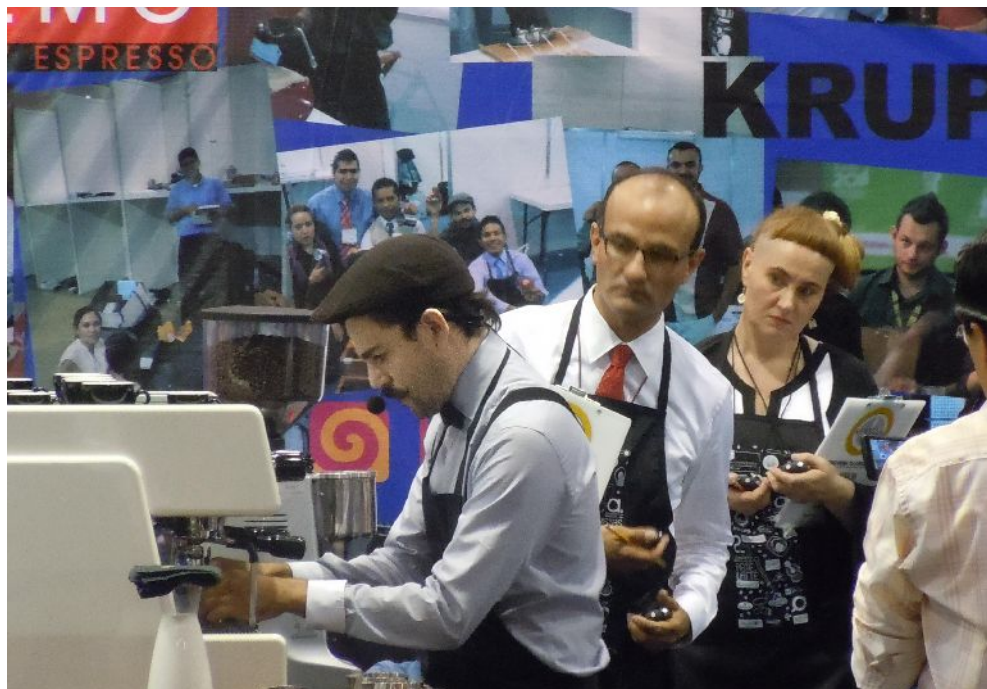


Mexico City, 4 September, 2011
James Kosalos
San Cristobal Coffee Importers
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The motto of the Specialty Coffee Association of America, “Great coffee doesn’t just happen,” played out at the Mexican Barista Championships in Mexico City this week which were won by Fabrizio Sencion from Cafeteria 5pm in Guadalajara. Three of the six finalists took advantage of the PortaCafé Coffee Quality Management System; two used fully traceable coffee from Nayarit, and two roasted their coffee on the system’s proprietary sample roaster. Fabrizio did both.



Fabrizio used a washed coffee from Nayarit, bar code CSM0101285, and Esau Vazquez, who placed sixth, used a blend of natural and washed coffees from Nayarit, bar code CSM0201004 and bar code CSM0202006, all traceable to source through the website www.trackyourcoffee.com.



Fabrizio and Jorge Arturo Hernández, who placed fourth in the competition, used the controlled temperature profile capability of the PortaCafé’s “Analytic 3A” sample roaster to tune their roasts and maximize the specific characteristics of their coffees.

The PortaCafé coffee quality management system is built by Café Sustentables de Mexico in Tepic, Nayarit.

“Great coffee doesn’t just happen!”