

# **Promote and Protect 100% Kona Coffee**

**The Kona Coffee Council's Annual Cream of the Crop 2016**

**will be held at**

**The Sheraton Kona Resort & Spa at Keauhou Bay**

**Saturday, April 16, 2016 from 9:30AM to 1:30 PM**

## **Invitation to participate**

**You are invited to showcase your 100% Kona Coffee Dessert specialties  
at our 2016 annual event**

The annual Kona Coffee Council event hosted by the Sheraton Kona Resort & Spa at Keauhou Bay, presents a unique opportunity for you to promote your business before an enthusiastic crowd of local and visitor coffee and food aficionados.

Create a 100% Kona Coffee dessert to enter in an award category, professional or amateur, as well as showcase and sell other dessert specialties that your business offers.

The event is free and open to the public, and the 2016 Cream of the Crop promises to be an even greater success than before, not only through the participation of our sponsors which include The Sheraton Kona Resort & Spa at Keauhou Bay and The Kona Coffee Council but also from publicity this event has shown from past successes. Last year we had over 800 attendees and anticipate even larger crowds this year.

In the weeks preceding the event there will be coverage in locally distributed events-listing calendars, and ads in West Hawaii Today. Local radio stations will also make frequent announcements about the event.

Big Island businesses will display posters and flyers. Again this year the Cream of the Crop Committee has invited local island artists and craftspeople to display and sell their art and coffee related works.

West Hawaii Master Gardeners will be attending, a roasting demonstration, & live Local music will entertain throughout this event. We will have interviews with the farmers, artists & chefs and make frequent announcements about specialties to sample and for sale.

**Your participation will entail:**

- ❖ **Preparation and presentation of your dessert item, about 200 bite size pieces for visitors to sample and vote on.**
- ❖ **Small plates, napkins, utensils to serve your dessert whatever you need to serve**
- ❖ **One serving size portion for presentation to the Judges Table to be taken to KCC Welcome Booth between 9 and 9:30AM**
- ❖ **Any packaging, containers etc., for dessert items you offer for sale.**
- ❖ **Your own table décor, brochures, business cards and promotional materials**
- ❖ **Set up time is 7:00AM to 9:00AM.**
- ❖ **There is no fee and participants will keep their proceeds from all sales**

The Sheraton will provide and have set-up per participant, 1 - 6'X2' table with linens, 2 chairs. You will need to supply your own pop-up tent, **white only**, 10x10. You may be able to share with someone if you don't have a tent. Let us know well in advance.

One each Gold, Silver and Bronze certificate, will be awarded for dessert winners in the two categories: Amateur and Professional. Desserts will be judged in two categories, *Chef's Choice* and *People's Choice*.

**Award Winners are announced as soon as the ballots are counted.**

Those wishing to participate should respond by Saturday, April 9, 2016 with name of dessert and business name. The Sheraton Kona Resort & Spa will prepare signage for your booth.

Application for Dessert Contestant

Business Name: \_\_\_\_\_

Business Address \_\_\_\_\_

Dessert Name: \_\_\_\_\_

Contact Person \_\_\_\_\_

Email \_\_\_\_\_

Telephone #: \_\_\_\_\_

Cell phone #: \_\_\_\_\_

Email application to [info@kona-coffee-council.com](mailto:info@kona-coffee-council.com)

For more info regarding this event contact:

Kona Coffee Council Website

[www.Kona-Coffee-Council.com](http://www.Kona-Coffee-Council.com)

Gloria Biven

[gbiven@hicoffeeco.com](mailto:gbiven@hicoffeeco.com)

**Applications must be received by Saturday, April 9, 2016**