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GREENWELL FARMS HONORED AS STATE'S TOP COFFEE

KONA, HAWAII ISLAND— Coffee growers and industry leaders gathered last week for the Hawaii Coffee Association (HCA) annual conference and its highly anticipated HCA Statewide Coffee Cupping Competition.

Greenwell Farms captured Hawaii's top award in the Creative Division for its Signature Series *Elizabeth J*, a Pacamara varietal. The Greenwell Farms *Elizabeth J* label also won the District Award Division as Kona's top coffee, and its latest varietal blend *Meritage* (patent pending), a creative blend of both Greenwell Farms Signature Series coffees – the *Jeni K* and *Elizabeth J*, tied for third place.

Each entry at the HCA Statewide Cupping Competition was required to submit four pounds of green coffee needed for multiple rounds of cupping over many sessions. Farms were allowed up to three entries in two broad competition divisions, Commercial and Creative, the later division intended to encourage entries from small farms and experimental or creative lots of coffee. Greenwell Farms top award entry, *Elizabeth J*, was perfectly suited for the Creative division.

HCA shipped the eighty-three entries for its 2016 Statewide Cupping Competition to the cupping lab at Java City in California. From there, numbers were assigned and two coffee experts led the blind cupping: Shawn Hamilton, a Master Roaster at Java City in California, and Warren Muller, Jr. a green bean buyer with Walker Coffee based in Texas. The panel made their way through the entries (some were evaluated up to eight times as the judges narrowed in on every nuance) scoring and rescored. Once the cupping was completed, scores and notes were delivered to *David Gridley*, HCA cupping coordinator, who compiled results and awards for presentation during last week's HCA Statewide Cupping Competition. Cupping the entries ahead of the statewide HCA convention allowed time to speak with farmers on their

coffee entries and ways to improve performance. Judges noted the outstanding quality of the Greenwell Farms entries beginning with the first round of cupping.

Greenwell Farms President Tom Greenwell said, "I've watched this varietal get better and better as it matures with every growing season. Last year *Elizabeth J* took second place in the Kona District Award Division and we all felt this year's crop was a good one. To win the state's top coffee honor is a strong endorsement and everyone here at Greenwell Farms strives for and believes in the quality of our coffees. A big mahalo goes out to everyone at the farm and to the cupping judges for sharing their expertise."

Released in 2015, *Elizabeth J* is the second in the farm's Signature Series, created to honor the Greenwell family heritage. *Elizabeth J* is named for Elizabeth Greenwell, sister to Greenwell Farms President Tom Greenwell. Grown on the Greenwell Family Estate, *Elizabeth J 100% Kona Coffee* is derived from carefully selected beans from the area of the farm containing the Pacamara coffee varietal and offers a very unique experience with a bright, sweet, and fruity cup with good acidity with notes of clove, plum, raisin, apricot, passion fruit, strawberry and silky chocolate.

Greenwell Farms Legacy

Greenwell Farms began in 1850 when Henry Nicholas Greenwell left England and first set foot on the fertile soil of rural Kona. Henry spent the next 40 years farming, ranching and perfecting his Kona coffee, soon exporting it to Europe and the Americas. In 1873, the President of the Kaiser's Exposition in Vienna, Austria awarded the Greenwell's a "Recognition Diploma" for their Kona coffee at the World's Fair.

Today, Greenwell Farms is situated in the heart of the Kona Coffee country adjacent to the ancestral home of Henry and Elizabeth, now occupied by the Kona Historical Society and Museum. The farm is managed by fourth generation Tom Greenwell. Greenwell Farms grows its own coffee, and operates its processing and visitor attractions on just under 100 acres of the most productive land in the Kona District. The company also purchases coffee cherry from over 400 select farmers from the Kona region, shipping worldwide.

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