

## **Title**

Cup of Excellence (COE) Taiwan 2024 announced its winners!

## **Subtitles**

In the "Oscars" of the coffee, national jurors and international jurors worked together with "Taiwan Team" to recognize the qualities of Taiwanese coffees.

In the groundbreaking and historic event, 4 coffee lots won the prestigious "Presidential Awards," showcasing Taiwan's robust strength in the world of coffee.

## **Press Release (Short)**

The Cup of Excellence (COE), known around the world as the "Oscars of the coffee world," is the most influential and closely observed green coffee evaluation and auction event in the specialty coffee market. This year, Taiwan officially became the third Asian country qualified to host a full COE program, and the 17th coffee-producing country to hold the event internationally.

Although Taiwan's coffee production is limited compared to other global coffee origins, its quality is outstanding. Taiwanese coffee growers continuously experiment and innovate, using Taiwan's unique landscapes and geographical features to craft high-quality specialty coffee. As a result, Taiwan has become a focal point on the global coffee stage.

Cup of Excellence Taiwan 2024 held its award ceremony on August 28 after rounds of intense competitions. Organizers Alliance for Coffee Excellence and Coffee Industrial Alliance of Taiwan revealed the top 10 coffees in a groundbreaking year with 4 presidential awards. Deputy Secretary-General to the President Ho Chih-wei, Chiayi County Magistrate Weng Chang-liang, and other leaders from the public and private sectors attended the event and presented awards and certificates to demonstrate support for local coffee. The winning coffees will be listed on the COE's online auction platform on October 3, when global buyers will compete to win the winning lots.

## **Press Release (Long)**

The Cup of Excellence (COE), known as the "Oscars of the Coffee World," is the most prestigious green coffee evaluation and auction event in the specialty coffee industry. This year, Taiwan has officially become the third Asian country qualified to host a full COE

program and the 17th country globally to do so. Despite its small production volume compared to other international coffee origins, Taiwan's coffee quality is exceptional. Taiwanese coffee producers constantly innovate and experiment within the unique landscapes and geographical features of Taiwan to refine their specialty coffee. As a result, Taiwan has become a focal point on the global coffee stage. On August 28, the first-ever COE Taiwan international auction award ceremony was held, revealing not only the winning coffees but also marking history with four coffees winning the "Presidential Award." The event celebrated outstanding coffee producers who competed both nationally and internationally. Deputy Secretary-General to the President Ho Zhih-wei and Chiayi County Magistrate Weng Chang-liang presented awards and showed their support for local coffee producers. The winners will be auctioned on October 3 on an international auction platform for global buyers.

According to the International Coffee Organization (ICO), Taiwan consumes about 2.85 billion cups of coffee annually, with an average per capita consumption of 200 cups. Recently, the quality of Taiwanese green coffee beans has improved as Coffee Industrial Alliance of Taiwan and Alliance for Coffee Excellence collaborate to host international auctions like the Private Collection Auctions and last year's Best of Taiwan COE Pilot. These events achieved extraordinary results and impressed international buyers, with three coffees winning the Presidential Awards in the COE pilot program. The average price for the winning coffees reached NT\$5,293 per kilogram (US\$75.54 per pound), setting a record on COE's auction platform.

Taiwanese coffee beans have not only set records on auction platforms but also garnered strong support from both domestic and international buyers, leading to ever increasing transactional volumes. From 2021 to 2023, the volume of Taiwanese coffee sold through the COE auction platform amounted to more than 116,000 cups with a total value of NT\$54.6 million, demonstrating the significant support for Taiwanese coffee industry and a wish to enhance Taiwan's coffee production, supply chain, and international renown.

As the third Asian country to host a full COE, Taiwan also introduced the mixed lot clause to its competition this year. Coffee producers can now combine lots from three neighboring estates with the same processing methods for joint registration. This initiative allows producers affected by natural disasters the opportunities to participate in the competition. Erwin Mierisch, the Executive Director of COE and ACE, emphasized the importance of COE as a bridge between skilled coffee farmers and roasters, expressing his excitement in discovering more excellent Taiwanese coffees with extraordinary flavors and economic value.

In this year's competition, coffees scoring over 90 points were awarded the Presidential Award. Deputy Secretary-General Ho Zhih-wei, representing President Lai Ching-te and Vice President Hsiao Bi-khim, presented the awards to the CIAT Chairman Krude Lin to give to the Presidential Award winners. Ho expressed gratitude to all participants and sponsors, highlighting the dedication of Taiwanese coffee farmers in bringing high-quality coffee to the world.

The competition involved 33 international and national jurors from 10 countries, with three rounds of national and international evaluations each over eight days of cupping, using over 3,000 cups of coffee. The winning coffees underwent at least 108 cuppings to be selected as a representative of Taiwanese coffee quality on the global coffee stage. The top 20 coffees with scores above 87 points received the Cup of Excellence Winner title and will be auctioned internationally on October 3. Additionally, the National Winner title will be awarded to coffees scoring above 85 points in the international stage but not winning the Cup of Excellence competition. These coffees will be available for the National Winner Auction.

“the ongoing efforts to enhance the value of local coffee and the high costs associated with coffee production in Taiwan makes coffee a risky business, but I believe that Taiwan will become a future star in the global specialty coffee market, and the hard work we do here will lead to Taiwanese coffee becoming a high-quality alternatives in the imported coffee market,” said Lin.

This competition made history with 4 exceptional coffees receiving over 90 points and winning the prestigious Presidential Awards. The top coffee, a washed Geisha from MINGYANG Coffee Estate by producer Wang Chen-yuan, achieved a remarkable score of 92.25, showcasing a clear jasmine aroma and complex flavors of honey, floral notes, bergamot, peach, orange, black tea, and mango. This achievement not only encourages producers but also promotes healthy competition in the industry, connecting local coffee growers directly to the international market. COE Taiwan, promoting the global recognition of Taiwanese coffee, thus also boosts local tourism and showcases Taiwan's beauty to the world.