



CONTACT: Elizabeth M. Cahill  
Aspen Marketing Services  
Office: 212-431-5300 x4712  
Cell: 267-255-5403  
[ecahill@aspenms.com](mailto:ecahill@aspenms.com)

## **WIN A MOMENT WITH A MASTER COFFEE TASTER IN KONA, HAWAII**

### ***Gevalia Offers Trip of a Lifetime to 2007 Kona Coffee Cupping Competition***

**Tarrytown, NY, August 30, 2007** – *Gevalia Kaffe*, purveyor of fine European coffees, invites consumers to say “Kope e’oluolu’oe” – “Coffee, please” – on a dream vacation for two to the 2007 Kona Coffee Cultural Festival and Cupping Competition in Kona, Hawaii.

Consumers are invited to enter to win an ultimate deluxe vacation in Kona, including first-class airfare courtesy of Aloha Airlines, seven-day accommodations at a four-star resort, all meals, rental car and VIP passes to the 2007 Kona Coffee Cultural Festival. The winner also will be awarded a one-on-one lesson with Willy Pettersson, Master Taster for *Gevalia* for four decades. Consumers may enter by logging on to [www.gevalia.com/hawaii](http://www.gevalia.com/hawaii). The sweepstakes will run through October 3, 2007.

Pettersson also will be serving as Chairman of the Judging Panel for the 2007 *Gevalia* Kona Coffee Cupping Competition, which is responsible for determining which Kona bean is the best of the year’s harvest. Pettersson will be taking a break from his judging duties to share his coffee knowledge and demonstrate his expertise of coffee cupping for the winner. Customers also can join Pettersson as he prepares for the 2007 Kona Coffee Cultural Festival on his blog at [www.mastertaster.blogspot.com](http://www.mastertaster.blogspot.com)

“We are excited to offer our consumers the opportunity to travel to Kona and experience such unique events as the Kona Coffee Festival and Cupping Competition,” said Leona Lindner, Director of Marketing, *Gevalia Kaffe*. “We are thrilled to be able to offer this once-in-a-lifetime opportunity to meet and learn from our exclusive Master Taster Willy Pettersson.”

For the twelfth year, *Gevalia* is a proud sponsor of the 2007 Kona Coffee Cupping Competition. This year, more than 70 Kona farms are expected to compete for first-place honors and being named a supplier for the upcoming year’s *Gevalia* Select Varietal Kona Coffee.

#### **About Gevalia**

*Gevalia Kaffe* is built on a tradition of fine craftsmanship encompassing 150 years. *Gevalia* carries more than 40 exquisite varieties of coffees and teas, ranging from distinctive varietals, European and limited edition blends to seasonal flavors. *Gevalia*’s wide selection suits the personal tastes, moods and desires of even the world’s most discriminating coffee-lovers. *Gevalia* is not sold retail outlets and is available in the U.S. exclusively at [www.gevalia.com](http://www.gevalia.com) or through 1-800-GEVALIA.

\* \* \*