



For Immediate Release

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## **Berkeley Mayor Proclaims “Specialty Coffee Day”**

### ***Proclamation Coincides with West’s Hottest Coffee Event, SCAA’s Western Regional Barista Competition***

**BERKELEY, Calif. U.S.A. (March 28, 2008)** – Berkeley, California Mayor Tom Bates is proclaiming today “Specialty Coffee Day” in this city by the bay. The event also marks beginning of the Specialty Coffee Association of America’s (SCAA) Western Regional Barista Competition (WRBC) – hosted by Pacific Bay Coffee Co. and Micro-Roastery – at the Gaia Arts Center, March 28-30 in Berkeley.

Julie Sinai, Berkeley’s mayoral chief of staff, will deliver the proclamation to Pacific Bay Coffee Co. and Micro-Roastery founders, Kerry and John Laird at 9:30 a.m. at the Gaia Arts Center. “Specialty Coffee Day” is the start of an event-rich weekend of coffee-related activities in Berkeley.

The West’s best baristas (the Italian term for skilled and experienced espresso bar operators) “kick-off” the weekend this morning by demonstrating their expertise on the espresso machine while preparing and serving some of the finest coffee concoctions in the area. During their individual performances, challengers must maintain their composure while preparing and serving 12 coffee beverages including four espressos, four cappuccinos and four custom signature drinks, all within 15 minutes.

In addition to being recognized as the West’s premier barista (the Italian term for skilled and experienced espresso bar operators,) the event’s winning barista receives an expenses-paid trip to the nation’s hottest coffee competition – the 2008 United States Barista Championship (USBC,) held in Minneapolis, May 2-5.

SCAA’s regional barista competitions and USBC are held to encourage and recognize the professional achievement in the art and skill of espresso preparation. The SCAA is the world’s largest coffee trade association in the world with members in more than 40 countries and event host, Pacific Bay Coffee Co. & Micro-Roastery is a preeminent Bay Area specialty coffee micro-roaster and retailer.

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As part of SCAA's mission to educate and inform the general public about specialty coffee and the barista profession, the event will feature a fourth espresso machine for regional specialty coffee roasters to showcase and serve their favorite espresso blends as well as Clover single cup brewed single origin coffees. Spectators have the added benefit of receiving free espressos and cappuccinos served by the area's top baristas.

Today's "Specialty Coffee Day" proclamation event and the WRBC are free and open to the press and public. For more information, visit: [www.wrbc2008.com](http://www.wrbc2008.com).

### **About the SCAA**

Celebrating 26 years of success, SCAA is the world's largest coffee trade association. SCAA members are located in more than 40 countries and represent every segment of the specialty coffee industry, from coffee growers to coffee roasters and retailers. The SCAA's mission is to be the recognized authority on specialty coffee, providing a common forum for the development and promotion of coffee excellence and sustainability. The SCAA's dedication to excellence in coffee is realized through the setting of quality standards for the industry; conducting research on coffee, equipment and perfection of craft; and providing education, training, resources and business services for members. The SCAA's annual conference is held in a different U.S. city each year and is the coffee industry's largest gathering and exhibition.

### **About Pacific Bay Coffee Co. & Micro-Roastery**

Since 2004, John and Kerry Laird and their crew of passionate coffee aficionados have offered a unique experience at the independent, self-designed, family-owned, specialty coffee house and micro-roastery, Pacific Bay Coffee Co. in Walnut Creek, Calif. Pacific Bay's coffee beans have origins from around the globe and are always roasted in small quantities to ensure freshness and optimal flavor for each variety of bean. At their new Berkeley roastery, a wholesale bean and barista training program is offered to coffeeshouses, cafés and bakeries. Contact: [info@pacificbaycoffee.com](mailto:info@pacificbaycoffee.com)

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