



RULES AND FORMAT 2012

The Coffee Chain Challenge is designed to reproduce the pressure of what happens in great espresso bars around the world. Under time pressure, baristas must co-operate as a team.

The three things which matter to espresso coffee customers around the world are:

1. Great Taste
2. Great Artistry
3. Great Speed

The Coffee Chain Challenge is a team competition where three baristas must continually juggle whether it is better to gain or lose points, in order to ensure they present all of their coffees with the best taste and latte art in the allotted time. If you cut corners you lose points. It is exactly the same in a real espresso bar, except you lose customers!

TEAMS

- Three baristas per team
- Two teams compete each time. There will be two competition machines and table-stations being used simultaneously. One for each respective team.

OBJECT

- It is a competition to serve all beverages with as much art and espresso taste as possible in the allotted time.

TIME

- 5 minute set up time
- 20 minute competition time
- 5 minute clean up time

Note: All drinks must be placed on the judges table within the 20 minute time frame. Any drinks not placed within this time will not be counted in the scoring.

DRINKS – must be served to judges in this order

- 10 x Piccolo Lattes*
- 10 x Regular Caffè Lattes*
- 10 x Designer Lattes**

* Piccolo and Regular Caffè Lattes must contain coffee and milk only.

**Designer Lattes must contain a Da Vinci syrup (sponsor) and may contain any other ingredients of the barista's choice in addition to coffee and milk. Please note that "other ingredients" cannot be another syrup/product that conflicts with competition sponsorship.

BARISTAS

- The three person barista team may organise themselves to do any tasks they see fit at their workstation in order to best serve their drinks.
- For example, one barista makes the shots, the second barista steams the milk/creates latte art and includes any ingredients for the designer latte. The third barista can put cups out for team-mates, put finishing touches to coffee art and runs the coffees from their respective machine to the judging table. This can be done on a tray. This barista can also help the other baristas with ingredients etc.
- Designer Latte ingredients can be prepared prior to the competition and placed at the workstation during set up time. However, it cannot be poured into the cups during the set up time. This can only be done once the competition clock starts.

CUPS

- Competitors must use the sponsors cups provided.
- The exact number of take-out cups will be stacked on the machine prior to the start of the competition ie. 10 x small (4oz) and 20 x large (8oz).
- Competitors are allowed to re-arrange the cups during the 5 minute set up time.
- Competitors are NOT allowed to place Designer Latte ingredients into cups during set up time. You must wait until the 20 minute competition time begins.
- If a cup is dropped or spilled it can be replaced during competition time; it is possible to get replacement cups from a back-up table.
- Only the cups served to the judges table will be judged/scored.

JUDGING

- Each and every drink is evaluated for its artistic score.
- Only one random sample drink from each of the three categories is tasted and evaluated for the taste point-score.
- Judges taste the single sample using spoons the same as in a cupping competition.

DEFECTS

- One sample drink from each category is measured at the artistry judging table with a thermometer for minimum 60° Celsius (See SCORING PENALTIES Below)
- All cups must be full to the brim. (See SCORING PENALTIES Below)
- This ensures baristas do not cut corners

SCORING

- Scoring is weighted evenly between taste and art.
- There is no technical scoring. The judging is from the eyes of a customer who does not care what is going on behind the machine.

SCORING PENALTIES

- Drink not hot enough = (- 5 per)
- Drink not full to brim = (- 1 point per drink)

TIE

Count back – highest taste points wins, then lowest penalty points wins.

SPONSORSHIP

- Individuals can get their own sponsors eg any coffee company, or any other company willing to support them.
- Competitors are freely allowed to display their sponsors on clothing, tools etc for their performance. This is the biggest single difference to existing competitions where competitors aren't able to display their respective sponsors.
- Competition Sponsors' products must be used ie. A Da Vinci syrup must be used in the Designer Latte. Sponsors milk only. Further sponsors to be advised.
- No other products can be used that conflict with sponsors products.
- Competitors can use their own choice of coffee beans. Coffee will not be supplied.

Additional points:

1. There will be a stainless steel bench for machine and grinder. Beside this will be a trestle table for milk and art preparation. Competitors deliver the drinks to a judges table which is equi-distant from their respective work stations. The drinks will be judged and then handed to the audience.

2. Beverage Service and Trays

Competitors should bring their own trays and drinks can be transferred to judges on these or by hand if preferred. Drinks can be served to the judges table as soon as they are made (ie. one by one or several at a time), **but they must be served in the competition order. All ten Piccolo Lattes must be served first followed by all ten Cafe Lattes and then all ten Designer Lattes.**

3. Frothing Tips and Filter Baskets etc.

It is possible to change these as long as it is within the 5 minute set up time. No extra time will be allowed for these adjustments and due to time constraints no other adjustments are allowed.

4. Machines and Grinders

Coffee machines and grinders will be provided on stage – own grinders not permitted.

5. Milk is not allowed to be poured into jugs during set up time. You must wait until the 20 minute competition time begins. Milk is supplied by the milk sponsor as full cream; only sponsors milk is allowed to be used

6. Milk temperature is not a range just a minimum: 60°Celsius. This is purely to stop people trying to cut corners by under-heating the milk. (Again it is the same in a real cafe!)

7. There are no restrictions on number of shots per drink; it will slow competitors down though if they do more shots per drink, but theoretically it will taste better. Again this is exactly the same dilemma faced in a real cafe - it's up to the barista to decide.

8. Judging sheets incorporate equal weighting for
- Taste and
 - Artistic Presentation i.e. the appearance of the drinks themselves.
 - The nominal time is 20 minutes. Drinks placed on the judges table after 20 minutes will not score.
 - There is no 'technical scoring' as such for how the barista is or isn't dressed or anything to do with how they operate their equipment or work-space etc. It is judged in the same way a customer judges: the only technical scoring being the point penalties for not filling a cup to the brim or not heating the milk to minimum 60'C.
 - Example judging sheets below; Sample taste is multiplied by a factor of 5 to equal artistry maximum

ARTISTRY

Drink Type	Drink No.	No Art	Average	Good	Excellent
Piccolo Latte	1	0	1	2	5

TASTE

SAMPLE	Ordinary	Good	Very Good	Excellent
Piccolo Latte	5	6	7	10

9. There is no need to set the judges table - it will be the same for all competitors.
10. Teams do not need to “rotate” – in other words each team can organize their team members in any way they see fit to maximize the delivery of the best coffees.
11. Music will be provided by the event organizers only – no other music can be used.
12. Definition of beverages:
- Piccolo Latte
 - Espresso base with foamed milk only – no other additives.
 - Served in 4oz take-out cup
 - Free pour or etching is permitted. Judges will evaluate overall artistic quality of the presented pattern.
 - Caffe Latte
 - Espresso base with foamed milk only – no additives
 - Served in 8oz take-out cups
 - Free pour or etching is permitted. Judges will evaluate overall artistic quality of the presented pattern.
 - Designer Latte
 - Espresso base with foamed milk
 - Served in 8oz take-out cups
 - Free pour or etching permitted. Judges will evaluate overall artistic quality of the presented pattern.

- Da Vinci syrup must be included in this beverage.

13. During the set-up or competition time if there is a perceived problem the barista should report to the head judge immediately and the head judge will decide whether to continue, while allowing for the time loss or whether to re-schedule the competitor in another time-slot.

14. The decision of the head judge and competition judges is final. No correspondence will be entered into.

15. The Head Judge will allocate and direct competitors to their respective storage areas and preparation areas. Only authorized personnel will be permitted into the stage area.