



February 24, 2020

New coffee competition to reward roasters

Australian coffee roasters have the chance to benchmark their products, with the Royal Queensland Food and Wine Show (RQFWS) introducing a coffee competition.

Entries opened today for the new Royal Queensland Coffee Awards, which celebrate and promote excellence in coffee roasting nationally.

International and national coffee judge, Q Grader and Q Roasters owner Lachlan Hosking, who has 35 years experience in the industry, has been appointed Chief Judge of the competition.

Mr Hosking will lead a team of roasters and industry experts as they judge both the beans and brews across three classes - espresso, flat white and piccolo.

“Espresso is the pinnacle of coffee - since no milk is added, there’s nowhere for the roaster to hide,” Mr Hosking said.

“If you can create a great espresso, you’ve created great coffee.

“Since the Australian coffee culture is predominately milk based, we’ll also judge a flat white and piccolo made by experienced baristas to precise measurements and temperatures.”

A champion trophy will be awarded for each class, with the overall winner crowned Grand Champion Coffee of Show.

Coffee drinkers in Australia each consume an estimated 274 cups per year, so trophy winners could receive a significant boost to their brand.

“With the growing number of coffee roasters in Australia, it can be very daunting to select the right brand for your cafe/restaurant or simply domestic use,” Mr Hosking said.

“The benefit of this competition and competitions like this, is that if your product is judged well, it has the opportunity to become known to the consumer and then possibly a product of preferred choice.

“This is great for domestic users who want choice and to experiment with their coffee.”

Award-winners will also have the chance to showcase their product at Queensland’s largest and most loved annual event - the Royal Queensland Show (Ekka).

Entries must be in by Friday 3 April with judging taking place from Tuesday 12 May and the winners to be announced at an awards presentation on Friday 22 May.

To enter go to www.rqfws.com.au



Media Release



ENTRIES CLOSE – FRIDAY 3 APRIL

JUDGING – TUESDAY 12 AND WEDNESDAY 13 MAY

AWARDS PRESENTATION – FRIDAY 22 MAY

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