

FOR IMMEDIATE RELEASE

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Peerless Coffee & Tea wins 17 medals at the *Golden Bean Roasting Awards*

The world's largest coffee roasting competition

Peerless Coffee & Tea, Oakland, CA recently brought home one of three Overall Champion awards, 6 silver and 11 bronze medals at the third annual North American *Golden Bean Awards*, the world's largest coffee roasting competition.

In the past three years Peerless Coffee has won a total of 25 overall champion, silver and bronze medals at the *Golden Bean Awards* in North America.

The competition in Portland, OR attracted 120 coffee roasting businesses submitting 863 of their finest coffees. Over 60 judges participated each day to ensure consistency. Criteria for the competition was based on a blind tasting format in 10 different categories and brew methods.

Peerless Coffee & Tea won the following awards:

Overall Large Chain Champion

Ethiopia Mystic Lion

Silver – Large Chain:

Espresso	Ethiopia Mystic Lion
Espresso	Organic Espresso
Milk Based	90 th Anniversary Blend
Milk Based	Organic Espresso
Filter	90 th Anniversary Blend

Silver: Single Origin Espresso:

Single Origin Espresso	Ethiopia Mystic Lion
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Bronze – Large Chain:

Filter	Organic Costa Rica
Filter	Organic Mexico
Filter	Organic Balthazar
Filter	Kenya AA
Filter	Las Lajas Honey Process Costa Rica
Milk Based	Espresso Classico
Milk Based	Espresso Nuovo
Espresso	Espresso Classico

Bronze – North American:

Milk Based	Hawaiian Imperial Kona
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Bronze – Decaffeinated:

Milk Based	Decaffeinated Espresso
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Bronze – Milk Based:

Milk Based

Balthazar Blend

In 2017 Peerless Coffee was recognized as one of three top craft coffee roasters in North America in the coveted ***Roast Magazine's Roaster of the Year Award***. Peerless was the first premier hospitality-focused craft coffee roaster to be recognized as a finalist for this prestigious award. This position as the hospitality industry's top craft coffee roaster was once again recognized at the *Golden Bean Awards* this year.

About Peerless Coffee & Tea:

Peerless Coffee & Tea started as a family business in 1924, and is in its third generation of Vukasin family leadership. This Oakland, CA-based company is recognized as the premier craft coffee roaster in North America's hospitality industry. It is served at prestigious locations, including Pebble Beach Resort, Pelican Hills Resort, the Hilton Waterfront Beach Resort in Southern California, as well as four- and five-star restaurants. Visit www.PeerlessCoffee.com.

About the Golden Bean Awards:

The *Golden Bean Awards* has been successfully running for over 12 years in Australia and has been one of the key elements in the growth of the Australian coffee industry by rewarding coffee roasters. The awards event came to North America three years ago, and this year was sponsored by Pentair Everpure. The contest is poised to expand again to a third continent, preparing to launch in Brighton, England next year. Plans are underway to expand into the Southeast Asia market in the next few years. Visit: www.GoldenBean.com

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Photo cutline: George J. Vukasin, President and CEO / Roastmaster / Cordon Bleu-Paris trained chef tasting coffees to be submitted to the Golden Bean competition.

3-Minute Video URL: <https://www.youtube.com/watch?v=KXiPSaYZyjc>