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For immediate release:

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## **The 2<sup>nd</sup> Annual 2006 Hawaiian Barista Jam & Competition hosted at the 11th Annual Hawaiian Coffee Association Conference & Trade Show!**

Once again, The Hawaiian Coffee Association will host the 2<sup>nd</sup> Annual Hawaiian Barista Jam in conjunction with the HCA Annual Conference. Action packed sessions in cupping, blending, proper espresso preparation and how to create beautiful latte art designs begin with a barista jam session on Tuesday, July 18 and wrap up on Thursday, July 20th with the 2<sup>nd</sup> Barista Jam Competition at the Kauai Beach Resort Hotel and Resort in Lihue, Kauai Hawaii.

Internationally recognized coffee and competition experts and a professional competition barista will 'rock the house' with Baristi from the Hawaiian Islands as they "Jam" in the craft of espresso. The jam concept is based on a musical jam session where passion, creative ideas and enthusiasm are exchanged - only this time, musical instruments are replaced by espresso machines, sheet music is replaced by coffee beans and the musicians jammin' are now baristi!

Baristi will participate in sessions of coffee cupping, a technique to learn about the quality of coffees, and a team exercises in blending Hawaiian coffees for espresso, espresso machine maintenance, in depth espresso extraction, milk texturing techniques in the "Latte Art" session and witness a professional barista demonstrate his skills in competition finesse. Attendees will have the opportunity to compete in the **2<sup>nd</sup> Annual Hawaiian Barista Jam Competition or simply watch and enjoy the ride!**

Sherri Johns, President, WholeCup Coffee Consulting, LLC, Event Coordinator, Barista Trainer and Head Judge exclaims "attendees gain valuable knowledge of espresso that adds to their bottom line in everyday café business, and gain confidence in competition experience to sharpen their skills. It's a blast to meet budding Island baristi and share great espresso and excitement all around coffee!"

**For additional information please contact Danny Johns at 503.232.1016.**

**Or log onto the Hawaiian Coffee Associations website: [www.hawaiicoffeeassoc.org](http://www.hawaiicoffeeassoc.org)**

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WholeCup Coffee Consulting, LLC is a global specialty coffee consulting team based in Portland, Oregon, USA. Danny and Sherri Johns specialize in international new retail business development, barista events and competitions, writing and personalized barista training and coffee education. We have over 35 years of experience and it is our job to help others succeed in specialty coffee.