

**4<sup>TH</sup> ANNUAL**

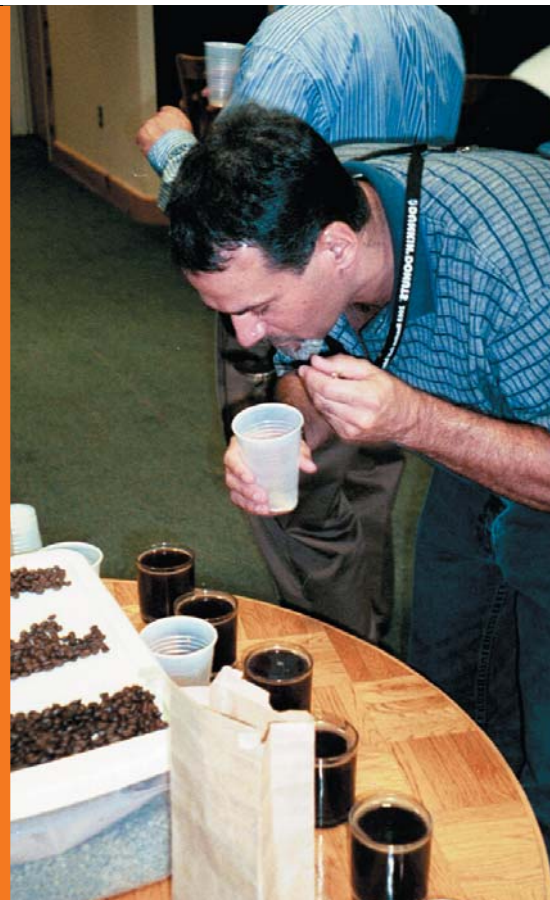
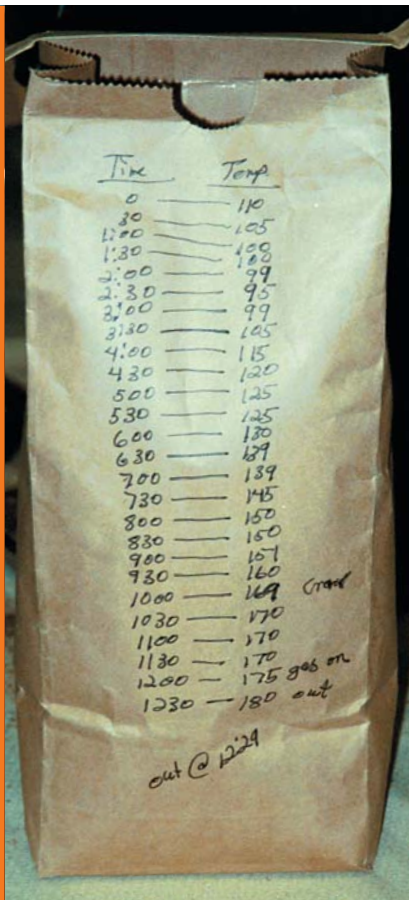
# **ROASTERS GUILD RETREAT**

**AUGUST 26-29, 2004**

**ROASTMASTER CHALLENGE CUP 2004  
MOCHA JAVA CHALLENGE**

**FEATURING**

**ROASTERS**  **GUILD**  
SPECIALTY COFFEE ASSOCIATION OF AMERICA



## ROASTMASTER CHALLENGE CUP 2004 MOCHA JAVA CHALLENGE

Description: A team competition designed to utilize the craft, experience, knowledge, and sensory skill sets of coffee roasters in roasting and blending of the perfect Mocha Java blend

### CONDUCT OF PLAY

1. Each team will consist of 8 to 10 members, with a designated team captain. Team members will be assigned based on their years of experience as a Roastmaster, so that the average years of experience for each team is equal or nearly equal.
2. Each team will be provided with a selection of coffees typically used in creating the Mocha Java blend. Each team will receive the exact same coffees.
3. Each team will evaluate (grade and cup) the green coffee using sample roasters and equipment provided.
4. Each team will evaluate and discuss different roasting machines and roasting schemes, with the goal of developing the 'perfect roast and blend' of the coffee provided.
5. All roasting schemes will be allowed in the competition, however only the roasting machines on site and available to all teams may be used, and only the green coffee available will be used. Each team will produce at least 2 pounds of roasted coffee for judging.
6. On a blind cup basis using the SCAA Cupping Form, each team will cup and evaluate each of the roasted coffees, submitting a final team score.
7. The final team score (Overall) for each roast will be added together, ranking each of the roasts submitted from the lowest to the highest total score.

Winning: The team roasting the coffee that receives the highest total score will be declared the winner of the coveted  
**2004 ROASTMASTER CHALLENGE CUP**

# TEAM ROTATION SESSIONS, WORKSHOPS & SOCIAL EVENTS

## VARIETAL CUPPING

**Arnoldo Leiva, The Coffee Source**

A comprehensive class on tasting different varieties of trees from the same farm at the same altitude showing the taste differences between the various cultivars. We will cup an assortment of coffee varieties including Caturra, Catuai and Catimor. Arnoldo Leiva of The Coffee Source in Costa Rica gives us a taste of his Ethiopian/Caturra hybrid as well.

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## ORGANIC ACIDS AND THE CHEMISTRY OF COFFEE

**Joseph Rivera, Specialty Coffee Association**

Joseph Rivera, SCAA's Director of Science & Technology offers coffee cupper's a "hands on" approach in identifying the various acids commonly found in specialty coffee. By using a series of dilute organic acids, this workshop demonstrates the affects of acidity and taste in the cup. A focus on the dynamics of coffee chemistry, aroma, roasting and processing will be presented. This class will be required for the future Journeyman accreditation status.

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## ROASTING, CUPPING, GRINDING, BREWING AND PACKAGING AT ALTITUDE

**Kevin Knox**

**Jeffrey Schoolmaster, Allegro Coffee Company**

In this 90 minute seminar two long-term veterans of the Colorado roasting scene will discuss the unique challenges of roasting, tasting and serving coffee at altitudes of 5300-8000 feet.

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## MOCHA JAVA DISCUSSION

**Ken Davids**

An historical presentation on this classic blend is followed by a lively open forum. What historical associations and coffee antecedents influence the choices a roaster makes when designing a Mocha Java blend? What makes Mocha Java a blend "style" or "type"? What do you expect from your Mocha Java blend what do your customers expect? From considerations specific to Mocha Java blends we will push on to a general discussion of blends and blend types. Bring your thoughts and questions; this forum will only be as good as you make it.

## ROASTING/PRODUCTION MACHINE PRIMER

**Terry Davis, Ambex Roasters**

**Stephan Diedrich, Diedrich Manufacturing**

**Robert Hensley, Probat, Inc.**

Before you start the challenge, listen to the differences between the various equipment offered straight from the manufacturers. Then you can decide which equipment best suits your team's strategy.

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## TRIANGLE TESTING

**Joseph Rivera, Specialty Coffee Association**

A valuable test to help you hone your cupping skills as well as a vital component to the roaster certification programs and 'Q' certification.

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## ALTERNATIVE MARKETS 101

**Panel of Importers & Roasters**

Get the overview of the "Alternative Markets" for coffee buying. Learn the differences between the various pricing scenarios offered today and discuss with the panel the advantages and disadvantages of each method. Learn buying and marketing tips from veterans of the green trade.

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## FRIDAY NIGHT HOSPITALITY HOUR

After a long day of roasting, and classes, come meet your fellow retreat attendees for some appetizers, and cocktails. This is a time to relax, and really get to know people from outside your challenge team.

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## RUSTIC COOKOUT & BONFIRE

How could we have a Roasters Guild Retreat without a bonfire? This year will prove to be a typical Colorado experience with the usual spirited bonfire discussion.



# SCHEDULE OF EVENTS

## THURSDAY, AUGUST 26<sup>TH</sup>

5:00pm	Attendee Check-In
6:00pm	Opening Ceremonies
7:00pm	Dinner

## FRIDAY, AUGUST 27<sup>TH</sup>

7:30am-8:30am	Breakfast
8:30am-9:00am	Challenge Cup Overview & Coffee Overview
9:00am-10:30am	Rotation Session 1
10:45am-12:15pm	Rotation Session 2
12:15pm-1:15pm	Lunch
1:30pm-2:45pm	Rotation Session 3
3:00pm-4:30pm	Rotation Session 4
4:45pm-6:00pm	General Cupping (ALL)
6:30pm	"Happy Hour"
7:30pm	Dinner

## SATURDAY, AUGUST 28<sup>TH</sup>

7:30am-8:30am	Breakfast
8:30am-9:00am	Team Meeting
9:00am-10:30am	Rotation Session
10:45pm-12:15pm	Rotation Session 2
12:15pm-1:15pm	Lunch
1:30pm-2:45pm	Rotation Session 3
3:00pm-4:30pm	Rotation Session 4
6:30pm	Bonfire / Cookout

## SUNDAY, AUGUST 29<sup>TH</sup>

8:00am-9:00am	Breakfast
9:00am-10:00am	Final Cupping of Blends
10:00am-11:00am	Team Presentations
11:00am-12:00pm	Presentation of Awards
12:00pm-1:00pm	Lunch

*Schedule is Subject to Change  
Final detailed Schedule will be included in your  
Retreat Attendee Packet*

# SPONSORSHIP OPPORTUNITIES

All Roasters Guild sponsors will receive thanks and acknowledgement in the Specialty Coffee Chronicle as well as on the SCAA and Roasters Guild Websites. The Official Host is entitled to produce a 500-word informational article about its company and /or product (s) and /or it's participation in the Roasters Guild Retreat for inclusion on the Roasters Guild Website and in the Official Retreat Handbook. The Official Host's logo will also appear on the Roasters Guild Retreat T-Shirt. Official, Platinum, Gold and Silver sponsors are invited to include promotional material in the welcome gift. All sponsors will be recognized on signage & banners at the retreat.

## TRADITIONAL SPONSORS

Official Retreat Host	\$5,000
Platinum Sponsor	\$3,000
Gold Sponsor	2,500
Silver Sponsor	\$2,000
Friday Night Hospitality Sponsor	\$1,000
Lanyard Sponsor	\$1,000
Saturday Bonfire Party Official Host	\$750
Sunday Activity/Luncheon Sponsor	\$500
Shuttle Bus Sponsor (2)	\$250
Coffee Break Sponsors (8)	\$100 + Coffee
Welcome Gift Provider*	In-Kind Product

(\*This is usually provided by a company geographically close to the retreat's location)

## EQUIPMENT SPONSORS

Brewing Stations      Roaster Stations  
Espresso Stations

Roasters Guild Retreat Sponsorships are sold on a first-come, first-served basis.

REQUESTS WILL BE ACCEPTED STARTING JUNE 1ST 2004 BY CALLING, FAXING, OR EMAILING WENDY RASMUSSEN AT EMAIL:

wrasmussen@scaa.org

TEL: 562-624-4195 FAX: 562-624-4101

# ROASTERS GUILD

SPECIALTY COFFEE ASSOCIATION OF AMERICA

## 4<sup>TH</sup> ANNUAL ROASTERS GUILD RETREAT | AUGUST 26–29, 2004 REGISTRATION FORM

- RETREAT REGISTRATION \$650.00
- SPOUSE ADD ON (meals only) \$200.00
- Attendee (except spouses) must be a current member of the Roasters Guild.
  - All prices are per person
- I AM INTERESTED IN TOURING ALLEGRO COFFEE'S PLANT ON THURSDAY, 8/26, FROM 12:00PM - 2:00PM

### PRICE INCLUDES

- All Meals
- Access to all workshops & lectures
- Round trip shuttle service from Denver Airport

### PRICE DOES NOT INCLUDE

- Airfare
- Lodging
- Personal Expenses

Attendees are responsible for making their own hotel reservations by calling Par Avion. Information can be found on the hotel reservation form. Attendees are responsible for making their own travel arrangements. Please be sure that you arrive at Keystone by 4:00pm on Thursday, Aug. 26<sup>th</sup>.

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_

COMPANY \_\_\_\_\_ EMAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

ZIP \_\_\_\_\_ COUNTRY \_\_\_\_\_

WORK PHONE \_\_\_\_\_ OTHER \_\_\_\_\_ FAX \_\_\_\_\_

**Method of Payment:**  Check (Make Payable to SCAA)  Visa  Mastercard  American Express

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Cardholders Signature \_\_\_\_\_

**Refund/Cancellation Policy:** Full payment must be made with registration. Through July 24, 2004, you can receive a full refund except for a \$100 non-refundable processing fee. Any cancellation must be in writing, and is not effective until receipt by the Roasters Guild is confirmed to you. REFUNDS AFTER JULY 24, 2004 WILL ONLY BE GIVEN IF WE ARE ABLE TO FILL YOUR SPACE.



### MAIL OR FAX REGISTRATION FORM TO SCAA:

330 GOLDEN SHORE, SUITE 50 | LONG BEACH, CA 90802

TEL: 562-624-4100 | FAX: 562-624-4101

### PREPAID SHUTTLE SERVICE

Shuttles will be provided to and from Denver Airport ONLY.

Times below are subject to change to accommodate attendee arrival & departure pattern.

#### Thursday, August 26

Departure from Denver Airport

10:00am, 12:00pm, 2:00pm, 4:00pm, 6:00pm

#### Sunday, August 29

Departure from Keystone

10:00am, 12:00pm, 2:00pm, 4:00pm

#### Monday, August 30

Departure from Keystone

8:00am, 10:00am

# ROASTERS GUILD

SPECIALTY COFFEE ASSOCIATION OF AMERICA

## 4<sup>TH</sup> ANNUAL ROASTERS GUILD RETREAT | AUGUST 26–29, 2004 HOTEL RESERVATION FORM



Keystone Resort | 23044 US Hwy 6 | Keystone, CO 80435 | www.keystone.snow.com

- STANDARD ROOM \$139.00  
 VILLAGE ROOM—1 BEDROOM \$155.00

- Additional Person \$15.00
- Cut off date is August 5, 2004
- Deposits must be received by August 5, 2004
- Quoted prices are available through Par Avion Only
- Rate does not include 11.88% tax

Name of Occupant (s) 1\* \_\_\_\_\_ 2 \_\_\_\_\_  
 \*confirmation will be sent to party #1  
 3 \_\_\_\_\_ 4 \_\_\_\_\_

Bed/Room  Single (One Bed - Sleeps 1-2 people)  Double/Double (2 Beds - Sleeps 2-4 people)  Smoking  Non Smoking

Arrival Date \_\_\_\_\_ Departure Date \_\_\_\_\_

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_

COMPANY \_\_\_\_\_ EMAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

ZIP \_\_\_\_\_ COUNTRY \_\_\_\_\_

WORK PHONE \_\_\_\_\_ OTHER \_\_\_\_\_ FAX \_\_\_\_\_

Deposit of \$ \_\_\_\_\_ payable to Par Avion Travel OR GUARANTEE MY RESERVATION WITH THIS CREDIT CARD

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Cardholders Signature \_\_\_\_\_

Payment Method  Check (Make Payable to Par Avion Travel)  Visa  Mastercard  American Express  Discover

**MAIL OR FAX  
FOR TO:**



6033 West Century Blvd., Suite 780 | Los Angeles, CA 90045  
 Tel: (800) 826-0143 or (310) 590-4711 | Fax: (310) 649-3554

**RESPONSIBILITY AND LIABILITY:** Par Avion Meetings and Conventions, travel program producer and SCAA/ROASTERS GUILD, travel program sponsor, and/or their agents act only in the capacity as agents for customers in all matters pertaining to hotel accommodations and transportation whether by railroad, motor car, airplane or any other means, and as such are not responsible for any damage, expenses or inconvenience caused by late train or plane arrivals or departures, or by any change of schedule or condition from any loss, injury or damage to any person or property from any cause whatsoever. Baggage handling throughout the program is entirely at the owner's risk. The customer agrees that SCAA, ROASTERS GUILD/Par Avion shall not be held responsible in the event of any errors or omissions in any promotional material.