



**George Howell Coffee Co.**

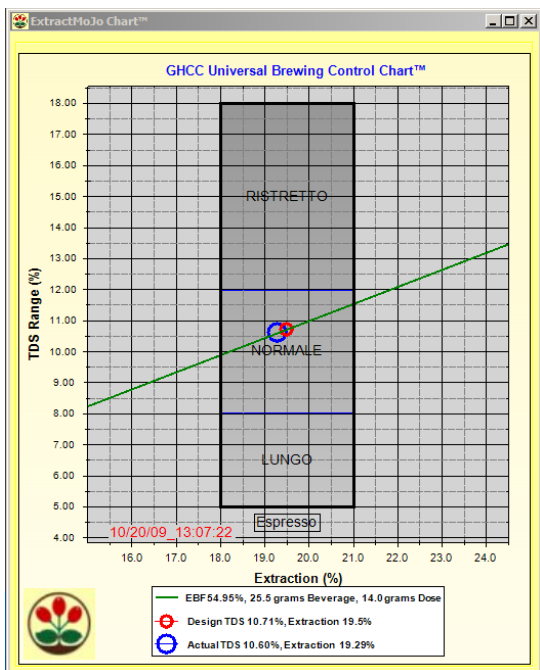
312 School Street  
Acton, MA 01720 USA  
(978) 635-9033

[www.ExtractMoJo.com](http://www.ExtractMoJo.com)

## ExtractMoJo™ Selected for Gold Cup Programs by The SCAA and SCAE

ExtractMoJo is a New Universal Brewing Control System for Brewing Coffee to International Gold Cup Standards

**Milan** — October 21, 2009 — The [George Howell Coffee Company](http://www.georgehowellcoffee.com) ("GHCC"), a leading provider of specialty coffees based near Boston, today announced the Specialty Coffee Association of America (**SCAA**) and the Specialty Coffee Association of Europe (**SCAE**) have licensed their universal brewing control solution, called [ExtractMoJo](http://www.ExtractMoJo.com)™, to update their Gold Cup Programs and related equipment for educational training to their membership. "We're pleased to announce the SCAE has gone live with the coffee digital refractometer and ExtractMoJo system as of the Brewmaster course held at SCAE headquarters in October," said Paul Stack, SCAE Gold Cup Programme Leader. "ExtractMoJo is now an integral part of both the [SCAE Gold Cup curriculum](#) and the SCAE Brewmaster Kit," Stack said. Both SCAA and SCAE members will now be able to buy bundled versions of the Coffee Refractometer and ExtractMoJo software directly from their respective SCAA and SCAE resource centers. "The SCAA is proud to use the ExtractMoJo system as one of the tools for brewing better coffee, and have been selling a specially packaged version made exclusively for us by GHCC since April of 2009. The [ExtractMoJo system](#) has proved to be a reliable way to ensure brewing to Gold Cup Standards," said Ric Rhinehart, Executive Director of the SCAA.



ExtractMoJo for espresso will be on display during the **HOST** event in **La Marzocco's** [Out of the Box](http://www.artmouse.it) location: Artmouse, located in Via Volterra, 12 [www.artmouse.it](http://www.artmouse.it) **this week in Milano**. ExtractMoJo™ now includes full espresso functionality, and a new Espresso Refractometer.

"We are pleased to have GHCC and their new **ExtractMoJo system for Espresso** as part of our [Out of the Box](#) event during HOST," said Kent Bakke of La Marzocco.

ExtractMoJo™ combines an easy to use software application and a specially designed, hand-held digital refractometer that enables users to quickly obtain the relevant data needed for adjusting their equipment to brew coffee that meets high quality, internationally recognized Gold Cup standards.

## About The George Howell Coffee Company

Founded in 2003, the George Howell Coffee Company continues the tradition of [specialty coffee](#) excellence that began when George Howell founded **The Coffee Connection** in 1974, one of the nation's first and finest specialty coffee chains. George also co-founded the [Cup of Excellence](#), the world's first international coffee competition-internet auction ([www.cupofexcellence.org](http://www.cupofexcellence.org)), and has earned the U.S. Specialty Coffee Association of America's Lifetime Achievement Award. GHCC today sources the world's finest green coffees, and roasts and distributes both its Terroir® single-origin and GHH Select™ coffee brands throughout New England and the U.S., see <http://www.terroircoffee.com> for more information. ExtractMoJo™ and the coffee and espresso refractometers were developed under the direction of Vincent Fedele, Chief Technology Officer and COO of GHCC. For more information, go to [www.ExtractMoJo.com](http://www.ExtractMoJo.com).



## About The Gold Cup Standard

The Gold Cup Standard was established in the 1950s to recognize and promote excellence in brewed coffee. Training and certification programs are available from the Specialty Coffee Association of America ([SCAA](#)) and the Specialty Coffee Association of Europe ([SCAE](#)) to become a certified brewmaster, and for retailers, roasters and restaurants whose specialty coffee is properly brewed in accordance with scientific standards of quality.

## About Reichert and GHCC

In collaboration with [Reichert](#), a leader in refractometer technology for over 100 years, **GHCC** has introduced two new Digital Hand-Held Refractometers, the **r<sup>2</sup>mini-COFFEE** and **r<sup>2</sup>mini-ESPRESSO**, to accurately measure % TDS of coffee and % TDS of espresso. Weighing just 100 grams, the **r<sup>2</sup>mini** provides accurate coffee or espresso readings in the field in just seconds. A digital display makes the measurement fast and simple, providing temperature compensated readings to 0.01% resolution. The **r<sup>2</sup>mini** is water resistant to IP65 standards, is easy to use, and runs 10,000 sample measurements on a set of AAA alkaline batteries (included).



### Marketing Contact:

Janet Hoshino  
978-635-9033  
[Janet@terroircoffee.com](mailto:Janet@terroircoffee.com)

### Technical & Marketing Contact:

Vince Fedele  
978-635-9033  
[Vince@terroircoffee.com](mailto:Vince@terroircoffee.com)

### r<sup>2</sup>mini Technical Contact:

Larry Pastwik  
716-686-4544  
[lpastwik@reichert.com](mailto:lpastwik@reichert.com)