

# roast

MAGAZINE

**For Immediate Release**

**Media contact:**

Emily Puro  
503.449.3147  
emily@roastmagazine.com

## ***Roast* magazine wins two prestigious Maggie awards for excellence**

The highly regarded trade magazine takes home prizes for Best Feature Article and Best Cover

PORTLAND, Ore. (May 1, 2017) — *Roast* magazine was awarded two Western Publishing Association (WPA) “Maggie” awards at the association’s annual awards banquet on April 28. A bi-monthly publication focused on the technical side of the specialty coffee industry, *Roast* received the awards for Best Feature Article/Trade (circulation under 50,000) and Best Cover/Trade.

The WPA’s Maggie Awards, considered by many to be the most prestigious publishing prize in the West, have honored excellence in print and electronic publishing in 24 states west of the Mississippi River for 66 years.

The winner of the Best Feature Article, “Farmworkers in the Coffeelands,” was written by Michael Sheridan. The article took an in-depth look at the plight of coffee farmworkers—“the largest and most vulnerable group of participants in specialty coffee supply chains,” including millions of men, women and children—and exposed living and working conditions that at times “represent an affront to human dignity.” The Best Cover winner, which features a captivating photo of a bee on a coffee flower, was shot by *Roast* photographer Mark Shimahara.

As always, competition was strong in all categories, and judges awarded two prizes for Best Feature Article/Trade (circulation under 50,000), with *Auto Rental News* also taking home a prize. In addition, *Roast* was a Maggie Awards finalist in three other categories: Special Interest/Trade; Best Overall Publication Design/Trade; and Best Web eNewsletter/Trade for Daily Coffee News.

“We are thrilled to be recognized for our work publishing an informative and engaging trade magazine for the specialty coffee industry,” said *Roast* publisher Connie Blumhardt. “Michael Sheridan’s feature on coffee farmworkers exemplifies the type of article we strive to share with our readers—one that not only informs but encourages positive change throughout our industry. We are also excited to have won the Best Cover award for a remarkable photo by Mark Shimahara. Mark consistently captures the beauty of the coffee world from a variety of perspectives, and we are lucky to have him as part of the *Roast* team. Additional kudos go to our art director, Jeremy Leff, for designing the winning article and cover.”

About *Roast* magazine:

*Roast* magazine is a bi-monthly technical trade magazine dedicated to the success and growth of the specialty coffee industry. *Roast* addresses the art, science and business of coffee roasters by covering the issues most important to them with quality editorial content focused on the technical aspects of coffee. For more information, visit [www.roastmagazine.com](http://www.roastmagazine.com).

About Western Publishing Association:

The Western Publishing Association is a nonprofit business trade association dedicated to the advancement of the media publishing industry in the western United States. With 64 years' experience, the Western Publishing Association offers a variety of services and benefits to its members. Its primary mission, to provide continuing education to the media publishing industry, is accomplished through individual seminars, an annual publishing conference, publishers and executive management roundtables, and partnering with other groups and associations to offer online audio and video conferences.

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