and effort to create a truly exceptional coffee.*

- No other program gives coffee farmers the chance to shine and be recognized in the marketplace and among their peers.
- No other program gives farmers this much pride in their coffee.



CUP OF EXCELLENCE  
A PROGRAM FOR EXEMPLARY FARMERS



Call 1-406-542-3509

or online

[www.cupofexcellence.org](http://www.cupofexcellence.org)

for samples, to join an international jury, for  
membership and for more information.







IF IT DOESN'T SAY CUP OF EXCELLENCE® ... IT ISN'T.

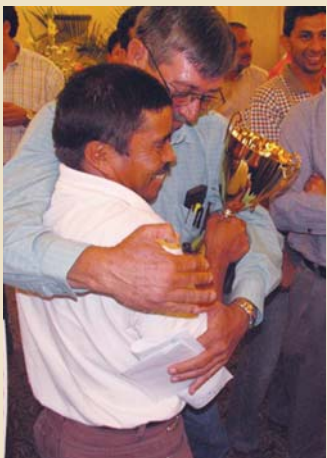
*Cup of Excellence is recognized as the premier competition in the world. A farmer winning this award has added prestige.*

- No other program is as recognized by roasters and consumers.
- No other award has this much brand value or protection.

*Cup of Excellence teaches farmers, cuppers and coffee organizations how to find, select and value their specialty coffee. It offers a business model for producers to match premium marketplace needs with specific coffees.*

- No other program creates a more effective bridge between the premium farmer and the premium roaster.

*Cup of Excellence is the least expensive, most effective, export promotion program for specialty coffee ever developed.*



- No other marketing program can effectively enhance the image of a producing country as fast as this one does.
- No other program can bring the focus of the marketplace to a country as effectively as Cup of Excellence.



*Cup of Excellence offers sustainable economic development. When the auction proceeds are returned to the farm, the money is spent in the rural areas. The larger community often benefits with increased employment, land improvements and a focus on learning positive business strategies.*

- No other program offers more if its finances directly back to the farms.

*Cup of Excellence renews support for quality coffee farmers.*

- No other program creates such press, excitement and government support.



*Cup of Excellence helps pin point potentially great coffee growing areas and identify needed quality improvements.*

- No other program helps officials target agronomic support more effectively.
- No other program offers such a huge incentive for quality improvement

[www.cupofexcellence.org](http://www.cupofexcellence.org)