



## FOR IMMEDIATE RELEASE

### Design in Coffee and New in Coffee Now Accepting Public Submissions

**August 20, 2020** — Today, the Specialty Coffee Association (SCA) opened public submissions to two digital platforms — Design in Coffee ([design.sca.coffee](https://design.sca.coffee)) and New in Coffee ([new.sca.coffee](https://new.sca.coffee)). Both platforms were launched earlier this summer to showcase the latest innovations and product launches across the specialty coffee industry.

Design in Coffee hosts inspirational design throughout the global coffee industry, within four categories: branding, packaging, spaces, and vessels. Submissions to Design in Coffee are priced at US\$250.

New in Coffee features the latest product launches and is built to be a comprehensive resource for consumers and businesses alike. Submissions to New in Coffee are priced at US\$400 and are now being accepted 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 Additive
- Specialty Non-Coffee Beverage Stand-alone
- Technology

Submissions to both platforms may post photos and videos, detailed product descriptions, company contact information, and other relevant information in English or your language of choice. A US\$50 discount on submissions fees to both platforms is available for SCA members submitting their first entry.

Supporting site sponsorship and advertising positions are available for both platforms — to find out more details please email [sales@sca.coffee](mailto:sales@sca.coffee). New in Coffee is supported by site sponsor [1883 Maison Routin](#) through mid-October.

At launch, Design in Coffee and New in Coffee were exclusively populated with entries from the Design Lab and Best New Product competitions, previously scheduled for the 2020 Specialty Coffee Expo in Portland, Oregon. Design Lab and Best New Product will continue to live on as much-loved on-site activations at annual SCA trade shows.

If you have any questions on the platform or submission categories, please get in touch by emailing [design@sca.coffee](mailto:design@sca.coffee) or [new@sca.coffee](mailto:new@sca.coffee).

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## Note to Editors

- [Download Design in Coffee promotional graphics](#)
- [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](https://sca.coffee).

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