



**FOR IMMEDIATE RELEASE**

**Now Accepting Submissions for the 2021 Specialty Coffee Expo Best New Product and Coffee Design Awards**

**July 19, 2021** — The Specialty Coffee Association (SCA) is now accepting submissions for the Best New Product Competition and Display, and the Coffee Design Awards taking place at Specialty Coffee Expo in the city of New Orleans, September 30 – October 3, 2021.

**Best New Product Competition and Display**

For over 16 years, the Best New Product Competition recognizes the latest innovations in the specialty coffee industry. Recent winners include Fellow, Hard Beans, Flavor Activ, 1883 Maison Routin, and others. All submissions will be placed on permanent digital display on the [New in Coffee](#) platform. Submissions are open to Specialty Coffee Expo 2021 exhibitors from June 30, 2021 and close August 13, 2021.

Competition categories include:

- Coffee Accessories
- Commercial Coffee Preparation and Serving Equipment
- Commercial Cold Brew Preparation and Serving Equipment
- Consumer Coffee Preparation and Serving Equipment (Electrical)
- Consumer Coffee Preparation and Serving Equipment (Non-Electrical)
- Open Class
- Roasting Equipment and Tools
- Specialty Coffee Beverage Flavor Additive
- Specialty Non-Coffee Beverage Stand Alone
- Technology

More information about Best New Product is available on the event website at [coffeexpo.org/best-new-product-competition](https://coffeexpo.org/best-new-product-competition)

**UK OFFICE**  
p+44 1245 426060

Oak Lodge  
Leighams R  
Bicknacre  
Chelmsford  
Essex  
CM3 4HF  
United Kingdom

**US OFFICE**  
p+1 562 624 4100

117 West 4th  
Suite 300  
Santa Ana  
California  
92701  
United States





## Coffee Design Awards

Great design serves an important function in distinguishing specialty coffee. The Coffee Design Awards celebrates innovation in design in four categories: coffee spaces, branding, coffee vessels, and packaging. All submissions to the Coffee Design Awards will be placed on permanent display on the [Design in Coffee](#) platform. Submissions are open from June 30, 2021 and close August 13, 2021. The Coffee Design Awards 2021 Packaging category is sponsored by [TricorBraun Flex](#).

More information about the Coffee Design Awards is available on the event website at [coffeexpo.org/coffee-design-awards](https://coffeexpo.org/coffee-design-awards).

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## Contact

Kimberley Bates  
Marketing Manager  
Email: [press@sca.coffee](mailto:press@sca.coffee)

## Note to Editors

- [Best New Product Competition & Display](#)
- [Coffee Design Awards](#)
- [New in Coffee](#)
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- [Best New Product Promotional Images](#)
- [Coffee Design Awards Promotional Images](#)

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### **About the Specialty Coffee Association**

The SCA is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. The SCA's purpose is to foster global coffee communities to support activities to make coffee a more sustainable, equitable, and thriving activity for the whole value chain. From coffee farmers to baristas and roasters, our membership spans the globe, encompassing every element of the coffee value chain. The SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building an industry that is fair, sustainable, and nurturing for all, the SCA draws on years of insights and inspiration from the specialty coffee community. Learn more at [sca.coffee](https://sca.coffee).

### **About Best New Product**

The Best New Product Competition and Display recognizes new products judged on their quality and value to the specialty coffee and tea industry. Ten different product categories are evaluated, and a winner is declared in each category. Award trophies are presented to the winners of exhibiting companies during the Specialty Coffee Expo. Learn more at [coffeexpo.org/best-new-product-competition](https://coffeexpo.org/best-new-product-competition)

### **About Coffee Design Awards**

Great design serves and important function in distinguishing specialty coffee. The Coffee Design Awards seeks to celebrate this effort through four key platforms, coffee spaces, branding, coffee vessels and a packaging showcase. Learn more at [coffeexpo.org/coffee-design-awards](https://coffeexpo.org/coffee-design-awards)

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