



# Guía para adquirir muestras y participar en las subastas de los lotes ganadores de Taza de Excelencia México 2024



## **PASO 1**

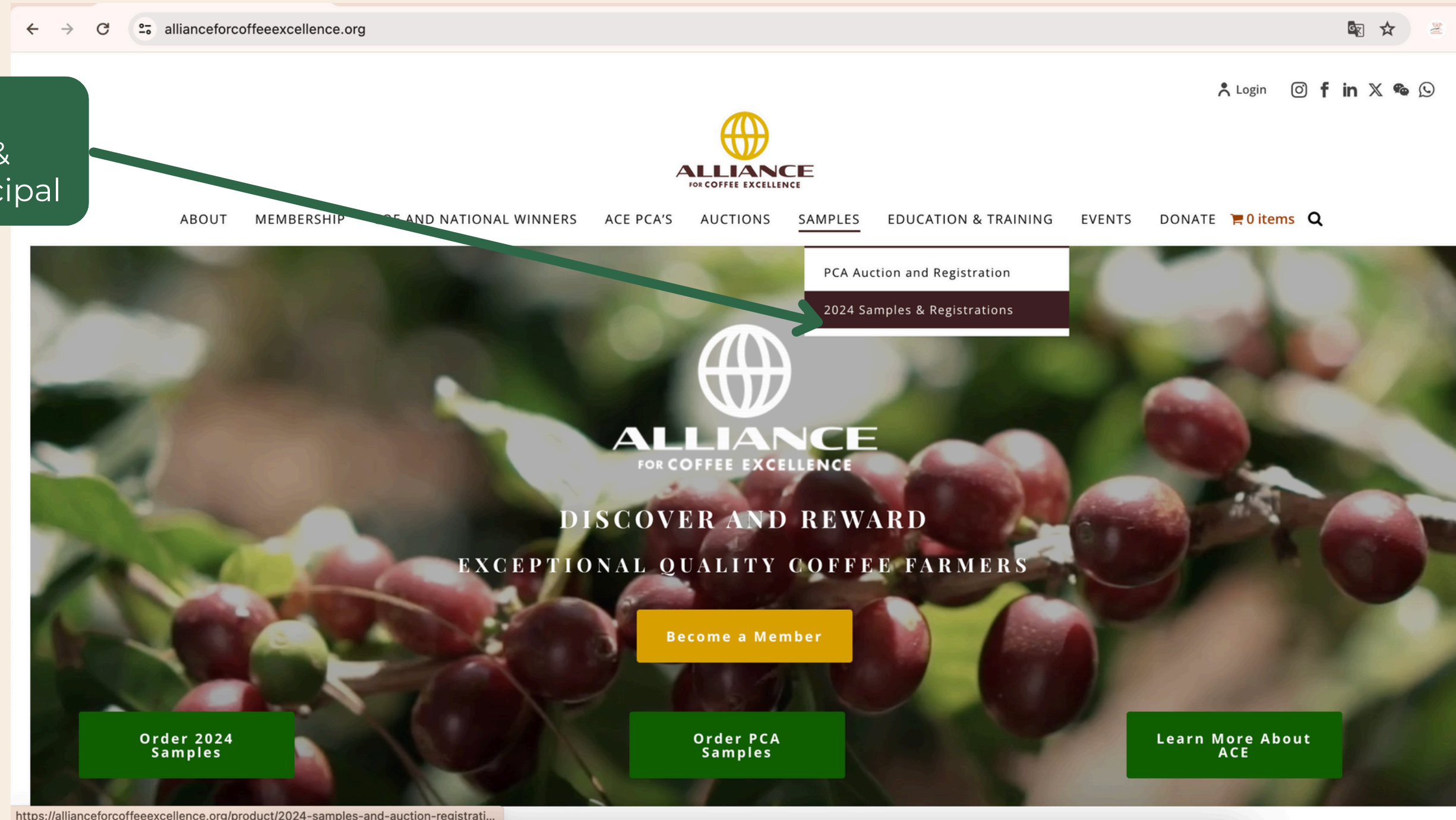
Entrar a la página web de Alliance for Coffee Excellence



# Guía para adquirir muestras y participar en las subastas de los lotes ganadores de Taza de Excelencia México 2024

## PASO 2

Seleccionar 2024 Samples & Registrations en el menú principal

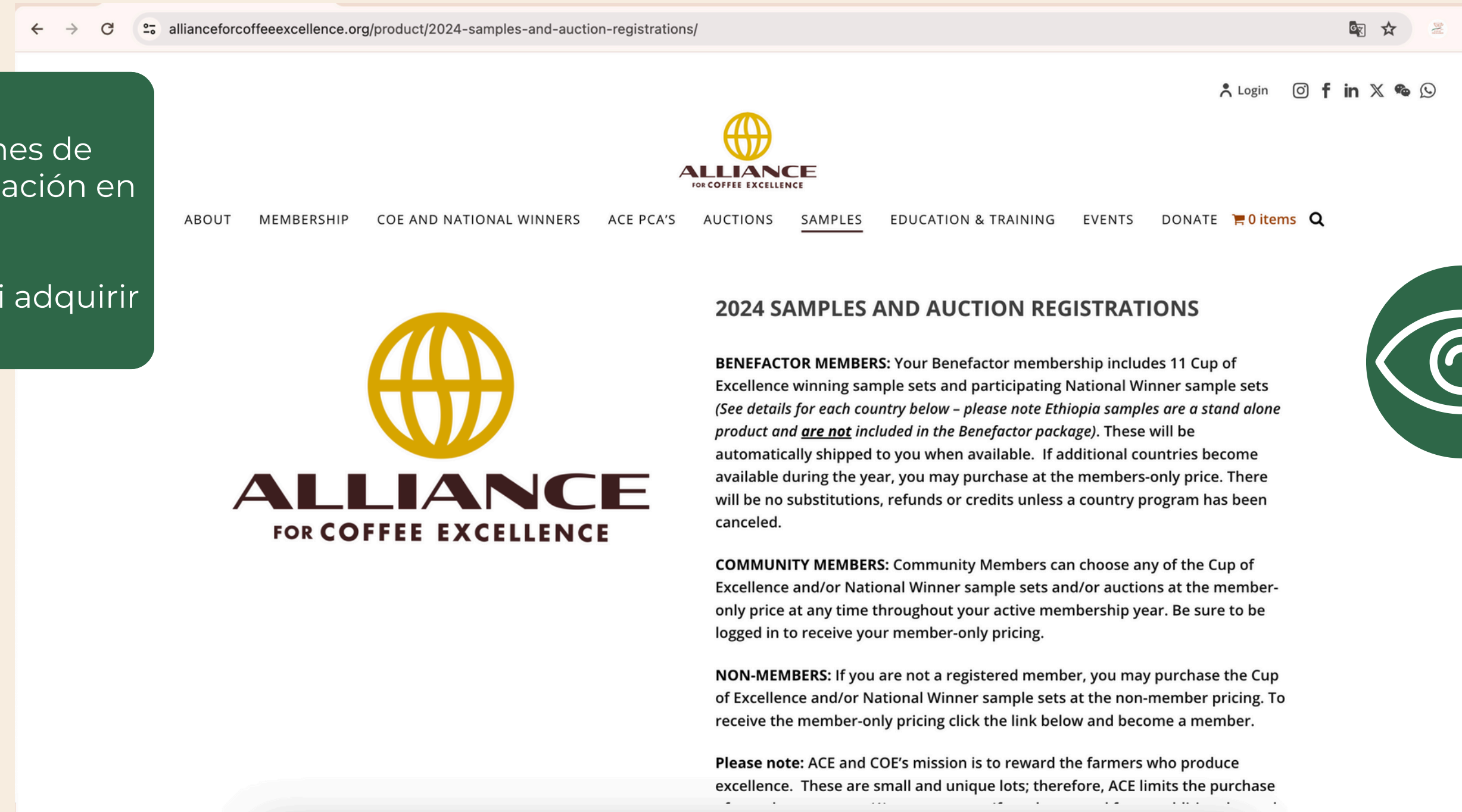


# Guía para adquirir muestras y participar en las subastas de los lotes ganadores de Taza de Excelencia México 2024

## PASO 3

Consultar las diferentes opciones de adquisición de muestras, participación en subastas y membresías.

(Se puede decidir más adelante si adquirir o no una membresía)



The screenshot shows the website [allianceforcoffeexcellence.org/product/2024-samples-and-auction-registrations/](https://allianceforcoffeexcellence.org/product/2024-samples-and-auction-registrations/). The page features the Alliance for Coffee Excellence logo and a navigation menu with links to ABOUT, MEMBERSHIP, COE AND NATIONAL WINNERS, ACE PCA'S, AUCTIONS, **SAMPLES**, EDUCATION & TRAINING, EVENTS, and DONATE. A shopping cart icon shows 0 items. The main content area is titled "2024 SAMPLES AND AUCTION REGISTRATIONS" and contains the following text:

**BENEFACTOR MEMBERS:** Your Benefactor membership includes 11 Cup of Excellence winning sample sets and participating National Winner sample sets (See details for each country below – please note Ethiopia samples are a stand alone product and **are not** included in the Benefactor package). These will be automatically shipped to you when available. If additional countries become available during the year, you may purchase at the members-only price. There will be no substitutions, refunds or credits unless a country program has been canceled.

**COMMUNITY MEMBERS:** Community Members can choose any of the Cup of Excellence and/or National Winner sample sets and/or auctions at the member-only price at any time throughout your active membership year. Be sure to be logged in to receive your member-only pricing.

**NON-MEMBERS:** If you are not a registered member, you may purchase the Cup of Excellence and/or National Winner sample sets at the non-member pricing. To receive the member-only pricing click the link below and become a member.

**Please note:** ACE and COE's mission is to reward the farmers who produce excellence. These are small and unique lots; therefore, ACE limits the purchase





# Guía para adquirir muestras y participar en las subastas de los lotes ganadores de Taza de Excelencia México 2024

## PASO 4

En la misma página, deslizar hacia abajo y seleccionar la opción que desee adquirir (clic en las casillas blancas, aparecerá seleccionado en azul)



### CONSULTAR AQUÍ GANADORES COE

Fecha de subasta en línea  
**13 DE AGOSTO**

### CONSULTAR AQUÍ GANADORES NACIONALES

Fechas de subasta en línea  
**12 AL 16 DE AGOSTO**

The screenshot shows the website [allianceforcoffeexcellence.org/product/2024-samples-and-auction-registrations/](https://allianceforcoffeexcellence.org/product/2024-samples-and-auction-registrations/). The page features a navigation menu with links for ABOUT, MEMBERSHIP, COE AND NATIONAL WINNERS, ACE PCA'S, AUCTIONS, SAMPLES, EDUCATION & TRAINING, EVENTS, and DONATE. There are also buttons for "Log-in for member only pricing" and "Register for member-only pricing".

The main content area lists four auction options, each with a "CUP OF EXCELLENCE MEXICO 2024" logo:

- MEXICO – COE SAMPLE SET + AUCTION 2024**  
Member: \$395 | Non-member: \$850  
Mexico COE Auction: July 2, 2024  
All COE sample sets are 150 gm each  
 Add for \$850.00
- MEXICO – COE AUCTION ONLY 2024 × 1**  
Member: \$25 | Non-member: \$250  
Mexico COE Auction: July 2, 2024  
 Add for \$250.00
- MEXICO – NATIONAL WINNER SAMPLE SET + AUCTION 2024**  
Member: \$100 | Non-member: \$500  
Mexico NW Auction: July 1 - 5, 2024  
All NW sample sets are 150 gm each  
 Add for \$500.00
- MEXICO – NATIONAL WINNER AUCTION ONLY 2024 × 1**  
Member: \$25 | Non-member: \$250  
Mexico NW Auction: July 2 - 5, 2024  
 Add for \$250.00

Four callout boxes on the right side of the page, connected by arrows to the corresponding auction options, provide additional context:

- Muestras y participación en subasta de ganadores COE (points to the first option)
- Sólo participación en subasta de Ganadores COE (points to the second option)
- Muestras y participación en subasta de Ganadores Nacionales (points to the third option)
- Sólo participación en subasta de Ganadores Nacionales (points to the fourth option)



# Guía para adquirir muestras y participar en las subastas de los lotes ganadores de **Taza de Excelencia México 2024**

## PASO 5

Deslizar hasta la parte de abajo de la página para añadir las opciones seleccionadas al carrito de compra.

(Clic en **ADD TO CART**)

The screenshot shows a web browser window with the URL `allianceforcoffeexcellence.org/product/2024-samples-and-auction-registrations/`. The navigation menu includes: ABOUT, MEMBERSHIP, COE AND NATIONAL WINNERS, ACE PCA'S, AUCTIONS, SAMPLES, EDUCATION & TRAINING, EVENTS, DONATE, and a shopping cart icon with '0 items'. The main content area displays pricing: 'Member: \$25 | Non-member: \$250' and 'Indonesia NW Auction: TBD'. Below this is a checkbox labeled 'Add for \$250.00'. A green callout box with an arrow points to a yellow 'ADD TO CART' button. The footer contains three columns: 'SEARCH' with a search bar and '© 2024 Alliance for Coffee Excellence. All Rights Reserved.'; 'QUICK LINKS' with links to Contact Us, Blog, FAQ, Our Sponsors, and COE Exporters; and 'ALLIANCE FOR COFFEE EXCELLENCE' with address (1321 Upland Dr., PMB 20291, Houston, Texas, 77043, USA), email (support@cupofexcellence.org), and social media icons for Facebook, LinkedIn, Instagram, X, YouTube, and WhatsApp.



# Guía para adquirir muestras y participar en las subastas de los lotes ganadores de Taza de Excelencia México 2024


## PASO 6

Se muestra la página del carrito de compra con las opciones seleccionadas.

allianceforcoffeexcellence.org/cart/

ABOUT MEMBERSHIP COE AND NATIONAL WINNERS ACE PCA'S AUCTIONS SAMPLES EDUCATION & TRAINING EVENTS DONATE

*NOTE: If you have need for an additional sample set(s) for a public cupping or event, please contact the COE Auction Manager: [Kathia@cupofexcellence.org](mailto:Kathia@cupofexcellence.org).*

	PRODUCT	PRICE	SUBTOTAL
×	 2024 Samples and Auction Registrations	\$500.00	\$500.00
×	Mexico - COE Auction Only 2024	\$250.00 ←	
×	Mexico - National Winner Auction Only 2024	\$250.00 ←	

Coupon code  **APPLY COUPON** **UPDATE CART**

DO NOT FORGET YOUR SAMPLES!  
**PURCHASE SAMPLES »**

CART TOTALS	
SUBTOTAL	\$500.00
<b>TOTAL</b>	<b>\$500.00</b>

**REGISTER FOR MEMBER PRICING »** **PROCEED TO CHECKOUT**

Ir a la página 10 para ver cómo hacer el pago

Para realizar el pago, clic en **PROCEED TO CHECK OUT**

Para adquirir una membresía, clic en **REGISTER FOR MEMBER PRICING**





# Guía para adquirir muestras y participar en las subastas de los lotes ganadores de Taza de Excelencia México 2024

## PASO 7

Se muestran las diferentes opciones de membresía (deslizar hacia abajo para leer las condiciones y precios)

allianceforcoffeexcellence.org/join-us/



MEMBERSHIP | AUCTIONS | SAMPLES | EDUCATION & TRAINING | EVENTS | DONATE | 1 item

## Become an ACE Member

Already a member? [Sign in here](#)

### 2024

#### 25TH ANNIVERSARY

1999 saw the inception of the first internet auction for award winning specialty coffees. This pivotal moment turned into the Cup of Excellence® program which has fundamentally changed specialty coffee. In 2024, we are proud to announce the 25th anniversary of this historic event. It brought unequaled transparency to the industry as well as created a way for buyers and farmers to build relationships and work together.

Over the years, the Alliance for Coffee Excellence has remained dedicated to promoting and celebrating high-quality producers and their coffee. The Alliance for Coffee Excellence (ACE) is a family of global coffee lovers that supports sustainable specialty coffee. We auction unique coffees while recognizing and rewarding the farmers who produce them by setting worldwide quality standards and building bridges between coffee buyers and the farmers.

**Join the 25th Anniversary celebration by becoming an Alliance for Coffee Excellence member today!**

### Community Member

\$375/year

The *Community* level is our basic membership package and allows you access to Alliance for Coffee Excellence and Cup Of Excellence programs at a special membership rate.

Your annual *Community* membership includes:

- Choose Cup of Excellence and National Winners sample sets and/or auction registration(s) at member-only pricing from 2024 participating countries:
  - Ecuador 2023
  - Indonesia 2023
  - Mexico 2024
  - Thailand 2024
  - Honduras 2024
  - El Salvador 2024
  - Costa Rica 2024
  - Guatemala 2024
  - Nicaragua 2024
  - Perú 2024
  - Brazil 2024
  - Indonesia 2024
  - Colombia 2024
  - Ethiopia 2024 **\*NOTE: Ethiopia is a stand alone product**
- 20% discount off your tuition for **Education, Technical Training and Immersion Courses**
- Sponsor discounts
- Priority placement on COE International Juries (based on space availability at ACE's discretion) Check ACE's website for the opening of 2024 International Jury registration
- 2024 Welcome packet including a *Community* membership certificate
- Exclusive invitation to COE cuppings and events
- Quarterly newsletter to keep you up-to-date with ACE and COE

Become a Community Member

### Benefactor Member

\$5,700/year

The *Benefactor Member* level gives you all of our member-only benefits and includes a small donation to help support the mission of ACE and COE.

Your annual *Benefactor* membership includes:

- 11 COE/NW country sample sets + auction registrations. Sample sets will be automatically shipped when available. Additional country sample sets (if available) may be purchased at the member-only price.
  - Thailand 2024
  - Mexico 2024
  - Honduras 2024
  - El Salvador 2024
  - Costa Rica 2024
  - Guatemala 2024
  - Nicaragua 2024
  - Perú 2024
  - Brazil 2024
  - Indonesia 2024
  - Colombia 2024
  - Ethiopia **\*NOTE: Ethiopia 2024 is a stand-alone product and is not included in Benefactor packages. Ethiopia samples may be ordered separately.**
- Access to the full Cup Of Excellence/National Winner farm history on our Farm Directory website
- 1 complimentary jury registration (based on space availability at ACE's discretion) Check ACE's website for the opening of 2024 International Jury registration
- Priority placement on Cup Of Excellence International Juries (based on space availability at ACE's discretion)
- 25% discount on **Education, Technical Training and Immersion courses**
- 2024 Welcome packet including a 2024 *Benefactor* membership certificate
- 8X10" custom *Benefactor* Supporter membership plaque

Become a Benefactor Member

## PASO 8

Clic en Community / Benefactor Member según la opción deseada



# Guía para adquirir muestras y participar en las subastas de los lotes ganadores de Taza de Excelencia México 2024

## PASO 9

Elegir la membresía por solo un año (**One-time purchase**) o con renovación automática (**Auto-renewal**)

## PASO 10

Clic en **ADD TO CART**

allianceforcoffeexcellence.org/product/community-membership/

ABOUT MEMBERSHIP COE AND NATIONAL WINNERS ACE PCA'S AUCTIONS SAMPLES EDUCATION & TRAINING EVENTS DONATE 1 item

### COMMUNITY MEMBERSHIP

**\$375.00** per year or select one-time purchase

The *Community* level is our basic membership package and allows you access to ACE and COE programs at a special membership rate.

Your annual membership gets you:

- Choose Cup of Excellence, National Winners and Private Collection sample sets and/or auction registrations at member-only pricing.
- 20% discount off your tuition for **Education, Technical Training and Immersion Courses**
- Sponsor discounts
- Priority placement on COE International Juries (*based on space availability at ACE's discretion*)
- Exclusive invitation to COE cuppings and events
- Quarterly newsletter to keep you up-to-date with ACE and COE

**Add this membership to your cart and you'll get immediate access to the *Community* Membership discounts on 2024 sample sets:**

- Thailand
- El Salvador
- Costa Rica
- Guatemala
- Nicaragua
- Perú
- Brazil
- Indonesia- Colombia
- Ethiopia

[Purchase Samples »](#)

Select one option below:

One-time purchase

Auto-renewal

[ADD TO CART](#)

Category: Membership Packages





# Guía para adquirir muestras y participar en las subastas de los lotes ganadores de Taza de Excelencia México 2024

## PASO 11

Se muestra la página del carrito de compra con las opciones seleccionadas, actualizando los precios de acuerdo a la membresía elegida.



allianceforcoffeexcellence.org/cart/

FOR COFFEE EXCELLENCE

ABOUT MEMBERSHIP COE AND NATIONAL WINNERS ACE PCA'S AUCTIONS SAMPLES EDUCATION & TRAINING EVENTS DONATE

"Community Membership" has been added to your cart. [CONTINUE SHOPPING](#)

*NOTE: If you have need for an additional sample set(s) for a public cupping or event, please contact the COE Auction Manager: [Kathia@cupofexcellence.org](mailto:Kathia@cupofexcellence.org).*

	PRODUCT	PRICE	SUBTOTAL
×	 2024 Samples and Auction Registrations	\$50.00	\$50.00
×	Mexico - COE Auction Only 2024	<del>\$250.00</del> \$25.00	
×	Mexico - National Winner Auction Only 2024	<del>\$250.00</del> \$25.00	
×	 Community Membership	\$375.00	\$375.00

Coupon code  [APPLY COUPON](#) [UPDATE CART](#)

DO NOT FORGET YOUR SAMPLES!  
[PURCHASE SAMPLES »](#)

CART TOTALS

SUBTOTAL	\$425.00
TOTAL	<b>\$425.00</b>

[REGISTER FOR MEMBER PRICING »](#) [PROCEED TO CHECKOUT](#)

Para realizar el pago, clic en **PROCEED TO CHECK OUT**

# Guía para adquirir muestras y participar en las subastas de los lotes ganadores de Taza de Excelencia México 2024

## PASO 12

Llenar los datos de cobro / facturación como se indica

allianceforcoffeexcellence.org/checkout/

ABOUT MEMBERSHIP COE AND NATIONAL WINNERS ACE PCA'S AUCTIONS SAMPLES

**BILLING DETAILS**

First name \* Last name \*

Company name \*  
Please use English characters.

Country \*  
Mexico

Street address \*  
House number and street name  
Apartment, suite, unit etc. (optional)

Town / City \*

State / County \*  
Select an option...

Postcode / ZIP \*

Primary Phone \*

Email address \*

SHIP TO A DIFFERENT ADDRESS?

First name \* Last name \*

Company name (optional)  
Please use English characters.

Country \*  
Mexico

Street address \*  
House number and street name  
Apartment, suite, unit etc. (optional)

Town / City \*

State / County \*  
Select an option...

Postcode / ZIP \*

Phone (optional)

ADDITIONAL INFORMATION

En caso de requerir el envío de muestras a una dirección diferente a la de facturación, dar clic en la casilla junto a **SHIP TO A DIFFERENT ADDRESS?** Comprobar que quedó seleccionado en azul.



Llenar los datos de la dirección de envío como se indica

# Guía para adquirir muestras y participar en las subastas de los lotes ganadores de Taza de Excelencia México 2024

## PASO 13

Elegir el método de pago e introducir los datos requeridos

Comprobar que se seleccionó (en azul) la casilla de acuerdo Términos y Condiciones



Dar clic en **PLACE ORDER** para finalizar la compra

allianceforcoffeexcellence.org/checkout/

ABOUT MEMBERSHIP COE AND NATIONAL WINNERS ACE PCA'S AUCTIONS SAMPLES EDUCATION & TRAINING EVENTS DONATE

Credit Card

VISA MASTERCARD DISCOVER

Pay securely using your credit card.

Card Number \*

Expiration (MM/YY) \* MM / YY

Card Security Code \* CSC

eCheck

Direct Wire transfer (additional \$40 fee)

PayPal (additional \$25 fee) What is PayPal?

I have read and agree to the website terms and conditions \*

PLACE ORDER