



**FOR IMMEDIATE RELEASE**

**Now Accepting Submissions for the 2022 Specialty Coffee Expo Best New Product and Coffee Design Awards**

**January 18, 2022** — 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 Boston, April 8 – 10, 2022.

**Best New Product Competition and Display**

For over 17 years, the Best New Product Competition recognizes the latest innovations in the specialty coffee industry. Recent winners include Savor Brands Inc, milkadamia, AHA Innovation bvba, and others. All submissions will be placed on permanent digital display on the [New in Coffee](#) platform. Submissions are open to Specialty Coffee Expo 2022 exhibitors from January 17 and close March 14, 2022.

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)

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## Coffee Design Awards

Great design serves an important function in distinguishing specialty coffee. The Coffee Design Awards celebrates innovation in design in three categories: coffee spaces, branding, 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 January 17 to March 14, 2022.

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

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## Note to Editors

- [Best New Product Competition & Display](#)
- [Coffee Design Awards](#)
- [New in Coffee](#)
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- [Best New Product Promotional Assets](#)
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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 three key platforms, coffee spaces, branding, and a packaging showcase. Learn more at [coffeexpo.org/coffee-design-awards](https://coffeexpo.org/coffee-design-awards)

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