



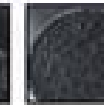
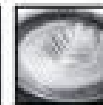
# THE SPECIALTY COFFEE CHRONICLE

A PUBLICATION OF THE SPECIALTY COFFEE ASSOCIATION OF AMERICA

JULY | AUG 2007

19<sup>TH</sup> ANNUAL  
**CONFERENCE & EXHIBITION**  
**WINNERS & HIGHLIGHTS**

Hacienda la  
**Esmeralda**  
Panamá



# BEST OF SHOW

## SCAA NAMES BEST-OF-THE-BEST AT LONG BEACH EXHIBITION

By Aaron Kiel

### ← BEST NEW SPECIALTY BEVERAGE: Monin Gourmet Flavorings' Mayan Chocolate Syrup

Family-owned Monin has been crafting some of the finest flavorings for three generations since 1912, when flavor enthusiast Georges Monin started a nut-run operation in Bourges, France. Today, Monin is one the world's leading providers of premium gourmet flavorings. Monin's new Mayan Chocolate, winner of the Specialty Coffee Association of America's (SCAA) Best New Specialty Beverage award, is the newest addition to their exciting flavoring portfolio. It's an intriguing blend of rich, dark chocolate with a spicy finish of cinnamon and chili pepper. Monin Mayan Chocolate emulates what the Mayans enjoyed as the first producers of liquid chocolate. Mayan Chocolate also follows the latest trend of using dark chocolate, accented with spices as beverage flavoring element. An ideal contemporary flavoring, customers can enjoy the comfort of dark chocolate and an unexpected spicy kick that adds an inspiring zip to coffee and hot beverages. To order Monin's Mayan Chocolate Syrup, call 800-966-5225 or visit [www.monin.com](http://www.monin.com).



### ± BEST NEW PACKAGING: Portland Roasting's Re-branded Product Line

Portland Roasting's vibrant and earthy new look caught the eye of judges at SCAA's exhibition. The new look was created to link the 10+ year-old Portland, Ore.-based coffee roaster's brand to its mission. The imagery and message reflects the company's tradition of supporting the grower, the farm and the land through its business practices. Evoking new growth and all its potential with photos of sprouting coffee seeds,

Portland Roasting sought to capture the elemental spirit of coffee. "We were mindful to redesign our brand in a way that more aptly conveys our commitment to coffee growers and their land," said Mark Stell, managing partner of Portland Roasting. "We are pleased that SCAA recognized our efforts with this award." To learn more, visit [www.portlandroasting.com](http://www.portlandroasting.com).



### BEST NEW PRODUCT - OPEN CLASS ± : Trade Fixtures/New Leaf Designs' Inversion Bin

Trade Fixtures/Newleaf Designs, which provides bulk merchandising solutions and is a previous SCAA exhibit award winner (2004), won this year for its new Inversion Bin. The bin is their latest in a long line of products designed for retailers, grocery stores, natural food stores, food service, institutional preparation and kitchens. Perfect for coffee, bulk spices, toppings and powdered drinks, the Inversion Bin is an asset for category managers looking to increase sales and decrease expenses. The Inversion Bin uses a simple "select-shake-dispense" methodology that allows customers to purchase the amount they desire with ease. This differs from the traditional scoop and jar methods, which can be time consuming, unsanitary and potentially pose health and safety risks. The large, easy-to-grip handle also serves as a label holder to promote the bin's contents. To learn more or to order, visit [www.tradefixtures.com](http://www.tradefixtures.com).