



COMPETITION FORMAT RULES AND REGULATIONS FOR COMPETITORS

About:

- The competition will be held at Café Biz 2014
Location: Brisbane Showgrounds – Commerce Building (Upper Level)
Date: Saturday 15 March 2014 – 10am to 1pm
There will not be heats or finals – highest point scorer on the day becomes the Pura/Dairy Farmers Australian Latte Art Champion!
- The competition is open to anyone who wishes to enter regardless of association membership.
- \$3000 Prize Package to include \$1000 cash and Barista Profile article in Café Culture magazine to the value of \$2000.
- The competition will take place on stage in view of judges and Café Biz visitors.

COMPETITION FORMAT/PROCEDURE

The competition will be judged by a panel of 2 judges. Both will judge taste and presentation.

Each Barista will have the following time allocated for their performance:

- 5 minutes to prepare their workstation, grinder and equipment
- 6 minutes to perform and create their 4 drinks
- 5 minutes to clean up their workstation and equipment

Each Barista will have no more than the six (6) minute performance time to create

- 1 Cappuccino
- 1 Caffè Latte
- 1 Piccolo Latte
- 1 Freestyle/Designer beverage chosen by the barista.

Each beverage must have a distinct espresso coffee taste and quality.

The order in which the beverages are served is FREE.

The barista may make as many drinks as they like. Only the drinks served to the judges and placed on the judging table will be marked. A barista will not lose marks for making more than four beverages.

Time is taken from the moment the participant indicates to time keepers to start the clock.

Time will be stopped when the competitor raises his/her hand and stops the official stop-watch.

Two machines on stage. One competitor will compete while the other is setting up.



RULES FOR COMPETITORS

Each competitor will have 5 minute set up, 6 minute performance and 5 minute clean up. Once the competitor has set up his/her work area they must indicate to the judges and timekeepers that they are ready to begin their performance. Once the final drink is placed on the presentation table, the barista must raise their hand and indicate again to stop the time.

All explanations of drinks to the judges must be made within the performance time. Once the final drink has been placed and the barista indicates completion of presentation (including explanation to judges), the timer will be stopped.

Once the competition has begun the competitor cannot stop for any reason. Failure to fully prepare will not be an excuse for the competitor to stop during their performance.

The head judge has the final decision on any issue.

Stencils can be used. All patterns/latte art will be accepted.

No points will be given for any dressing of the judges table – table cloths, table decorations, water glasses etc. are NOT required.

At the end of the performance, during clean up baristas must ensure they remove their coffee beans from the grinder and leave the machine, grinder and work station clean for the next competitor.

Set up time includes grinder adjustment time.

No predosing of basket or milk jugs

Organisers will provide music or competitor can bring their own however it must be provided on a pre-programmed ipod – no CDs.

JUDGING CRITERIA

There are two major criteria on which the baristas will be judged

1. Taste 50%
2. Presentation a) beverages and b) personal =Total 50%

Evaluation by the judges will be given during the 6 minute performance only.

Should the barista go over time the following will be penalised:

- 1 – 15 seconds over time – 5 points from overall score
- 16 – 30 seconds over time – 10 points from overall score
- 31 – 45 seconds over time - 15 points from overall score
- 46 – 60 seconds over time – 20 points from overall score
- 61 – 90 seconds over time – 25 points from overall score
- 91 – 120 seconds over time – 30 points from overall score

TASTE OF BEVERAGES

Judges will take into consideration the following when marking each of the drinks served regarding taste:

- Body/mouth feel
- Smoothness
- Sweetness
- Complexity/Richness
- Cleanness
- Aftertaste
- Balance
- Good balance of espresso taste

PRESENTATION OF BEVERAGES AND PERSONAL PRESENTATION

Judges will take into consideration the following when marking each of the drinks served in regards to presentation:

- Personal presentation of the barista including barista skills, style, flare, creativity, audience engagement, movement, flow and passion
- Clarity of design
- Beverage presentation including milk texture, creativity, originality in ingredients and imagination
- Presentation of innovative and unique artwork on every coffee served
- Design quality and originality within traditional boundaries coupled with an understanding of audience/customer satisfaction and impact
- Quality and presentation of milk foam after latte art has been completed

Each barista will be judged by (2) two Judges. Each drink in each criteria will receive a mark of 1 -10 in accordance with the following scale,

10 –Extraordinary

9 – Excellent

8 – Very Good

7 – Good

6 – OK

5 – Acceptable

0 - Unacceptable

Points will be awarded for each drink in the following categories:

- Beverage Taste
- Beverage presentation
- Overall impression

EQUIPMENT PROVIDED (and must be used)

Espresso Machine: Disave

Expobar 3 group Ruggero

Coffee Grinder: TBA

Cups: d'Ancap - Torino Shape

Cappuccino – 200cc

Latte – 160cc

Piccolo - 70cc

Freestyle/Designer Beverage – barista must bring own cupware

Milk: Pura/Dairy Farmers full cream milk

Cleaning Products: Chux Superwipes

BARISTAS MUST BRING

The barista will be responsible for bringing coffee of their choice, coffee/latte art making equipment including jugs, tamper, apron, chocolate powder & shaker, ingredients and crockery required for their designer beverage. No consideration will be made for those who cannot supply the correct equipment on the day.

Coffee: Baristas must bring their own coffee for the event.

DEFINITION OF VARIOUS BEVERAGES

Although different demographics define various coffee beverages in different ways, the following criteria have been issued as a guideline in order to assist calibration of competitors and judges.

Cappuccino - can contain and will be accepted within any of the following parameters:

- Must contain a distinct espresso taste
- Must contain steamed milk
- Must have between 1-2cm of rich dense foam on top
- Cocoa or chocolate MUST be used to decorate the top of the cappuccino, as this is traditionally accepted.
- Sketching and free pour are both acceptable presentation styles. Barista will not lose or gain points over style selection but rather on clarity and quality of design and beverage taste.

Caffe Latte – can contain and will be accepted within any of the following parameters:

- Must contain a distinct espresso taste
- Must contain steamed milk
- Must have between 0.5 and 1.5cm rich dense foam on top
- Cocoa or chocolate may NOT be used to decorate the top of the caffe latte. It must contain only crema and milk in any design
- Sketching and free pour are both acceptable presentation styles. Barista will not lose or gain points over style selection but rather on clarity and quality of design and beverage taste
- Designs do not have to be purely free pour. Other implements for decoration can be used such as sketching tools and stencils.

Piccolo – can contain and will be accepted within any of the following parameters:

- Must contain distinct espresso taste
- Must contain steamed milk
- Must have 0.5 rich dense foam on top
- Sketching and free pour are both acceptable presentation styles. Barista will not lose or gain points over style selection but rather on clarity and quality of design and beverage taste

Designer Drink - can contain and will be accepted as long as the following are included:

- Distinct taste of espresso coffee
 - Served warm or cold (must be explained)
 - Beverage must be explained to the judges in accordance with taste outcome and ingredient balance
 - Distinct artwork to be presented on top of the beverage
 - As this is a freestyle/designer drink there are no limits on the ingredients that must be used or not used, as long as the drink clearly tastes like espresso coffee.
 - As this is the Pura/Dairy Farmers Australian Latte Art Competition points will be awarded for the presentation of art on the beverage in accordance with the other drinks also served as part of this competition.
 - As this beverage is a creative expression, the barista must explain (within the 6 minutes) to the judges what the drink will taste like, their inspiration for creating the drink, the temperature of the drink when served and any other relevant information the judges can use in order to correctly evaluate the beverage.
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ENTRY FORM

To enter the Pura/Dairy Farmers Latte Art Championship please fill out the details below and fax to (02) 6583 7169.

Please ensure you have read the format and rules before entering. There is NO COST to enter the Pura/Dairy Farmers Latte Art Championship.

\$3000.00 Prize Package

The winner will take home the cheque for \$1000 and be named the Pura/Dairy Farmers Latte Art Champion 2014. Prize also include a Barista Profile in Café Culture magazine to the value of \$2000.

You will then be contacted before the event to confirm your entry.

If you require any further information please contact Justeen Single on (02) 6583 7163
Mobile: 0404 837 608 or email justeen@cafeculture.com

PLEASE PRINT CLEARLY

First Name: _____

Surname: _____

Representing Café Name (if applicable): _____

Address: _____

Town: _____

State: _____ **Postcode:** _____

Telephone: _____ **Fax:** _____

Mobile: _____

Email: _____