[NEW YORK, NY] – June 21, 2019. The National Coffee Association, USA (“NCA”) announced today that Matthew (“Matt”) Cariani has been promoted to Senior Manager, Education, Research, and Digital Media.

Bill Murray, NCA President and CEO, said, “We are proud that Matt continues plays such an essential role in our organization. Matt has made it possible for us to develop an outstanding webinar program, provide a growing array of benefits to members, and to better serve the industry during a time of rapid change. His reliability and professionalism is unmatched.”

Michael Gaviña, volunteer Chair of NCA’s Board of Directors, stated “I’ve had the pleasure of working with Matt for years now. His support for key NCA programs such as the NCA Next Generation Committee, and the annual NCA National Coffee Drinking Trends survey has been outstanding and I’m delighted that we are recognizing his accomplishments with this promotion.”

Mr. Cariani joined the NCA in 2013, and will remain based at the New York City headquarters of the National Coffee Association, where he also provides services to the Green Coffee Association, NCA’s sister organization. Prior to joining the NCA, Cariani held a number of quality control, logistics, and communications positions. He holds a B.A. in Communications and Finance from Quinnipiac University.

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About the National Coffee Association: The National Coffee Association of U.S.A., Inc. (NCA), established in 1911, is the leading trade organization for the coffee industry in the United States. The NCA is the only trade association that serves all segments of the U.S. coffee industry, including traditional and specialty companies. A majority of NCA membership, which accounts for over 90% of U.S. coffee commerce, is comprised of small and mid-sized companies and includes growers, roasters, retailers, importer/exporters, wholesaler/suppliers, and allied industry businesses.