

## Best New IT & Technology Innovation Open Cup by Artisan Coffee Group

*'Open Cup is an easy-to-use, labour saving software package that enables multiple users to aggregate sensory data in a simple-to-use format.'*

– New Product of the Show Awards Jury

**What inspired the development of the product?** For the last eight years, a volunteer team has been assisting Rainforest Alliance Cupping For Quality events. There were many challenges faced as paper, spreadsheets, an electronic cupping app, and a windows app were being used on site and data passed through several disconnected systems. We set out to document the processes involved, the relational data flows from start to finish, knowing that we could make this experience what it needed to be and collect data for future analysis to help Rainforest Alliance farmers better understand the quality of their coffees.

**What is the benefit of the product?** OpenCup enables cuppers to save time and money, be more productive, collaborate easily with other OpenCup users around the world, quantify decisions and eliminate outside dependencies.

**How can it serve the speciality coffee sector?** Speciality roasters who supply the café sector will have a more efficient way to QC their offerings, ensure the quality expected is consistent for each delivery and provide cupping reports that the café sector can use for marketing, all combined to better serve their customers. It can also be used to engage café customers with an easy to implement consumer cupping, designed to evaluate coffees in their own language, giving café owners new perspectives from their consumers. What may not be obvious are the trickle-up effects of producers, cooperatives, exporters, importers and brokers who use OpenCup to improve their offering before it gets to the speciality roaster.

**Who uses the product/what market does it cater to?** Since we built in several cupping protocols and the ability to design your own cupping protocol, all audiences in the coffee chain benefit using OpenCup. As an example, a roaster who deals with both sample and production roasting will be able to make



Marty Curtis, Danny Hall and Bob Sanders of Open Cup

comparisons between the two and gain insights and validation of their roasting techniques. A cupping instructor will be able to look at students' combined cuppings, identify insights, enrich the post cupping discussions and suggest changes that lead to better quality cupping instructors. Even those who run coffee competitions like Cup of Excellence, or Roasters Guild will find that OpenCup adapts to their needs.

**What feedback have you had from customers?** The most interesting feedback happened at the first Rainforest Alliance Cupping For Quality event where we used OpenCup. At these events there is always a post-cupping discussion at the end of each session. Previous to OpenCup, there was not real time data available, so the Lead Judge would ask each cupper to discuss what they found. The depth of discussion could only go so far. With OpenCup, we assimilate all session results real time, then project to a flat screen TV for the entire group to see and interact with. It took a couple of sessions for the Lead Judge and cuppers to understand what was in front of them and once they did the depth of discussion really took off. Since almost all these cuppers are involved in sourcing speciality coffee, they came away with new insights that supported their sourcing these quality coffees.

**What did it mean to win the award at the World of Coffee New Product of the Show Awards?** In addition to enjoying participating in a professionally run event, winning was another validation of the design principles we used in developing OpenCup.

 [opencup.coffee](http://opencup.coffee)

## Best New Roasters' Product: Silon ZR-7 by Coffee-tech Engineering

*'The Silon ZR-7 is a well-designed mini-roaster that would complement a shop environment and enable a barista-approach to roasting.'*

– New Product of the Show Awards Jury

**What inspired the development of the product?** The development of the Silon ZR-7 was inspired by the golden era of artisanal coffee professional stores –before any mega production in the food industry – to create a state-of-the-art tool that can help produce a different quality from commercial abilities.

**What is the benefit of the product?** The Silon ZR-7 features a completely new perception of structure, featuring a closed ceramic combustion chamber with new configuration of a burner with much higher efficiency. The versatility of the machine and its broad control is the right tool to craft every single batch individually according to customers' desire or any rare, small quantity of microlots that need to be manufactured manually with extra care.

**How can it serve the speciality coffee sector?** It is a machine that can range from zero to 10 in every control parameter, offering excellent flexibility in batch size, with no limitations. It is the most suitable machine to roast microlots and speciality coffee. Designed to function in shop, it is safe, compact and quiet, with superb thermal insulation.

**Who uses the product/what market does it cater to?** Speciality coffee shops and coffee artisans.

**What feedback have you had from customers?** That it is a stunning looking design with superb roasts results that is very user-friendly.

**What did it mean to win the award at the World of Coffee New Product of the Show Awards?** It means a lot. After years of hard work, late nights and weekends, it's nice to get some acknowledgment and encouragement. We dedicate our work to passionate coffee artisans that strive to create the best product and we wanted to create the best tool for them. After many years we can see the results. Many of our customers have won awards and they never forget to thank us as part of their success. ♦

 [coffee-tech.com](http://coffee-tech.com)