



**EMBARGOED UNTIL DECEMBER 10, 2020, AT 9AM PST**

### **Submissions Now Open for the 2021 Specialty Coffee Association Awards**

**December 10, 2020** — Submissions are now open for the 2021 Specialty Coffee Association (SCA) Awards, recognizing excellence in product innovation, design, and sustainability across the industry.

The 2021 SCA Awards consist of three platforms: the Best New Product Awards, Coffee Design Awards (formerly Design Lab), and Sustainability Awards. Taking place online for the very first time, the 2021 SCA Awards are open to companies and individuals around the globe, expanding the reach and prestige of these important annual competitions.

**Best New Product:** The industry's prestigious award recognizing innovation in consumer and commercial products in the specialty coffee industry across ten categories.

**Coffee Design Awards:** Great coffee is often synonymous with great design, and increasingly serves a critical function in distinguishing specialty coffee. Recognizing superb design in coffee, the Coffee Design Awards celebrates the design efforts of our industry in four categories: branding, vessels, spaces, and packaging.

**Sustainability Awards:** The Sustainability Awards recognize individuals, businesses, and organizations that have created innovative projects or business models shown to expand and promote sustainability within the coffee world while inspiring others to initiate similar endeavors.

### **Submission Timeline**

Submissions are open from December 10, 2020, to January 22, 2021. The award winners will be announced in early March 2021. All submissions to the Best New Product and Coffee Design Awards will be on permanent digital display on the SCA's new virtual platforms, [New in Coffee](#) and [Design in Coffee](#).

### **Judging of Awards**

A set of judges from different regions and different parts of the supply chain will review all entries and select finalists. The finalists will be presented with additional questions before winners are selected for each category, in the three competitions.

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### Notes to Editors

- More information about all three awards [here](#)
- More information about Best New Product [here](#)
- More information about Coffee Design Awards [here](#)
- More information about Sustainability Awards [here](#)
- Photos of the three awards/past winners [here](#)

### About SCA Awards

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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. 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).

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