



Neal Wilson
Wilson's Coffee & Tea
3306 Washington Ave.
Racine, WI 53405
(262) 634-6611
email@wilsonscoffee.com
<http://www.wilsonscoffee.com>

FOR IMMEDIATE RELEASE

24 August, 2007

Local Roaster Wins Roastmaster Challenge Cup

August 16–19, coffee professionals gathered at Ruttger's Sugar Lake Lodge in Grand Rapids, Minnesota for the 7th Annual Roasters Guild Retreat. This four day event featured classes on new research into improving the quality of coffee, unique cupping opportunities, and the Roastmaster Challenge Cup.

This year, roasters competed in the Grand Slam Challenge. This challenge involved producing the highest quality roast of three coffees : one from Costa Rica, one from Guatemala, and one from Ethiopia. Each team also submitted a mission statement.

The winning team was Team Los Guapos, consisting of Neal Wilson of Wilson's Coffee & Tea in Racine, Wisconsin, John Rapinchuk of Knutsen Coffees, Thomas Lussier of Equal Exchange, Ken Julian of Julian Coffee Roasters, Michael McGuire of K Bay Caffé Roasting Company, Jess Arnsteen of BuyWell International Artisan Fair Trade Roasters, Keith Tomlinson of Peace Coffee, and Mike Love of Coffee Labs Roasters.

According to Mike Love, "our philosophy on this was to take all the coffees, roast them at all sample levels, pulling samples all through the roasts. We cupped all of them and made the choice of where we wanted to go." Neal Wilson adds, "we kept meticulous records and used a methodology very similar to my usual way of deciding how to roast a coffee. The results were fantastic." In addition to winning the Roastmaster Challenge Cup, Team Los Guapos also won a Best Cup Award for their top ranked Ethiopian Yirgacheffe which scored highest of all coffees in this competition with an average score of 89.7 out of a possible 100 points.

Team Los Guapos donated the prize for winning the Roastmaster Challenge Cup, a Probatino Tabletop Sample Roaster, to the cooperative Producers' Union Maya Vinic, a union of about 700 coffee farming families located in 36 highland communities in the municipalities of Chenalhó, Pantelhó and Chalchihuitán in Chiapas, Mexico.