



*Cup of Excellence discovers unknown quality.*

- No other program has uncovered so many unique, rare and completely hidden coffee gems.
- No other program constantly discovers small lots of priceless coffee so needed by the premium roaster



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.

CUP OF EXCELLENCE  
A PROGRAM FOR EXEMPLARY ROASTERS







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

*Cup of Excellence is the most stringent selection process in the industry.*

- No other international award has as much quality integrity.
- No other award is as well known or as protected.
- No other competition relentlessly pursues perfection in the selection process.

*Cup of Excellence offers premium roasters an efficient, less expensive method of finding farmers who can produce the quality coffee.*

- No other program introduces individual exemplary coffee farmers to individual premium roasters on an ongoing basis.

*Cup of Excellence creates higher standards for all coffee. The incentive to produce a winning coffee actually ends up creating more volumes of higher quality coffee.*

- No other program has such a clear quality-only focus.



*Cup of Excellence offers good cuppers the opportunity to fine-tune their cupping skills.*

- No other program is as intense during the selection process nor has as much discussion and sharing between cuppers.
- No other competition process builds such internationally diverse friendships or has as much fun doing it.

*Cup of Excellence offers buyers the assurance that the farmers are receiving the much needed premiums from the auction.*

- No other program returns as much of the auction premium directly to the farmer.
- No other program is as transparent.



*Cup of Excellence auction supports roasters of all sizes.*

- No other program works harder to help roasters who are often disadvantaged due to size and financial resources.
- No other program offers marketing materials and comprehensive farm information.
- No other program offers a data base search of winning farm information.



*Cup of Excellence opens the doorway to discovery for the coffee connoisseur.*

- No other coffee can more easily entice a consumer to experiment with, ask questions about and pay a higher price for great coffees.

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