

# **Promote and Protect 100% Kona Coffee**

**The Kona Coffee Council's 2013 Annual Cream of the Crop**

**will be held at**

**The Four Seasons Resort, Hualalai, Saturday, August 24<sup>th</sup> from**

**9:30AM to 1:30 PM**

## **Invitation to participate**

You are invited to showcase your 100% Kona Coffee Dessert specialties in our 2013 annual event:

**The annual Kona Coffee Council event hosted by the Four Seasons presents a unique opportunity for you to promote your business before an enthusiastic crowd of local and visitor coffee and food aficionados. Create a 100% Kona Coffee dessert to enter in an award category, professional or amateur, as well as showcase other dessert specialties that your business offers.**

The event is free and open to the public, and the 2013 Cream of the Crop promises to be an even greater success than before, not only through the participation of our sponsors which include The Four Seasons Resorts, The Kona Coffee Council and Kamehameha Schools, but also from publicity this event has garnered from past successes. Last year we had over 1000 attendees and anticipate even larger crowds this year.

In the weeks preceding the event there will be coverage in locally distributed events-listing calendars, tourist brochures and West Hawaii Today. In addition local radio stations will make frequent announcements about the event.

Big Island businesses will display posters and flyers, as will Resort Concierge desks. Again this year the Cream of the Crop Committee has invited local island artists and craftspeople to display and sell their art and coffee related works. Ethnobotanical plants from Amy Greenwell's will be for sale. There will be roasting demonstrations. Live Local music will entertain throughout the event. A popular radio personality will MC the event, interview chefs and make announcements about specialties your business offers to sample and for sale.

**Your participation will entail:**

- ❖ Preparation and presentation of your dessert item, about 200 bite size pieces for visitors to sample and vote on.
- ❖ Small plates, napkins, utensils or whatever you need to serve
- ❖ One serving size portion for presentation to the Judges Table to be taken to welcome booth between 9 and 9:30AM
- ❖ Any packaging, containers etc., for dessert items you offer for sale.
- ❖ Your own table décor, brochures, business cards and promotional materials
- ❖ Set up time is 7:00AM to 9:00AM.
- ❖ There is no fee and participants will keep their proceeds from all sales

The Four Seasons will provide and have set-up per participant: 1 - 6'X2' table with linens, 2 chairs and shade umbrellas.

One each Gold, Silver and Bronze certificate, will be awarded for dessert winners in the two categories: Amateur and Professional.

Desserts will be judged in two categories, *Chef's Choice* and *People's Choice*.

**Award Winners are announced as soon as the ballots are counted.**

Those wishing to participate should respond by Thursday, August 1, 2013 with name of dessert and business name. The Four Seasons will prepare signage for your booth.

**Application for Dessert Contestant**

Name of Contestant, mark if Amateur or Business

Amateur \_\_\_\_\_

Business \_\_\_\_\_

Name: \_\_\_\_\_

Address \_\_\_\_\_

Dessert Name: \_\_\_\_\_

Contact Person \_\_\_\_\_

Email \_\_\_\_\_

Contact ph number \_\_\_\_\_

Email application to [wailelecoffee@hawaii.rr.com](mailto:wailelecoffee@hawaii.rr.com)

For more info regarding this event contact:

Kona Coffee Council Website

[www.Kona-Coffee-Council.com](http://www.Kona-Coffee-Council.com)

Alaina deHavilland 808 324-0003

[wailelecoffee@hawaii.rr.com](mailto:wailelecoffee@hawaii.rr.com)

**Applications must be received by August 1, 2013.**