



FOR IMMEDIATE RELEASE

December 9, 2021 – Registration is Now Open for Sensory Summit at UC Davis

Tickets for the US edition of Sensory Summit, the only event in coffee dedicated to sensory science and research for sensory professionals, are now available. After hosting Sensory Summit digitally, the Specialty Coffee Association is delighted to bring Sensory Summit back as an in-person event hosted at UC Davis, CA, USA, from February 4-6, 2022.

Sensory Summit has fast become one of the Specialty Coffee Association's most popular events, driven by the exploding interest in academic sensory science research and professional sensory training.

Topics for this edition of Sensory Summit include the latest research on coffee acidity, cold brew vs. hot brew, cutting-edge tools for the coffee taster, consumer research, chemicals that drive coffee's mouthfeel, and how moisture affects coffee's quality during shipment and storage. Each lecture will include a customized sensory activity, allowing attendees to learn about the science through their senses of taste and smell and their intellect. The event is a unique opportunity for the coffee professional to learn more about sensory science in an accessible, interactive way.

Tickets are priced at \$1025 for SCA members and \$1475 for non-SCA members. The price includes all ten sensory talks and experiences, supplies for all experiences, dinner on Friday and Saturday, breakfast & launch on Saturday and Sunday, and a trip to Hops Farm.

Registration is now open at sensory.sca.coffee, with limited attendance and high demand. Attendees can save \$100 by purchasing an early bird ticket before January 14.

###

Contact

Connor Clarke
Marketing Manager
Email: press@sca.coffee

Note to Editors

- [Event graphics](#)
- [Past event photos](#)

About the Specialty Coffee Association

The SCA is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. The SCA's purpose is to foster global coffee communities to support activities to make coffee a more sustainable, equitable and thriving activity for the whole value chain. From coffee farmers to baristas and roasters, our membership spans the globe, encompassing every element of the coffee value chain. The SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building an industry that is fair, sustainable, and nurturing for all, the SCA draws on years of insights and inspiration from the specialty coffee community. Learn more at [sca.coffee](https://www.sca.coffee).

UK OFFICE
p +44 1245 426060

Oak Lodge
Leighams Road
Bicknacre
Chelmsford
Essex
CM3 4HF
United Kingdom

US OFFICE
p +1 562 624 4100

117 West 4th
Suite 300
Santa Ana
California
92701
United States

www.sca.coffee