



FOR IMMEDIATE RELEASE

Announcing New in Coffee, Your Definitive Guide to New Products in Specialty Coffee

May 29, 2020 — This week, the Specialty Coffee Association (SCA) launched New in Coffee—new.sca.coffee — an online platform aimed at consumers and businesses, gathering the latest product launches across the sector's vast and diverse supply chain.

Built to be a comprehensive resource for everyone in the industry to keep up-to-date with the latest product innovation, the platform features a graphic-forward interface with submissions across ten categories. Individual listing pages include descriptions, photos and video, and company contact information.

At launch, the platform is exclusively populated with entries to the 2020 Best New Product competition, previously scheduled for the Specialty Coffee Expo in Portland, Oregon. Best New Product will continue to live on as a much-loved feature of annual SCA trade shows in the future.

Public submissions will open soon in the following categories:

- Coffee Accessories
- Commercial Coffee Preparation & Serving
- Commercial Cold Brew Coffee Preparation & Serving
- Consumer Coffee Preparation & Serving (Non-Electrical)
- Open Class
- Roasting Equipment & Tools
- Specialty Coffee Beverage Stand-alone
- Specialty Non-Coffee Beverage Stand-alone
- Technology

If you have any questions on the platform, product types, or sponsorship, you can get in touch by filling out the form at new.sca.coffee/contact.

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Note to Editors

- [Download "New in Coffee" promotional graphics](#)

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.

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