



COMPETITION FORMAT

WORLD'S RICHEST BARISTA COMPETITION

**FINE FOOD QLD, BRISBANE CONVENTION & EXHIBITION CENTRE
SUNDAY 10TH - TUESDAY 12TH APRIL 2016**

PART ONE

EVENT

Taking place over the three days of Fine Food Queensland, teams of baristas will battle it out on stage in the World's Richest Barista Competition. Only the best will survive.

The challenge is designed to reproduce the pressure of what happens in great espresso bars around the world. Under pressure, baristas must co-operate as a team to deliver the three things that matter to coffee customers; fast service and excellent presentation whilst maintaining quality.

It's a dynamic format that gives the judges, competitors and audience instant results. It's a colourful and energetic display of talent from some of the world's best baristas.

PRIZE

\$50,000 PRIZE POOL consisting of:

FIRST	\$25,000 + \$10,000 CAFE CULTURE MARKETING PACKAGE FOR TEAM SPONSOR
SECOND	\$10,000
THIRD	\$5,000

FORMAT

- Four baristas per team
- Two teams on stage to fight each other simultaneously
- Each team is to serve the required drinks from the beverage order cards with as much art and taste as possible in the allotted time.
- The beverage cards will include take away and dine in (ceramic cup use) scenarios across the following categories:
 - Espresso
 - Long Black
 - Latte
 - Piccolo
 - Cappuccino
 - Coffee beverage including Da Vinci syrup (Ginger Bread, Roasted Almond & Coconut)
 - Brewed coffee
 - Single origin espresso
 - Signature beverage
 - Cold Beverage Including a Davinci product
- Milk based beverages will be free pour (etching allowed) or a specific pattern (rosetta, heart, tulip, swan etc.).
- See beverage card examples page 8



GROUP PHASE AND KNOCKOUT

The competition will consist of a group phase (round robin) followed by a knockout competition.

GROUP PHASE (DAY 1 & 2)

Each team will have the possibility of competing up to 4 times.

Teams will compete in head to head bouts to produce **two** beverage order cards with a total of **14** orders to be served in **14** minutes.

Points – per bout:

- Win 3 points
- Tie 1 point
- Loss 0 points

Upon completion of all bouts within the Group Phase the top two teams from each group will progress through to the Knockout.

Tie: In the event of a tie, the team with the highest number of cups from all bouts will progress through to the Knockout phase. If the number of cups is also tied, a beverage order card playoff (7 minute round) will be held between the teams involved to determine the winner.

KNOCKOUT – DAY 3

Teams will compete in head to head rounds to produce **three** beverage order cards with a total of **21** orders to be served in **21** minutes. The winner of the bout will progress to the next round.

Tie: In the event of a tie within these bouts there will be a count back to 20 cups to determine the winner. The overall winner will be announced immediately following the Grand Final on Tuesday 12th April.

TEAMWORK

Baristas may organise themselves to do any tasks they see fit.

DRINKS ORDER CARD

Upon start of timer, one team member from each team collects the first beverage order card from the judging table. Both teams receive the same cards in the same order. Drinks must be served to the judging table and placed on the corresponding square in numerical order as per that card. Upon completion of first order card the second card can be taken and so on.

Each beverage order card could be for any number of drinks and any type of coffee drink per above list.

CUPS AND SAUCERS

Ceramic cups must be presented with saucers.

If a cup is dropped or spilled it can be replaced during competition time.

Only the cups served to the judges table will be judged/scored

TIMING

TIMING OF COMPETITION

SETUP

Teams will have five minutes to get their workstation ready to best suit their coffee delivery. I.e. beans in hopper/s, grinder calibration, sample/practice espresso shots, urn, brew equipment, placement of all equipment/ingredients. Once five minutes is complete teams will be asked to step back from their station and wait for the competition round to start.

COMPETITION TIME

Competition will begin once the MC says go. Timer is stopped when the allotted time for that round is up. If drink orders are not complete then those coffees are not allowed on the table and will not be judged.

CLEAN UP

Teams will have five minutes to clean up. During clean up, teams must ensure they remove their coffee beans from the grinder, and leave the machine, grinder and workstation cleared and clean for the next competition round.

After each bout the Head Judge will advise runners to clear the beverages from the judging table and the table will be reset ready for the next bout.



JUDGES

3 judges plus Head Judge

JUDGING

There will be three judges each with a different coloured poker chip. The head judge will hold the green poker chips & will award a bonus point on drinks 7, 14, 21

Milk coffees: Piccolo, Latte and Cappuccino coffees will be judged on latte art presentation or taste.

Presentation: design clarity taking into consideration contrast, symmetry, size, foam quality. 1 random milk coffee per beverage card will be judged on taste.

Signature beverages: will be judged on presentation and taste.

All black coffees: (espresso, brew, and single origin) will be judged on taste only.

Cold Beverage: will be judged on presentation and taste

Beverages will not be tested for temperature. However if the order is deemed well below or above general industry standard, the cup/s will be judged accordingly.

No technical judging required

Latte Art

Latte Art will be judge on the overall visual appeal of the beverage taking into consideration, When a **shape/pattern** is ordered, competitors will be judged on the execution of a single shape (rosetta, heart, swan or tulip), taking into consideration contrast, quality of foam, size, positioning and balance as per the Latte Art Judging Criteria:

- Contrast of the colours (ie milk foam/crema) on the surface of the beverage with no blurring of artwork.
- Quality of foam - silky, velvety foam with consistent bubble free texture.
- size and position of pattern in the cup. Baristas should assume that judges are all right handed and so patterns should be presented with this orientation. Size and positioning should be balanced
- Creativity and difficulty will be taken into consideration on **free pour** (etching permitted) drinks as long as the design is executed well with good contrast, size, balance and positioning.

Taste

- **Espresso/Single Origin Espresso**
 - Judged on: Sweetness, acidity, body and overall taste balance
- **Long Black**
 - Judged on: Sweetness, acidity, body and overall taste balance
- **Milk Based** (Latte, Piccolo, Cappucino)
 - Judged on: Sweetness, flavour, aftertaste and overall taste balance
- **Brewed Coffee**
 - Judged on: Sweetness, acidity, body, flavour and overall taste balance
- **Signature Beverage**
 - Judged on: Synergy of ingredients used, flavour, aftertaste and overall taste balance
- **Caffe Latte with DaVinci Syrup**
 - Synergy with syrup and coffee, flavour, aftertaste and overall taste balance
- **Cold Beverage**
 - Judged on presentation, creativity and overall flavour / taste balance



JUDGES SCORING PENALTIES

1. All coffees will be judged on "full to brim" with milk based coffees only. Penalty for cup not full: No score. ie. if the cup is not full, the point automatically goes to the other team. If both teams cups are not full, then neither team receives a score for that cup. This also applies to the espresso beverage (must be at least 25-30ml) and brewed beverages (must be at least 100ml).
2. A defined temperature range will not be judged there on, however if identified by 1 or more judges that the contents of the cup is deemed below or above general industry standard will ultimately effect judges preference.
3. Ceramic cups must be presented including saucer or no score will be given.
4. Milk is not allowed to be poured into jugs before the bout has started. Instant disqualification from that bout.
5. Group handles are not allowed to be dosed before the bout has started. Instant disqualification from that bout.
6. Signature beverage -the coffee component must be made during competition time. Any other beverage ingredients used can be prepared prior to the event, assembled during set up time but cannot be place in the cup that is to be used to present drink to judges until competition time commences. Any infringement will result in instant disqualification from that bout.

JUDGING TABLE

The cloth on the judging table will have two rows of squares, ie. one row for each team to place their coffees. As the two teams place their beverages on the table (in the order they appear on the menu card) the judges will then place their poker chip alongside a cup. The winning cup will be determined by receiving at least two of the three judges chips or on cups 7, 14 & 21, the head judge will place a gold poker chip alongside there preferred cup. This will be a bonus point. Each cup will be judged as it hits the table. Once all the coffees are down (or the time is up) the winner can be determined by most cups won.

SCORING

Group Phase	- 14 Coffee Orders - 16 points available
Finals	- 21 Coffee Orders - 24 points available

STAGE SETUP

The competition will be held on 1 main stage.

The stage will be set as follows:

- Ground level - 2 stations set inside the stage area facing out.
- 1 judging table with custom designed cloth.

Per station:

- 2 x benches (one for machine and grinders and pitcher rinser, one for brewing system, deli grinder and urn)
- 1 x coffee machine
- 3 x grinders ie. 2 dosing grinders, 1 shop/deli grinder
- 1 x PID temperature controlled urn for brewing
- 2 x brewing systems
- 1 x Hamilton Beach Blender
- 1 x Milk Shake Maker

ESPRESSO MACHINE CALIBRATION:

Espresso machines will be set at 93.5°C for the competition however, teams are permitted to alter these specifcations during setup time or competition time.

FILTER BASKETS:

VST 20gr competition baskets in double group handles will be provided however it is possible as long as it is within the setup time-frame to change filter baskets if so desired. No extra time will be allowed for these adjustments and due to time constraints no other adjustments are allowed.



BARISTA TEAMS

TEAMS MUST BRING:

The team will be responsible for bringing,

- coffees of their choice
- chocolate powder (for cappuccinos)
- signature beverage products
- equipment including jugs, tamper, apron, scales, brushes etc.

No consideration will be made for those who cannot supply the correct equipment on the day.

COFFEE: Teams must bring their own coffees. This can be one coffee for all beverages or it is permissible to change coffees for the different beverages.

ADDITIONAL EQUIPMENT: Teams should seek approval from the event organiser should they wish to bring in any other equipment.

BARISTA TEAM SPONSORSHIP: GET YOURSELF A SUPPORT CREW!

Teams are encouraged to seek sponsorship and create a support crew behind them in their bid to win the World's Richest Barista Competition. Each team should engage a business as their major sponsor. Teams may also engage minor sponsors as long as they do not conflict with event sponsors.

TEAM UNIFORMS:

Competitors are freely allowed to display their sponsors on clothing, tools etc. to promote their support. Team uniforms are not compulsory however should they be worn then they must display the World's Richest Barista Competition logo. Logos will be supplied by event organiser upon request.

COMPETITION DRAW

The competition draw will be announced at the pre-event function (TBA) and posted on **cafeculture.com**

EVENT START TIME

Official Competition Start Time: 10.00am on Sunday 10th April. All teams (all members) must check in with the event organiser at the Barista Hang Out at least 1 hour prior to their scheduled competition time. Competition times will be posted on **cafeculture.com**

BRIEFING SESSION

Team Captains only: briefing session will be held at 2pm on Saturday 10th April.

Location: TBA

BARISTA HANG OUT/PRACTICE AREA/PRACTICE TIME

A dedicated barista/practice area will be set up at the venue. Teams will be able to store their equipment etc. in this area (at own risk). Competitors are responsible for keeping this area clean in respect for teams and others around them that may need to use this area.

PRACTICE TIME

The practice area will include the identical equipment that is on the competition stage/s. Practice schedule will be advised prior to the event.

ADDITIONAL POINTS:

1. Age requirement: 18 +
2. No trays – teams can serve drinks to judges table one at a time or as many as can be carried. It's the teams choice as long as they are placed on the table in the order on the beverage card.
3. Competitors must only use the work area provided. Use of additional tables, benches, stands etc. is not permitted.
4. If a team forgets equipment or product they are NOT permitted to leave the stage area once competition time has started to retrieve the item/s.
5. Once set up time begins no assistance or instruction may be provided from any outside influences ie. sponsors, friends, coach etc.
6. Trolleys will not be provided. Each team is responsible for loading and unloading their equipment onto the station. Unloading equipment onto their competition station can only take place once the set up time begins.
7. Music will be provided by the event organisers only – no other music can be used.
8. As two teams will be performing at the same time they will not talk throughout each of the bouts.
9. Teams will be requested to supply a bio for the MC's introduction.



10. Team members do not need to work for the same company, be from the same state or country. Teams are free to include any baristas they choose as long as there are no more than 4 in each team.
11. Substitutions – team reserves/substitutes are permitted and must be included on the entry form.
12. There are no restrictions on number of shots per drink as long as it is within the guidelines of the drink description.
13. Drinks service to judging table cannot be changed. It must be in the order on the beverage cards.
14. Milk temperature is not definitive, though within general industry standard.
15. Competitors can supply their own timer to sit on top of machine for their personal use however the official time keepers clock will be used for correct competition time keeping.
16. During the set-up or competition time if there is a perceived problem the team should report to the head judge immediately and the head judge will decide whether to continue.
17. If any accidental interference or interruption to the teams during competition time is caused by runners, judges, photographers etc. the Head Judge should be informed and they will decide whether to continue.
18. Protests, Violation of Rules:
 - If a team feels they need to protest against another team, the team captain should contact the head judge for a decision.
 - The head judge can disqualify teams for safety violations and meddling with other competitors.
 - The decision of the head judge and competition judges is final. No correspondence will be entered into.
19. By participating in the World's Richest Barista Competition, team members will allow Café Culture International and competition sponsors to use the team and team member's names and images for promotion and marketing purposes without charge.

DESCRIPTION OF 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.

ESPRESSO / SINGLE ORIGIN ESPRESSO

Each team must make four drinks each time an espresso beverage is requested via the order card. This is one for each of the judges including the head judge.

Ceramic cup and saucer: Espresso (short black) – Verona Espresso 80ml

Take away cup (T/A): 4oz

The coffee must be at least a 25-30ml shot and served as a traditional espresso.

Espresso definition: using an espresso machine, a 25-30ml beverage poured through the portafilter to include water and ground coffee only. Capped with a honey brown crema.

Single Origin definition: a selection of coffee beans from a single coffee farm, processed one way, and roasted with one roast profile.

LONG BLACK

Each team must make one drink each time a long black beverage is requested via the order card.

Ceramic cup and saucer: Long Black - Verona Cappuccino 190ml

Take away cup (T/A): 8oz

Definition: An espresso shot poured onto hot water already in the cup. Cup must be filled 5-10cm from rim. Espresso shot must be at least 25-30ml. It is left to the teams to make this decision.

CAFFE LATTE

Each team must make one drink each time a caffe latte is requested via the order card.

Ceramic cup and saucer: Latte - Verona Cappuccino 190ml

Take away cup (T/A): 6oz or 8oz (per menu card order)

Definition: Must contain an espresso shot (of at least 25-30ml) and steamed milk only, with a 0.5-1.5cm rich dense foam on top. Using food colouring, flavouring, garnishes or powder (eg. Cocoa/Choc powder) for surface decoration is NOT permissible. It must contain only crema and milk in any design.

CAFFE LATTE WITH DAVINCI SYRUP

Each team must make one drink each time a caffe latte with DaVinci syrup is requested via the order card.

Ceramic cup and saucer: Latte - Verona Cappuccino 190ml

Take away cup (T/A): 8oz

Definition: Must contain an espresso shot (of at least 25-30ml), one pump (approx. 7.5ml) of the requested DaVinci syrup and steamed milk only, with a 0.5-1.5cm rich dense foam on top. Free pour ONLY – no etching.

Using food colouring, flavouring (other than the requested DaVinci syrup), garnishes or powder (eg. Cocoa/Choc powder) for surface decoration is NOT permissible. It must contain only crema and milk in any design.



PICCOLO LATTE

Each team must make one drink each time a Piccolo Latte is requested via the order card.

Ceramic cup and sauce: Verona Espresso 80ml

Take away cup (T/A): 4oz

Definition: Must contain an espresso shot (of at least 25-30ml) and steamed milk only, with a 0.5cm rich dense foam on top. Using food colouring, flavouring, garnishes or powder (eg. Cocoa/Choc powder) for surface decoration is NOT permissible. It must contain only crema and milk in any design.

CAPPUCCINO

Each team must make one drink each time a Cappuccino is requested via the order card.

Ceramic cup and saucer: Verona Cappuccino 190ml

Take away cup (T/A): 8oz

Definition: Must contain an espresso shot (of at least 25-30ml) and steamed milk with a 1-2cm rich dense foam on top. Cocoa or chocolate powder MUST be used to decorate the top of the cappuccino, as this is traditionally accepted.

Using food colouring, flavouring or garnishes other than cocoa or chocolate powder for surface decoration is NOT permissible. It must contain only crema, cocoa or chocolate powder and milk in any design.

BREWED COFFEE

Each team must make four drinks each time a brewed beverage is requested via the order card. This is one for each of the judges including the head judge.

Ceramic cup and saucer: Verona Cappuccino 190ml

Take away cup (T/A): 6oz

Definition: Must use the brew over equipment provided – no other equipment is permissible. Must contain 100ml of brewed filter coffee. Temp controlled urn should be checked and set during set up time at the beginning of the heat.

SIGNATURE BEVERAGE

Each team must make four drinks each time a signature beverage is requested via the order card. This is one for each of the judges including the head judge.

Cups: Teams choice to bring own or use sponsors cups and saucers provided

Definition: Must contain a distinct coffee flavour. The drink can have any other ingredient the barista chooses.

Can be served hot or cold.

Can use alcohol.

Using food colouring, flavouring, garnishes or powder (eg. Choc powder) is permissible as long as the finished product is edible and palatable and must be possible to serve in a café scenario and drunk by a customer.

The coffee flavour must be made during competition time. Any other beverage ingredients used can be prepared prior to the event and assembled during set up time but cannot be placed in the cup that is to be used to present the drink to judges until competition time commences.

COLD BEVERAGE

Each team must make four drinks each time a cold beverage is requested via the order card. This is one for each of the judges including the head judge.

Cups: Teams choice to bring own or use sponsors cups and saucers provided

Definition: May or may not include a coffee flavour. The drink can have any other ingredient the barista chooses.

Must be served cold and include one or more of the following DaVinci products: DaVinci Salted Caramel, DaVinci Chocolate Sauce, DaVinci Spiced Chai Concentrate, DaVinci Frappease Frappe Base, DaVinci Frappe Choice Non Dairy Base

Can use alcohol.

Using food colouring, flavouring, garnishes or powder (eg. Choc powder) is permissible as long as the finished product is edible and palatable and must be possible to serve in a café scenario and drunk by a customer.

If included the coffee flavour must be made during competition time. Any other beverage ingredients used can be prepared prior to the event and assembled during set up time but cannot be placed in the cup that is to be used to present the drink to judges until competition time commences.

HOW TO ENTER – Limited Positions Available



ENTRY FORM – Cafeculture.com

ENTRY FEE: \$2000 + gst per team

FORMAT AND RULES SUBJECT TO CHANGE: SHOULD ANY UPDATES AND CHANGES TO THIS FORMAT AND RULES OCCUR, ALL TEAM CAPTAINS WILL BE ADVISED BY EMAIL PRIOR TO THE EVENT START DATE.

**BEVERAGE CARD EXAMPLES**

Set of 2 – Rounds (Day 1&2) – 14 minutes

MENU 1- CARD 1/2						HEATS
 MENU CARD						
DRINK #	DRINK TYPE	MILK	DESIGN	DINE IN/TA	CUP TYPE	
1	Piccolo Latte	Norco Fresh Milk	Swan	Take Away	4 oz	
2	Cappuccino	Norco Fresh Milk	Free Pour	Take Away	6 oz	
3	Long Black	N/A	N/A	Dine in	190ml	
4	Caffé Latte	Almond Breeze	Heart	Take Away	6 oz	
5	Caffé Latte	Almond Breeze	Tulip	Dine in	190ml	
6	Cold Beverage x 4	---	N/A	Dine in x 4	Baristas Choice	
7	Brew x 4 x 100ml	N/A	N/A	Dine in x 4	190ml	
						


MENU 1- CARD 2/2						HEATS
 MENU CARD						
DRINK #	DRINK TYPE	MILK	DESIGN	DINE IN/TA	CUP TYPE	
8	Caffé Latte	So Natural Soy	Heart	Dine in	190ml	
9	Caffé Latte	So Natural Soy	Swan	Dine in	80ml	
10	Single Origin Espresso x 4	N/A	N/A	Dine in x 4	80ml	
11	Caffé Latte	Norco Fresh Milk	Swan	Take Away	6 oz	
12	Caffé Latte	Norco Fresh Milk	Tulip	Take Away	6 oz	
13	Caffé Latte	Norco Fresh Milk	Free Pour	Take Away	6 oz	
14	Brew x 4 x 100ml	N/A	N/A	Dine in x 4	190ml	
						

BEVERAGE CARD EXAMPLES

Set of 3 – Knock Out (Day 2) – 21 minutes

MENU 4- CARD 1/3						FINALS
 MENU CARD						
DRINK #	DRINK TYPE	MILK	DESIGN	DINE IN/TA	CUP TYPE	
1	Piccolo Latte	Almond Breeze	Free Pour	Dine in	80ml	
2	Piccolo Latte	Almond Breeze	Swan	Take Away	4 oz	
3	Long Black	---	N/A	Dine in	190ml	
4	Caffé Latte	Almond Breeze	Tulip	Take Away	8 oz	
5	Caffé Latte - Da Vinci Ginger Bread	Norco Fresh Milk	Free Pour	Take Away	6 oz	
6	Cappuccino	Norco Fresh Milk	Rosetta	Dine in	190ml	
7	Signature Beverage x 4	---	Baristas Choice	Dine in x 4	Baristas Choice	
						

MENU 4- CARD 2/3						FINALS
 MENU CARD						
DRINK #	DRINK TYPE	MILK	DESIGN	DINE IN/TA	CUP TYPE	
8	Caffé Latte	So Natural Soy	Free Pour	Take Away	6 oz	
9	Cappuccino	So Natural Soy	Swan	Take Away	6 oz	
18	Long Black	---	N/A	Dine in	190ml	
11	Caffé Latte	So Natural Soy	Rosetta	Dine in	190ml	
12	Caffé Latte - Da Vinci Coconut	Norco Fresh Milk	Tulip	Take Away	6 oz	
13	Cappuccino	Norco Fresh Milk	Free Pour	Take Away	8 oz	
14	Brew x 4 x 100ml	---	N/A	Dine in x 4	190ml	
						

MENU 4- CARD 3/3						FINALS
 MENU CARD						
DRINK #	DRINK TYPE	MILK	DESIGN	DINE IN/TA	CUP TYPE	
15	Caffé Latte - Da Vinci Coconut	Norco Fresh Milk	Tulip	Take Away	6 oz	
16	Piccolo Latte	Norco Fresh Milk	Swan	Take Away	4 oz	
17	Piccolo Latte	Norco Fresh Milk	Tulip	Dine in	80ml	
18	Caffé Latte	Almond Breeze	Heart	Take Away	8 oz	
19	Caffé Latte	Almond Breeze	Rosetta	Dine in	190ml	
20	Caffé Latte	So Natural Soy	Free Pour	Take Away	8 oz	
21	Single Origin Espresso x 4	---	N/A	Dine in x 4	80ml	
