



## FOR IMMEDIATE RELEASE

### Announcing the Best New Product and Coffee Design Award Winners at the 2021 Specialty Coffee Expo in New Orleans

**October 2, 2021**— The Specialty Coffee Association (SCA) is proud to announce the winners of the Best New Product and Coffee Design Awards at the 2021 Specialty Coffee Expo in New Orleans.

This year's Coffee Design Awards Packaging Category is brought to you by [TricorBraun Flex](#).

#### The 2021 Best New Product winners are:

- Ecotact Troiseal by Ecotact: Coffee Accessories
- KEY Coffee Grinder by Weber Workshops: Consumer Coffee Preparation and Serving Equipment
- Perfect Moose Greg by AHA Innovation bvba: Commercial Coffee Preparation and Serving Equipment
- R+R® Reprocess + Repurpose by Savor Brands Inc: Open Class
- milkadamia unsweetened latte da by milkadamia: Specialty Coffee Beverage Additive

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

- Groundwork Coffee: Branding Category
- Truesday Goods UG: Packaging Category
- Pine Coffee Supply: Spaces Category

Learn more about the Best New Product and Coffee Design Awards on the Specialty Coffee Expo website at <https://coffeexpo.org/>.

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**UK OFFICE**  
p +44 1245 426060

Oak Lodge  
Leighams Road  
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

[www.sca.coffee](http://www.sca.coffee)



## Contact

Grace Freeman, Communications Coordinator

Email: [press@sca.coffee](mailto:press@sca.coffee)

## Photos

- [2021 Best New Product Awards Winner Photo Kit](#)
- [2021 Coffee Design Awards Winners Photo Kit](#)

## 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 <https://coffeexpo.org/best-new-product-competition>.

## About Coffee Design Awards

Great coffee is often given distinction via great design, and increasingly serves an important function in distinguishing specialty coffee. Coffee Design Awards, formerly known as Design Lab, seeks to celebrate this effort through four key platforms, coffee spaces, brand, coffee vessels, and a packaging showcase. Learn more at <https://coffeexpo.org/coffee-design-awards>.

## 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. 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, SCA draws on years of insights and inspiration from the specialty coffee community. For more information, please visit [www.sca.coffee](http://www.sca.coffee).

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