

# roast

MAGAZINE

## 2011 ROASTER OF THE YEAR AWARD

### APPLICATION | MICRO ROASTER CATEGORY (ROASTING LESS THAN 100,000 LBS. PER YEAR)

DO YOU WANT TO BE ROAST MAGAZINE'S ROASTER OF THE YEAR IN THE MICRO ROASTER CATEGORY?  
TELL US WHY YOUR COMPANY HAS WHAT IT TAKES.

#### ► Company Information

COMPANY NAME

CONTACT PERSON

STREET ADDRESS

CITY

STATE

ZIP

COUNTRY

PHONE

FAX

E-MAIL

WEBSITE

#### ► On a separate sheet of paper, please submit answers to the following questions:

1. What is the size of your company? How many employees do you have? How many pounds of coffee did you roast this year? How long have you been in business?
2. What is your company's mission?
3. What is your company's commitment to sustainable practices?
4. What are your employee and educational practices?
5. Please describe your company's commitment to and involvement in the coffee industry.
6. Please describe your company's innovations in roasting, marketing and business practices.

#### ► Quality of coffee

Three finalists will be chosen based on the criteria above. Contestants will be notified if they are chosen as finalists. At that time, each finalist will be asked to submit three different one-pound samples of roasted coffee. Coffees will be judged on aroma, color, imperfections, bean size and flavor profile. Coffees will be blindly judged by a professional coffee cupper.

CONTEST RULES: Deadline for submissions is July 30, 2010. Winner of the Roaster of the Year award will be announced in the November|December 2010 issue of *Roast* magazine. The winner will receive notice of award no later than August 20, 2010. The Roaster of the Year will be presented to a company and not an individual. All entries become the property of *Roast* magazine and will not be returned to applicant. Entries are judged by *Roast* magazine employees and *Roast* magazine representatives. Decisions of the judges are final. All scores are confidential and undisclosed. Applicants can either be wholesale roasters or roaster/retailers. Applicants must roast their own coffee. By entering this competition you give permission to *Roast* magazine to publish your name and likeness in association with this competition and the promotion of this contest.

### SEND ENTRIES TO

*Roast* magazine

Roaster of the Year Award

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