

WHAT IS THE GOLDEN CUP AWARD?

History & Practice

The Golden Cup Award brewing standards were developed by the experts at the Coffee Brewing Center of the Pan-American Coffee Bureau in the 1940s to establish and define what properly brewed and extracted coffee should taste like. They introduced the Golden Cup Award in 1959. Since being adopted by the Specialty Coffee Association of America (SCAA) and the Specialty Coffee Association of Europe (SCAE), it serves as the industry's recognized standard for excellence in properly brewed coffee and coffee practices.

What is the Test?

Essentially, the SCAA tests for the optimum balance between strength, extraction and brewing formula to create the finest cup of coffee recognized by the industry. This is done by measuring the Total Dissolved Solids (TDS) in the brewed coffee and the water's hardness. If both of these samples pass the SCAA's rigorous testing then the brewing location receives a Golden Cup Award certification.

What are the Standards?

A SCAA Certified Brewing Technician (CBT) will measure the following critical variables:

1. Proper grind for brewing vessel
2. Correct brewing and contact time
3. Water quality
4. Equipment performance and cleanliness
5. Proper formulation/ratio
6. Proper brewing temperature
7. Using quality fresh Boyds Coffee®

Award Benefits

You will receive a Certificate of Coffee Brewing Excellence from the SCAA, recognition of your attention to detail and brewing achievement, an engraved plaque to proudly display and will be featured in the SCAA's annual Golden Cup Awards list on their website.

WHAT CAN THE GOLDEN CUP AWARD DO FOR ME?

Opportunities

- Fully embrace your potential, be recognized as a culinary leader in the art of brewing coffee
- Elevates—and completes—the overall dining experience
- Upgrades your restaurant's image with a minimum investment
- Promotes/Enhances the way coffee should be brewed

Transaction Building

- Encourages increased sales per customer
- Drives trial and repeat business through wait staff enthusiasm

Traffic-Building

- Differentiates you from your competition, making you a "culinary destination"
- Develops a satisfied, emotional connection with your patrons leading to repeat visits
- Coffee menu becomes a new signature element of your overall menu

Profit Building

- You can charge higher prices; leading to increased revenue and profits
- Allows your wait staff to complement patrons' meals and pair desserts driving additional sales and profits
- Higher ticket average

Operational Efficiency

- When properly handled, it tends to reduce waste
- Has built-in power-down feature to reduce energy consumption
- Brews faster and fresher into several different thermal serving units
- Multifunctional capacity—more brew options with smaller footprint

BOYDS® PRESENTS THE GOLDEN OPPORTUNITY:

Introducing The Coffee Profiler®

Boyds® is proud of its legacy of coffee innovations. We are privileged to introduce the next generation in coffee brewing technology—The Coffee Profiler®—to help you deliver the promise of certified Golden Cup Award coffee ... every single time!

The Coffee Profiler® is the first—and only—brewer in the industry to control all aspects of the brewing process. This SCAA certified brewer set a record 91.3% uniformity of extraction—the first brewer to achieve an "excellent" rating. It is the seamless synergy of the quality, technological sophistication and flexibility you have come to trust and expect from Boyds®. Upon installation of The Coffee Profiler® by a Certified Brewing Technician, your restaurant or cafe will instantly be certified by the SCAA as a Golden Cup Award recipient.



Key Features & Benefits

- Stores up to 250 individual "coffee profiles," brewable on demand by the push of a button
- Each Coffee Profile brewed to the Golden Cup Award standard ensures optimized flavor profile and extremely satisfied guests
- Flexible to brew hot or iced coffee and hot or iced tea which reduces equipment footprint in cafe or restaurant for iced tea or larger capacity brewers
- Reduces equipment load by brewing into a variety of different brewing vessels—flexible to brew 1.6L and 1.9L thermal servers, 2.2L airpot, 1 gallon container, 1.5 gallon container, 2 gallon iced coffee and 3 gallon iced tea
- Dual Voltage (110v and 220v) for power compatibility and concerns
- Power-down and energy-savings features when brewer is not in use for programmable periods of time
- Internal Coffee Volume Tracking system that alerts operator when to change water filter
- Anti-drip brew basket to reduce residual dripping after brewing completes
- Brew basket safety interlock system senses when in place and immediately stops brewing if removed during cycle
- Programmable interface using infra-red Palm® technology
- Zip-code program for water hardness
- Automatic temperature and altitude calibration program to guarantee optimum brewing temperature
- Visual display and customizable POS messages to inform and educate about coffee for each profile and count-down timer increases efficiency
- Programmable hot water spigot for specific volume for French press or Hot Tea kettle
- Attractive and sturdy design that complements any cafe or restaurant
- Simple-to-use controls reduces operator errors and training requirements
- Minimal clean up hassles and no adjustments necessary—just plug and play!
- Specific setting and controls for every profile including: temperature, brew volume, brew contact time and bypass—all developed and approved by our Roastmaster for ideal flavor
- Brew Golden Cup Award coffee as good as, if not better than a French press with more consistency and no mess!

The Coffee Profiler® Brewing Vessels and Ground Coffee Dispenser



Product Specifications

Model	Code	Power	Electrical	Cord				Ship Weight	Recommended	
				Cap	Width	Depth	Height		Water Source	Certification
The Coffee Profiler®	10119	6600 W	120 / 240 v	L14-30	10.95"	18.94"	25.54"	38.0 lbs.	1/4" F	UL / CUL / NSF
Ground Coffee Dispenser	10118	1650 W	120 v	5-15	12.5"	19"	18"	27.0 lbs.	20-30 psi	N/A
		Power Supplied by The Coffee Profiler®								

CAPTURE THE GOLDEN CUP OPPORTUNITY WITH THE COFFEE PROFILER®—ONLY FROM BOYD COFFEE COMPANY

Certified Golden Cup Award coffee can help you complete your culinary and cafe vision, satisfying your guest's expectations for a coffee experience beyond comparison. By leveraging the revolutionary power of The Coffee Profiler®, Boyd Coffee Company is proud and eager to help you deliver the power and promise of Golden Cup Award coffee.

What's your coffee profile?



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WHAT'S YOUR COFFEE PROFILE?

Brew to The Golden Cup Award Standard every single time with The Coffee Profiler.®

