



FOR IMMEDIATE RELEASE

Announcing the Design Lab Winners at the 2018 Specialty Coffee Expo in Seattle

April 20, 2018— The Specialty Coffee Association (SCA) is proud to announce the winners of the Design Lab competition at the 2018 Specialty Coffee Expo. Design Lab is an exhibition space within Expo that showcases the best design in coffee and the stories behind each of them. This year's elements included coffee packaging, vessel design, and cafe spaces design & aesthetic.

2018 Design Lab Winners:

- Elixr Coffee – Packaging
- Kickapoo Coffee Roasters – Spaces
- SOMA - Vessels

Hundreds of submissions were received and carefully evaluated for originality, function, and sustainability by a panel of judges representing Guild leadership and independent designers. Winners in each category are recognized at the Expo and receives a special digital mark to signify their win.

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About Design Lab

Great coffee is synonymous with great design, and increasingly serves a critical function in distinguishing specialty coffee. Design Lab seeks to celebrate this effort through three key platforms, coffee spaces, coffee vessels and a packaging showcase. Learn more at <http://coffeexpo.org/design-lab>.

About the Specialty Coffee Association

The SCA is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. From coffee farmers to baristas and roasters, our membership spans the globe, encompassing every element of the coffee value chain. SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building an industry that is fair, sustainable, and nurturing for all, SCA draws on years of insights and inspiration from the specialty coffee community. For more information, please visit www.sca.coffee.

Notes to Editors

Photos

Photos of the winners and the Design Lab exhibit [can be found in this Dropbox link](#).

About Elixr Coffee - Design Lab: Packaging

Goals of the design:

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United Kingdom

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117 West 4th
Suite 300
Santa Ana
California
92701
United States



Move to a completely recyclable package design, along with offering a simple, always neat, never wrinkled look

Designer:

Mike Smith of Smith and Diction.

Inspiration:

We took inspiration from the Chemex, which is our main mode of manual brew at our cafe. Chemex is also the main focal point when entering the cafe

How does this design reflect your unique brand or company value?

Innovation, simplicity, integrity, and ingenuity are our core values, This design is in alignment with all of them.

Does the design contain any sustainable elements (biodegradable, recycled materials, plant-based inks, etc.)?

The box, as well as inner bag is recyclable.

Have you implemented any clear messaging to inform consumers about your sustainability efforts?

Yes, There is a please recycle logo in the box

About Kickapoo Coffee Roasters – Design Lab: Spaces

Goals of the design:

It was our hope to create a space that would inspire creativity and connection in our small and vibrant community. We wanted our customers to feel elevated in the space; to create places for intimacy, as well as fostering an open social atmosphere.

Designer:

Caleb Nicholes was the lead designer but he was helped by the likes of: Allison Sandbeck, Jessica Hooper, TJ Semanchin, Brendan Karlstad, & Paul Deutsch

Inspiration:

We are inspired by many of the cafes the Blue Bottle has opened in the last few years. The Intelligentsia cafe in Logan Square was a great source of inspiration as well.

How does this design reflect your unique brand or company value?

For us, the creation of this space is a reflection of the five core values of our company: 1) Excellence. Always 2) Inspiring wonder, joy, & purpose 3) In service to the earth and the greater good. 4) Honoring relationships 5) Gratitude. We designed a dynamic space, considering how customers might want to move around; whether its mingling in an open space near the front entrance, or choosing from several types of seating. Our front counter reflects many design elements from our branding, creating visual interest without being overly complicated. We maintained continuity with our colors from the front counter into the rest of the cafe. We wanted to convey openness and generosity, paying tribute to our community and sense of place. The community table was a key feature towards this goal. As well, by choosing to transform a defunct, old, service station into a vibrant community space, we have given our downtown new life. Our shop now sits right next to the farmer's market, the

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library, and the local community college. It has also become a destination for coffee lovers who now travel to our rural area from several hours away.

Does the design contain any sustainable elements (biodegradable, recycled materials, plant-based inks, etc.)?

This building was originally an eighty-year-old gas and service station before we rebuilt it. All of the birch plywood used is formaldehyde free and we were able to repurpose many elements of the original building, including the original road sign. All of the lighting in the space is LED. We are donating all of our food and brewing waste to a local non-profit supporting a community composting project.

Have you implemented any clear messaging to inform consumers about your sustainability efforts?

We have implemented messaging on our bags and website stating that our roastery is 100% powered by solar energy. We also have been working hard to create messaging about our sustainability efforts in the coffee supply chain through our F.O.B. minimum price guarantee--Raise The Bar Campaign. The vast majority of our coffees are certified organic which is also denoted on our packaging.

About Soma – Design Lab: Vessel

Goals of the design:

Our goals were to create a sophisticated vessel that allowed users to experience the use of ceramics on the go. The Brumi ceramic cup is a new completely new product for the Soma line that assists our first coffee product launch, Brumi. The product will serve as a line extension.

Designer:

Soma

Inspiration:

The product was created to fill a void in the marketplace - a piece that mimics the enjoyment of drinking from a ceramic mug, with travel and on-the-go-capabilities and a leak-proof lid. We have incorporated natural and sustainable materials with a sleek design and neutral colors that allow it to fit seamlessly into the existing Soma product range.

How does this design reflect your unique brand or company value?

Using natural and sustainable materials, we have allowed for a meddling of form and function. Ceramic and bamboo come together to form a high-quality, durable vessel, perfect for hot and cold beverages.

Does the design contain any sustainable elements (biodegradable, recycled materials, plant-based inks, etc.)?

Yes, ceramic and sustainable bamboo.

Have you implemented any clear messaging to inform consumers about your sustainability efforts?

Yes, sustainability is at the forefront of our messaging as well as our partnership with charity: water.

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