



PUBLIC SERVICE ANNOUNCEMENT

FROM: Fern Gavelek Communications, 808-329-0833

MEDIA CONTACT: Chris Manfredi, 808-929-9550, cmanfredi@kaufarmandranch.com

KA'U COFFEE FEST MARKS 10th YEAR Ho'aikane headlines ho'olaule'a Saturday

KA'U, HAWAI'I ISLAND—The 10th annual Ka'u Coffee Festival is in full swing with newly crowned Miss K'au Coffee Reishalyn Kekoa Jara of Na'alehu presiding at a host of events.

Upcoming festival activities this week includes a Ka'u Mountain Water Systems Hike, Ka'u Valley Farms Tour, K'au Coffee & Cattle Day and Ka'u Star Gazing.

Java jumping fun continues May 5-6 at the Pahala Community Center for the day-long Ka'u Coffee Festival Ho'olaule'a on Saturday and the Ka'u Coffee College on Sunday, May 6.

Headlining the 9 a.m.-5 p.m. ho'olaule'a is Ho'aikane; plus the festival offers a full lineup of live performing artists, including hula halau. Attendees can browse among broke 'da mouth local food, coffee, crafts, product and informational booths while enjoying barista-guided coffee tastings. Admission is free. Guided coffee farm tours with van transport are \$20. On Sun., May 6 at 9 a.m., The Ka'u Coffee College features local and visiting coffee industry experts offering seminars focused on enhancing coffee quality and best farm management techniques.

Enter the "Buy Local" contest by visiting festival sponsors and redeeming purchase receipts, product labels and business cards at the ho'olaule'a for chances to earn cash and prizes.

All activities are open to the public; for details on ticketed events and full festival info, visit www.KauCoffeeFest.com.

Ka'u Coffee Festival: Founded in coffee traditions dating back to the 1800s—combined with the hard work of former sugar plantation workers—Ka'u coffee burst onto the specialty coffee scene by winning numerous coffee quality awards. These accolades highlight the unique combination of people and place that makes Ka'u coffee a favorite across the globe. The festival's mission is to raise awareness of Ka'u as a premium, coffee-growing origin. For more information and festival updates, visit kaucoffeefest.com, follow Ka'u Coffee Festival on Facebook and @kaucoffeefest on Twitter, or call 808-929-9550.