



## FOR IMMEDIATE RELEASE

### Announcing the winners for the 2021 SCA Awards

**March 29, 2021** — The Specialty Coffee Association (SCA) is proud to announce the winners for the Best New Product Awards, Coffee Design Awards, and Sustainability Awards as part of this year's inaugural SCA Awards program, 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 was open to companies and individuals around the globe, expanding the reach and prestige of these important annual competitions.

This year's Coffee Design Awards are brought to you by [TricorBraun](#); the Sustainability Awards are brought to you by [Farmer Brothers](#).

Winner entries and all submissions to the Best New Product and Coffee Design Awards are permanently on digital display on [New in Coffee](#) and [Design in Coffee](#), respectively.

[View the 2021 Best New Product Awards winner entries](#)

[View the 2021 Coffee Design Awards winner entries](#)

#### The 2021 Best New Product Winners:

- **Consumer Coffee Preparation and Serving Equipment (Non-electrical):** Varia Brewing by Varia
- **Consumer Coffee Preparation and Serving Equipment (Electrical):** Ode Brew Grinder by Fellow
- **Commercial Cold Brew Coffee Preparation and Serving Equipment:** Baby HardTank by Hard Beans
- **Commercial Coffee Preparation and Serving Equipment:** Touch 03 by Tone Kaffeemaschinen Ag
- **Specialty Non-Coffee Beverage Stand Alone:** Sparking Botanicals by Rishi
- **Specialty Coffee Beverage Additive:** Organic Syrup Line by 1883 Maison Routin
- **Roasting Equipment & Tools:** Coffee Moisture & Density Meter RM-800 by RoastRite
- **Technology:** Coffee Calibration Scheme (TVS 2.0) by FlavorActiv
- **Coffee Accessories:** Avensi Coffee Enhancing Glassware by ICOSA Brewhouse
- **Open Class:** El Compács de Café by Caravela Coffee

#### The 2021 Coffee Design Awards winners are:

- **Branding:** Onyx Coffee Lab. Design by Jon Allen, and Jeremy Tef
- **Vessels:** Fellow. Design by Pajnucci Vue, Drew Cosgarea, and Julian Bagirov
- **Packaging:** Onyx Coffee Lab. Design by Jon Allen, Jeremy Teff, and Taylor Morgan
- **Spaces:** Onyx Coffee Lab. Design by Jon Allen & Bradley Edwards

**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





**The 2021 Sustainability Award winners are:**

- **Business Model:** Pachamama Coffee Cooperative:
- **Project:** Alto Mayo Landscape Peru REDD+ Project
- **Individual:** Michael Sheridan

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## Contact

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

## Note to Editors

- [Download SCA Awards Promotional Graphics](#)
- [Download Best New Product Winner Assets](#)
- [Download Coffee Design Award Winner Assets](#)

## About SCA Awards

The Specialty Coffee Association Awards recognize 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. Learn more at [sca.coffee/awards](https://sca.coffee/awards).

**About Best New Product Awards:** The industry's prestigious award recognizing innovation in consumer and commercial products in the specialty coffee industry across ten categories. Learn more at [sca.coffee/bestnewproduct](https://sca.coffee/bestnewproduct).

**About 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. Learn more at [sca.coffee/coffeedesignawards](https://sca.coffee/coffeedesignawards).

**About 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. Learn more at [sca.coffee/sustainabilityawards](https://sca.coffee/sustainabilityawards).

## 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).

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