



OFFICIAL RULES AND REGULATIONS

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WORLD BREWERS CUP

OFFICIAL RULES AND REGULATIONS (THE “RULES”)

1.1 Organization

The World Brewers Cup is a program of World Coffee Events, LTD (WCE).

1.2 Rights

All intellectual property related to the World Brewers Cup, including these Official Rules and Regulations and the format of the competition, are the property of World Coffee Events, LTD. No part of this document may be used or reproduced without the expressed permission of World Coffee Events, LTD.

1.3 2011 Championship

The 2011 World Brewers Cup will be held in conjunction with the 2011 SCAE World of Coffee in Maastricht, Netherlands, 22-24 June 2011.

1.4 Participants

1.4.1 Qualifications

The World Brewers Cup is open to qualified national champions as determined by a WCE sanctioned national championship produced by the relative WCE Licensed National Body. For the 2011 World Brewers Cup only, WCE Licensed National Bodies may, in lieu of holding a national championship, send a designated competitor to represent their country at the 2011 World Brewers Cup. Only one (1) competitor may represent each nation.

1.4.2 Nationality

Competitors must hold a valid passport of the country they represent or have 24 months of documented employment or scholastic curriculum in the country they represent. If participation is based on the 24 months of documented employment or scholastic curriculum rather than passport, a portion of this must have been in the previous 12 months prior to national competition. Competitors can only compete to represent one country per WCE Competition Year.

1.4.3 Multiple Passports

In case of multiple passports, the contestant must choose one country and qualify through this respective sanctioned national championship.

1.4.4 Expenses

Licensed National Bodies are required to pay the champion's flight and hotel accommodations to the World Brewers Cup for the purpose of representing their country for the duration of the competition. Above and beyond this, Competitors are responsible for their own expenses related to the competition, including, but not limited to: additional travel and accommodation needs, supplies and ingredients, local transport, and additional personnel. The WCE is not liable for any of the competitor's expenses. If a competitor cannot afford these expenses, it is their responsibility to find a sponsor, or outside party to cover these expenses.

1.4.5 Competitor Questions

All competitors must thoroughly read and understand these Rules and the score sheets. No accommodation or exception will be made for competitors who claim to not understand the Rules or score sheets. All Brewers Cup documents may be downloaded from the World Brewers Cup website. Competitors are encouraged to ask questions prior to arriving at the competition. Competitors will also have the opportunity to ask questions during the official Competitors Meeting held prior to the start of each competition.

1.5 APPLICATION

1.5.1 Competitor Registration Form

Competitors must complete the World Brewers Cup Competitor Registration Form online at www.worldbrewerscup.org and submit a scanned copy of their valid passport or legal documentation of 24 months of employment or scholastic curriculum in the country they represent to the Event Manager at least six weeks prior to World Brewers Cup Event. All approved national champions will receive a confirmation letter that will be sent to the competitor via email within two weeks of receipt of the online registration form and valid passport or legal documentation.

1.5.2 Last Date to Apply

Competitors must submit the online competitor registration form and valid passport or legal documentation six weeks prior to the event. In the event the national competition is held less than six weeks prior to World Brewers Cup, national champions must submit the registration form and passport/documentation within 5 days of conclusion of their national competition. Failure to meet these requirements could result in exclusion from competing in the World Brewers Cup

2.0 TERMS & CONDITIONS

Upon submitting a World Brewers Cup Competitor Registration Form, competitors acknowledge that they understand the following terms & conditions: (Please note that these terms and conditions include individual responsibilities and requirements of representation imposed on the winner of the World Brewers Cup.)

- A. The winner of the World Brewers Cup is a representative of the World Coffee Events, LTD., the Specialty Coffee Association of America (SCAA) and the Speciality Coffee Association of Europe (SCAE).
- B. Upon entry in the World Brewers Cup and in exchange for the opportunity to win, each competitor in the World Brewers Cup undertakes that they will:
 - i. Permit WCE, SCAA and SCAE to use the competitor's name and image in any format without charge for the purpose of promotion of the WCE, SCAA or the SCAE.
 - ii. Without limiting the generality of clause (a), the formats referred to in clause (a) may include: photographic, video, print, Internet, or any electronic media.
 - iii. Actively work to uphold the good reputation of the WCE, the SCAA and the SCAE when fulfilling these terms and conditions.
- C. Each competitor must read and abide by the Competitor Code of Conduct document found on the World Brewers Cup website.
- D. The winner of the World Brewers Cup must read and abide by the Champion Code of Conduct found on the World Brewers Cup website.

3.0 THE COMPETITION

- A. Competitors will be evaluated by three (3) Judges.
- B. During each round, competitors will prepare and serve three (3) individual and separate beverages, one to each Judge.
- C. Competitors may utilize any set of brewing devices of their choosing, so long as it qualifies according to the relevant definitions in these Rules.
- D. In Round One, competitors will be limited to utilizing only the whole bean coffee provided by the World Brewers Cup organizers, and may not use any other whole bean coffee (or ground coffee).
- E. In Round One, competitors will have 7 minutes to prepare and serve their Beverages, without any presentation or demonstration.

- F. In the Final Round, competitors may utilize any Whole Bean Coffee of their choosing, abiding by the definitions in Section 4.0 below.
- G. In the Final Round, competitors will have 10 minutes to prepare and serve their beverages, and shall provide an accompanying presentation.
- H. All three beverages within each competition round must be prepared using the same whole bean coffee.
- I. Competitors may produce as many beverages as they like during their competition time. Only the beverages served to the judges will be evaluated.
- J. TDS measurements will be taken of each served beverage, for competitor reference (will not count towards the score unless above 2.00%).

4.0 STANDARDS AND DEFINITIONS

4.1 Whole Bean Coffee

- A. Whole bean coffee is the accumulation of roasted product of the seed of the fruit of a plant of the genus *Coffea*.
- B. Coffees may not have any additives, flavorings, colorings, perfumes, aromatic substances, liquids, powders, etc. of any kind added at any point between the time the coffee is picked (as cherry) to when it is extracted into beverage. Substances utilized during growing and cultivation of the coffee plants are permitted (fertilizers, etc.).
- C. Whole bean coffee may be a blend, single-region, single-country, single-farm, etc.
- D. Coffee ground before the competition time will be allowed. The same rules regarding additives apply.
- E. Competitors in the Finals Round are required to supply a minimum of 2.0 kg of the same whole-bean coffee they are utilizing in their presentation to the competition organizers to be bulk-brewed for the audience and to brew and serve at the World Championship Coffee Bar.
- F. The provided Round One coffee will be a medium to medium-light roasted fully-washed specialty-grade coffee (Agtron 50 to 60 Ground on 'gourmet scale'), roasted no more than seven days prior to the competition day. If more than one individual roast-batch is provided, the batches will either be labeled uniquely, or the batches will be completely blended.

4.2 The Beverage

- A. The beverage must be an extraction from particles of whole bean coffee, using water as the solvent. No other additives of any kind will be allowed, aside from those contained within the relevant definitions of whole bean coffee, brew water, brewing devices, and service vessels.
- B. The beverage must have a total dissolved solids of less than 2.00% or 20,000 ppm (ppm). This is to limit the beverage to the realm of what is commonly referred to as "filter coffee," distinct from espresso or other categories of coffee-extracted beverage. If a beverage is served with a TDS found to be higher than 2.00%, it will be disqualified and receive no score.
- C. Competitors will prepare and serve three individual coffee beverages, one to each of the three judges.
- D. Each of the three beverages should be between 150 and 350 mL. If a beverage served is found to be less than 120 mL or more than 375 mL, that particular beverage (cup) will be disqualified and receive no score.
- E. It is not necessary to serve the entire quantity of beverage produced during the coffee preparation.

4.3 Brew Water

- A. Competitors may utilize the water provided by the competition, or utilize their own brew water.
- B. Provided water will be calibrated to within the acceptable ranges according to section 8.0 below.
- C. If a competitor chooses to utilize their own water, the water may be analyzed to ensure that it does not contain prohibited levels of additives or chemicals. Judges may request to taste the

water at both room temperature and heated, to verify that the water does not contain any flavors or characteristics not typical of clean potable water.

- D. Provided water will be available at both room temperature, and heated to between 96.0 and 98.5°C.
- E. If a competitor chooses to use their own water, they must also provide their own device to heat the water to the desired temperature. Electrical power provided to power such devices will be limited to that provided by the competition.

4.4 Grinder

- A. A grinder is a device that grinds whole bean coffee into smaller physical particles without changing the chemistry of the coffee, aside from that directly related to the grinding of the coffee (friction, heat, etc.), and does not add any additives to the coffee.
- B. Competitors must utilize the grinder provided by the competition or a grinder that they have provided for themselves. However, competitors may NOT use any grinder other than the provided sponsored grinder within the competition area, or during their competition time.

4.5 Brewing Device

- A. A brewing device is any item that a competitor uses during and involved in the beverage extraction.
- B. Brewing devices must be “manual” in nature, and may not include or involve mechanical action powered by supplemental forces (i.e., electricity) other than those exceptions below:
 - i. Mechanical action powered by the competitor’s manual action (i.e. hand and/or arm action), by gravity, or created by the act of coffee brewing itself (i.e. pressure in vacuum brewers, movement in balance brewers) is permitted.
 - ii. Heat sources are allowed (electrical, magnetic, or liquid fuel), so long as they are used to heat water or the coffee beverage and not to power to any additional mechanism.
 - iii. A machine or mechanism that supplies the competitor with brew water is allowed, though if it involves any automated or electrically-actuated mechanism (i.e., a magnetic solenoid valve), it may not be used directly on the coffee. E.g., an automatic water delivery machine could dispense into a pouring vessel, but not directly to the coffee.
- C. Competitors may utilize their own brewing devices, or utilize those provided by the competition.
- D. The World Brewers Cup cannot be held responsible for the operational or structural integrity of the brewing devices supplied. Competitors using those devices should thoroughly test and inspect them.
- E. Competitors may utilize as many or as few brewing devices as they wish in order to produce the required three preparations.
- F. Brewing devices may not add any additive substances to the beverage whatsoever.

4.6 Coffee Preparation

- A. The coffee preparation for the World Brewers Cup shall consist of separate and individual preparations (brews), one for each judge.
- B. A “separate and individual preparation” is defined as a single extraction directly resulting from one particular quantity of coffee and one particular quantity of water. Competitors may therefore NOT serve more than one judge from any particular and individual preparation (i.e., competitors may NOT prepare a single 1 liter french press and pour it into three cups for the judges. For french press, it would need to be three individual french presses).
- C. The “extraction time” is defined as the duration of time that begins with the moment that the brew water and the coffee grounds first come into contact with each other, and ends the moment the competitor stops brewing. Brewing stops when the extracted beverage has completely separated from the coffee bed (water retained within the coffee grounds is not considered part of the “extracted beverage”), or when the barista has cut the flow of extracted beverage into the service vessel, which ever comes first. Water due to pre-wetting of filters will not be considered as “brew water” unless excessive.

- D. In both competition rounds, the extraction time must begin after the competition time begins, and the beverages must be served before the competition time elapses, lest the beverage(s) be disqualified.

4.7 Service vessel

- A. A service vessel is the cup, server, or other vessel that the competitor serves the coffee beverage to the judges in.
- B. A minimum of three service vessels are required per coffee service or presentation.
- C. Coffee beverages may not be served in more than one portion (i.e., two or more smaller vessels or portions of coffee beverage).
- D. Service vessels should not impart any flavor or odors.
- E. There is no restriction on the material, shape, or size of the service vessels, though the judges should be able to pick it up and sip from it directly.
- F. The competition will supply a standardized service vessel with a volume between 150 to 235 mL.
- G. Competitors have the option to use the standardized service vessels, or service vessels of their own choosing and supply.
- H. The "Aroma" score component will be evaluated as the coffee is served, in the service vessel it is served in.
- I. To accelerate cooling, the coffee may be decanted into the standardized service vessel after Aroma is evaluated.

4.8 TDS measurement

- A. A TDS measurement device will be used to measure the total dissolved solids of each brew.
- B. The TDS measurement protocol will be found in this document.
- C. TDS measurements will be recorded on each scoresheet as a percentage to two decimal places (hundredths-place, i.e. 1.15%).
- D. TDS measurements are provided for the competitor's reference only and will not be involved in the scores, other than as stated in Rule 4.2.B.

5.0 COMPETITION PROCEDURE

- A. The competition space will consist of a stage with one equipment table, two work tables (or spaces), and one judging table.
- B. Each competitor will be assigned a start time and station number.
- C. Round One (Compulsory Round)
 - i. Competitors will be given seven (7) minutes of time to prepare and serve three cups of coffee, each brewed individually, to three judges.
 - ii. Competitors in Round One will all use the same whole-bean coffee, as provided by the World Brewers Cup.
 - iii. Competitors will, when their competition time begins, prepare and serve their coffees to the judges.
 - iv. The beverages will be evaluated on sensory evaluation alone, according to World Brewers Cup judging protocols (see relevant section below).
 - v. In Round One, accompanying information, be it visual, verbal, sensory, etc., will not be evaluated, will not be included in scoring, and should therefore not be presented.
 - vi. The top six scoring competitors will advance to the Finals Round.
- D. Finals Round
 - i. Finalists will be given ten (10) minutes of time to present, prepare, and serve three cups of coffee, each brewed individually, to three judges.
 - ii. Competitors in the Finals Round will utilize their own whole-bean coffee, and serve them to the judges with a presentation that enhances the coffee experience.
 - iii. The competitors will be evaluated on taste and presentation, according to the World Brewers Cup judging protocols (see relevant section below).

- E. The World Brewers Cup and Regional Brewers Cup competitions will consist of two rounds: Round One and the Finals round (6 competitors). All competitors will compete in Round One. At the end of Round One the competitors with the six highest scores will go on to compete in the finals. The competitor's scores from each round will not carry over to the next round.
- F. Following the finals there will be an awards ceremony where finalists will be awarded sixth through first place.

6.0 OVERVIEW OF THE COMPETITION AREA

The Brewers Cup competition area consists of four table surfaces:

- A. Judges table: The judges will be seated at a rectangular table, side-by-side, facing the competitor area, prepared to evaluate the coffees served (and during the Finals Round, competitor presentations).
- B. Equipment table: A table will support the hot water machine, sponsored coffee grinder, cleaning accessories, and other tools and accessories. The hot water machine and grinder may not be moved by the competitors.
- C. Work table (2): Two separate surfaces will be designated as competitor preparation tables. This will either be two separate tables or one long table divided into two distinct areas. Competitors will use their assigned table to setup their equipment and prepare their coffees.

MACHINERY, ACCESSORIES & RAW MATERIALS

7.0 HOT WATER MACHINE

Competitors have the option to use the sponsored hot water dispenser, or supply their own brewing water.

The hot water machine will be set to dispense water between 96.0°C and 98.5°C, measured at the point of use (nozzle or spigot).

Competitors may not change, adjust or replace any element, setting, or component of the hot water machine. Any changes or adjustments made may be grounds for disqualification. Any damage to the competition equipment due to misuse or abuse is grounds for disqualification.

8.0 WATER

Competitors have the option to use the sponsored water, or supply their own brewing water.

The sponsored official hot water machine will be dispensing sponsored water only. Competitors do not have the option of using their own water with the sponsored hot water machine.

The sponsored water will be calibrated with the following standard as the target:

Odor: Clean/fresh, odor free

Color: Clear color

Total Chlorine/Chloramine: 0 (zero) mg/L

TDS: 150 mg/L (acceptable range 75-250 mg/L)

Calcium Hardness: 4 grains or 68 mg/L (acceptable range 1-5 grains or 17-85 mg/L)

Total Alkalinity: 40 mg/L (acceptable range at or near 40 mg/L)

pH: 7.0 (acceptable range 6.5 to 7.5)

Sodium: 10 mg/L (acceptable range at or near 10 mg/L)

9.0 GRINDER

A sponsored coffee grinder will be located on the equipment table for competitor use.

Competitors may utilize the sponsored grinder or another grinder of their choosing. However, only the sponsored grinder may be used in the competition area, or during the competition time.

if a competitor uses a grinder of their choosing (not the sponsored grinder), it may not be used in the competition area (on stage) or during the competition time. It may not be plugged into the competition electrical supply.

10.0 ADDITIONAL ELECTRICAL EQUIPMENT

Competitors may bring up to two pieces of additional electrical equipment to be used during their coffee preparation and/or presentation. Competitors must notify the World Championship Event Manager prior to arriving at the World Championship of any additional electrical equipment they are bringing (i.e. hot plate, water kettle, etc.). Total power requirements for the additional electrical equipment must be accommodated by a single single-phase circuit which will be shared with the grinder(s).

If the provided electrical source is insufficient to power the competitor's equipment, it is the competitor's responsibility. No "technical appeals" will be accepted due to excessive electrical needs for a competitor's additional equipment.

There is no restriction on additional equipment that does not require grounded electrical power that is furnished by the event host, so long as they are allowed by these Rules.

11.0 PROVIDED FACILITIES & EQUIPMENT

The competition area will be equipped with the following:

- Equipment Table (For hot water machine and grinder)
- Work Table(s) (for competitor use)
- Service Table (Judges' table)
- Hot water machine
- Official Coffee grinder
- Service vessels
- Cleaning brushes (for grinder and counter)
- Trash can and/or compost bin
- Bucket for discarded liquid

12.0 COMPETITOR EQUIPMENT & SUPPLIES

Competitors are required to bring all supplies necessary for their presentation. Competitors should make allowances for breakage during travel and/or during the competition. Competitors are responsible for and in charge of their own equipment and accessories while at the competition. The World Championship, volunteers and event staff are not responsible for the safety of items left in the competition area.

Competitors **MUST** bring the following:

- Brewing devices (unless using provided equipment)
- Coffee filtration media (unless using provided equipment and filters)
- Finals-Round Coffee (For practice, competition, and service to attendees)

The following are optional:

- Spare brewing devices
- Additional Electrical Equipment (Maximum two items)
- Brewing device stands
- Brewing device accessories
- Scales (for mass measurement)
- Thermometers (for temperature measurement)
- Timers (for time measurement)
- Coffee filtration medium
- Service vessels (at least three plus spares)
- Cleaning cloths/rags

COMPETITOR INSTRUCTIONS PRIOR TO PREPARATION TIME

13.0 COMPETITORS' ORIENTATION MEETING

Prior to the start of the World Championship or Regional Barista Competition, a Brewers Cup Competitor Orientation Meeting will take place. This meeting is mandatory for all competitors. During this meeting, the World Championship Event Manager will make announcements, distribute the Round One practice coffee, explain the competition flow, cover the competition schedule, lead a tour of the stage, and back stage areas. This will be an opportunity for competitors to ask questions and/or voice concerns to the World Championship Event Manager.

14.0 ROUND ONE COFFEE & PRACTICE TIME

14.1 Provided Round One coffee

At the Orientation Meeting, competitors will each receive one 350g bag of the Round One coffee. See Section 4.1 "Standards and Definitions" for more about the provided coffee.

14.2 Brewers Cup Practice Time

Competitors will be able to practice brewing with the provided practice coffee the morning of their scheduled competition day. The Event Manager will provide details at the competitor meeting.

15.0 BE ON TIME

Competitors should be at the competition 30 minutes prior to his/her scheduled preparation time. Any competitor who is not onsite at the start of their competition time may be disqualified.

16.0 STATION MAINTENANCE

Competitors will be responsible for keeping the preparation area clean and ready for the next competitor. There will not be "station maintenance" volunteers, so competitors should clean and organize the station at the end of their competition time.

ROUND ONE COMPETITION

17.0 SUMMARY

In Round One, competitors will have 7 minutes to prepare and serve three individual preparations of brewed filter coffee to three judges. There is no presentation element whatsoever during Round One, and all competitors will be utilizing the same whole-bean coffee. Judges will evaluate the coffees as they cool and record their scores and TDS measurements will be taken.

18.0 BEGIN COMPETITION TIME

Round One competitors will be scheduled on an alternating and staggered timetable. After their equipment and accessories are prepared and water and coffee are ready, the competitor will start their competition time by beginning their first brew. It is not necessary to announce the beginning of their competition time, but the competitor should verify that the timekeeper is prepared to start the timer.

Competition time begins when the brew water and coffee first come into contact (water due to "pre-wetting" of filtration medium and similar water will not count toward this unless excessive).

19.0 ROUND ONE PREPARATION AND SERVICE

The competitor has seven (7) minutes to prepare and serve their coffees to the judges.

No "presentation" should occur whatsoever.

Competitors should strive to work quietly.

Competitors may not prepare their coffees at the judging table. In Round One, the judging table is for service and evaluation of the beverages only.

Competitors have the option of grinding their coffee or prepare their brewing water during the competition time, or beforehand.

Beverages must be prepared and served according to these Rules, particularly the “Standards and Definitions” Section 4.0.

The competitor is to serve the beverages to the judges by placing them on the judging table, one in front of each judge.

20.0 END COMPETITION TIME

Competition time ends when the competitor serves the third and final beverage, or when their competition time has elapsed, whichever occurs first. A competitor does not need to announce or otherwise indicate the end of their competition time.

Beverages not served within the competition time will not be evaluated.

Once the competition time is over, the competitor is to return to the preparation area to clean up and quickly prepare the station for the next competitor.

FINALS ROUND COMPETITION TIME

21.0 SUMMARY

Competitors will have ten (10) minutes to prepare, serve, and present three individual preparations of brewed filter coffee to three judges. Coffee service should be accompanied by a presentation for the judges that articulates the taste-experience presented, demonstrates excellent customer service, and enhances the overall coffee experience. Competitors will present a coffee of their choosing, and TDS measurements will be taken.

22.0 BEGIN COMPETITION TIME

Finals Round competitors will be assigned a scheduled competition time. After their equipment, accessories, coffee, and brew water are prepared, the competitor will start their competition time by starting the competition timer.

23.0 FINALS ROUND PREPARATION AND SERVICE

The competitor has ten minutes to prepare, serve, and present their coffees to the judges.

Competitors have the option of grinding their coffee or preparing brew water during the competition time, or beforehand.

Competitors will serve their coffees with an accompanying presentation.

Beverages must be prepared and served according to these Rules.

The competitor is to serve the beverages to the judges by placing them on the judging table, one in front of each judge. Competitors must actively place the beverage in front of each judge in order to consider it “served.”

24.0 END COMPETITION TIME

Competition time ends when their competition time has elapsed, when the competitor stops their competition time-clock, or when they raise their hand and announce “time,” whichever occurs first.

Beverages not served within the competition time will not be evaluated.

The judges will disregard anything said, served, or presented after the competition time is over.

One the competition time is over, the competitor is to return to the preparation area to clean up and prepare the station for the next competitor.

24.1 FINALS PRESENTATION

Competitors should present their coffees with an accompanying presentation that enhances the taste experience of the coffees and relates to exemplary service in a real-world specialty coffee experience.

The presentation will be evaluated for how well the taste-experience matches the competitor's description of it.

Presentations may be creative, informative, and entertaining, but should always be focused on enhancing the customer/judge's coffee experience.

Competitors may not serve or present any food, drink, or aromatic experience for the judges to consume, imbibe, taste, or smell, other than the coffees served. Any such service will be disregarded by the judges.

Competitors may not ask the judges to physically move from their judging positions.

TECHNICAL ISSUES

- A. During the preparation and/or competition time, if a competitor feels there is a technical problem with:
 - i. The electrical power supply
 - ii. The provided Official Grinder or Official Brew Water Machine
 - iii. For Finals Round only: The audio visual equipment (i.e. the competitor's microphone)

...the competitor should raise his/her hand, call "technical" and ask for the Event Manager (during preparation time) or for the head judge (during competition time), and the time will be stopped.

- B. If the event manager agrees there is a technical problem that can be easily resolved, they will decide the appropriate amount of time for the competitor to be credited. Once the technician has fixed the problem, the competitor's time will resume.
- C. If the technical problem cannot be solved in a timely manner, the event manager/head judge will make the decision whether or not the competitor should wait to continue his/her performance or stop the performance and start again at a reallocated time.
- D. If a competitor must stop his/her competition time, the Event Manager will reschedule the competitor to compete in full again at a later time.
- E. If it is determined that the technical issue is due to competitor error or the competitor's personal equipment, the Event Manger may determine that no additional time will be given to the competitor, and the preparation or competition time will resume without time being credited.
- F. Unfamiliarity with equipment is not grounds for a technical timeout.

25.0 FORGOTTEN ACCESSORIES

- A. If a competitor has forgotten some of his/her equipment and/or accessories during his/her competition time, he/she must inform the head judge that they have forgotten an item(s) offstage and then retrieve the missing item(s) himself/herself. The competition time will not be stopped.
- B. Nothing may be delivered by the runners, supporters, team members or the audience during the competition time.

SCOREKEEPING

25.1.2 Official Scorekeeping

The official scorekeepers are responsible for keeping all scores confidential.

25.1.3 Round One Scoring

To calculate Total Cup Score, scores for each of the seven Cup Score components are added together, with the scores for Flavor, Balance, and Overall being doubled.

If the TDS recorded for a beverage is greater than 2.00%, that cup will be disqualified, and receive a World Brewers Cup score of zero (0).

The competitor's total Round One score will be tabulated by adding the total of the three scoresheets, one from each judge, and dividing the total by 3. (i.e., scores of 85.25, 91.00, and 89.50, for a combined total of 265.75 will result in a total score of 88.58).

25.1.4 Finals Round Scoring

Scores for the Total Cup Score will be tabulated as in Round One.

To calculate the Presentation Score, the three relevant scoring components will be added together, with the score for Overall Impression being doubled.

To calculate the Final Score for each scoresheet, the Total Cup Score shall be added to the Total Score of Presentation, and that sum shall be divided by 1.40.

To calculate the competitor's total Finals Round score, the three Final Scores (one from each scoresheet) will be added together, and the total divided by 3.

25.1.5 Rounding

Scores shall be rounded to the nearest hundredths-place (i.e., a total score of 88.583333 will be rounded to 88.58)

25.2 Tie Scores

In Round One: If there is a tie between two or more competitors that results in more than six (6) competitors qualifying for the Finals Round, the procedure will be as follows:

- A. The competitor with the higher sum of "Flavor" scores will be ranked higher.
- B. If there is still an unsuitable tie, the competitor with the higher sum of "Balance" scores will be ranked higher.
- C. If there is still an unsuitable tie, the competitor with the higher sum of "Overall" scores will be ranked higher.
- D. If the scores are still tied, the Finals Round will progress with however many competitors qualify with the top six scores.

In the Finals Round: If there is a tie between two or more competitors, the procedure to determine final standings will be as follows:

- E. The competitor(s) with higher sum of Finals Round Cup Scores (without the Presentation Scores) will be ranked higher.
- F. If there is still an unsuitable tie, the competitor with the higher sum of "Customer Service" points will be ranked higher.
- G. If there is still an unsuitable tie, the competitor with the higher sum of "Overall Impression" scores will be ranked higher.

DEBRIEFING

Following the awards ceremony, competitors will have an opportunity to review their score sheets with the judges.

Competitors will not be allowed to keep his/her original score sheets.

Following the competition, the Event Manager will e-mail competitors a copy of his/her score sheets.

WORLD BREWERS CUP JUDGING

26.0 WHO IS CERTIFIED TO JUDGE THE BREWERS CUP

- A. The prerequisite to be a World Brewers Cup Judge is to be a CQI Licensed Q Grader. Only current Licensed Q Graders may be certified to judge.
- B. Judges must view the watch the World Brewers Cup judges presentation or undergo a brief training before judging.

- C. Judges must participate in the morning calibration each day.

27.0 GOALS AND PURPOSES FOR JUDGES

- A. To support the barista profession.
- B. To promote specialty coffee and coffee excellence in the cup.
- C. To be neutral, fair and consistent when evaluating.
- D. To select a worthy and highly professional Brewers Cup Champion.

28.0 WHAT THE JUDGES ARE LOOKING FOR IN A BREWERS CUP CHAMPION

The judges are looking for a champion who:

- A. Prepares brewed coffee beverages of exemplary quality.
- B. Delivers outstanding customer service.
- C. Can articulate the taste experience provided by their brewed coffee beverages.
- D. Delivers an exceptional overall coffee service experience.

29.0 MAIN TASKS FOR BREWERS CUP JUDGES

Brewers Cup Judges are expected to support the competitor by:

- A. Evaluating and scoring fairly, without unfair bias or prejudice.
- B. Demonstrating support by being constantly responsive and engaged (i.e., smiling, eye-contact, answering competitors' questions enthusiastically).
- C. Showing respect to the competitor and her/his cultural background.
- D. Writing objective and respectful comments on the score sheets. The competitors will be given his/her score sheets after the competition.
- E. Participating in the mandatory debriefing (score sheet review) with the competitors to emphasize opportunities for improvement.
- F. Being accessible to the competitor after the competition for further comments.

30.0 WHAT THE JUDGES SHOULD EXPECT FROM THE COMPETITOR

- A. Competitors will have a firm understanding of these Rules.
- B. Preparation, service, and presentation will be in accordance with these Rules.
- C. Competitors will perform within the competition time.

31.0 JUDGES' DO'S AND DON'TS PRIOR TO JUDGING

- A. Judges should refrain from communicating with the competitors regarding specifics about their service, coffee, or presentation, before and during all days of competition. Judges should always be encouraging and positive in interactions with competitors and not avoid them.
- B. Sensory judges should try to only eat bland or neutral tasting food before judging.
- C. Please do not smoke before judging.
- D. Use non-perfumed deodorant.
- E. Do not wear perfume, cologne or scented aftershave.

32.0 JUDGES' BEHAVIOUR DURING THE COMPETITION

- A. All judges must be FAIR and HONEST.
- B. All judges must be POSITIVE and RESPECTFUL of the competitor at all times.
- C. Judges must listen and focus only on the competitor.
- D. Judges must be prepared for, and actively respond to any questions from the competitor.
- E. During Round One, judges shall NOT watch the competitors prepare their brews, lest their sensory evaluation be effected by what they see.

33.0 GUIDELINES FOR JUDGES

We Ask that the Sensory Judges:

- A. Smile and welcome the competitor when introduced.

- B. Answer direct questions from the competitor.
- C. Smile and make eye contact with the competitor when they are serving the drinks.
- D. Take care to protect your palate by preventing burns from hot coffee.
- E. Always remember the psychological power and the impact a judge has on the competitor.
- F. Never share an evaluation with another sensory judge on stage.
- G. Never do anything that can be interpreted negatively by the competitor or audience.

34.0 JUDGES' MORNING CALIBRATION

Each competition day, before the competition, the three judges should engage in coffee calibration.

- A. Judges shall acquire three different brewed coffee beverages of at least 150 mL each.
 - i. For Round One, the beverages should be prepared from the competition provided coffee, but with varied brew characteristics.
 - ii. For Finals Round, the beverages should each be from a different coffee.
- B. Each beverage should be divided into three portions, one for each judge, and labeled properly.
- C. Judges will taste each beverage a minimum of three times:
 - i. When the coffee beverage is served and has cooled to approximately 70°C ("hot").
 - ii. When the coffee beverage has cooled to approximately 40°C ("warm")
 - iii. When the coffee beverage has cooled to between room temperature and approximately 25°C ("cold").
- D. Judges will evaluate the beverages and record scores on a calibration scoresheet.
- E. The calibration exercise is for "priming the palate" and practicing using the scoresheets. Judges may confer during this period and ask questions at this time.

EVALUATION SCALE

The evaluation scale is the same for both Round One and Finals Round scoresheets.

- Unacceptable : 0
- Acceptable : 4 – 4.75
- Average : 5 – 5.75
- Good : 6 – 6.75
- Very Good : 7 – 7.75
- Excellent : 8 – 8.75
- Extraordinary : 9 – 10

Judges should consider the numerical score to be a code that corresponds with each descriptive word.

Intermediary scores may be utilized in 0.25 point increments, and judges may not use scoring increments smaller than 0.25 points.

A score of Unacceptable (0) is reserved for situations of clear and egregious violations of the Rules, common sense, or minimum standards of professionalism or service.

ROUND ONE EVALUATION PROCEDURE

The following is an exposition of the World Brewers Cup Round One Judging standards and procedure.

35.0 JUDGING PREPARATION AND PROTOCOL

35.1 Judges Table Supply List

- Pencils
- Clipboard (one per judge)

- Judging placemats (A4 size paper with three coded position markings)
- Cupping spoon (optional)
- Spittoons (optional)

35.2 Cupping spoons and spittoons

Judges have the option to use cupping spoons to slurp or sip the coffees from, or to slurp or sip directly from the service vessel.

Similarly, judges have the option to spit the coffees from their mouths, or to consume them.

It is recommended (but not required) that judges try to be consistent with their spoon, slurping, sipping, spitting, or swallowing through the entire competition.

35.3 Observing Competitors

Judges should NOT observe or inspect the competitors and the preparation of the coffees, in order to remove bias or presumption based on what is observed.

36.0 CUP SCORE EVALUATION SCALE

Cup scores are limited to the following range:

6.00 Good	7.00 Very Good	8.00 Excellent	9.00 Extraordinary
6.25	7.25	8.25	9.25
6.50	7.50	8.50	9.50
6.75	7.75	8.75	9.75 – 10.00

Judges should use the Evaluation Scale of: Good, Very Good, Excellent, and Extraordinary.

Judges may not use scores lower than 6.00. Evaluations below the description of “Good” should be given a score of 6.00.

37.0 SCORESHEETS

When served, the judge should move each cup to the evaluation placemat, and mark each placemat position with an alphanumeric code. This code will be recorded in the box marked **Cup #**.

Cup #	Aroma	Flavor	Aftertaste	Acidity	Body	Balance	Overall	Total Score	
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
	6 7 8 9 10	6 7 8 9 10	6 7 8 9 10	6 7 8 9 10	6 7 8 9 10	6 7 8 9 10	6 7 8 9 10		
				Intensity High Low	Intensity High Low				
	Notes							TDS Reading	%

Each evaluation component is marked with a horizontal (left to right) scale, which is used to rate the judge’s perception of relative quality of the particular component based upon their perception of the sample and experiential understanding of quality.

Some components are marked with vertical scales. The vertical (up and down) scales are used to rank the intensity of the sensory component and are marked for reference and notation, and are not included in the score.

After evaluation, the numeric score should be notated in each box marked **Total**. Scorekeepers will calculate the sum of the component scores to determine the **Total Score**.

38.0 CUP SCORE COMPONENTS

Judges should employ their accumulated skills and experience in cupping and evaluating coffees when evaluating the coffee beverages served during the World Brewers Cup. Each Brewers Cup

Scoresheet cup scoring component corresponds directly with SCAA Cupping Form and Cupping Protocol scoring components.

38.1 AROMA

Generally speaking, the range of the coffee's aromatic character corresponds to the origin of coffee. In contrast, the intensity of aromatic character relates to the freshness of a coffee, as measured by the length of time between roasting and brewing, depending on the type of packaging used to provide moisture and oxygen protection for the beans.

38.2 FLAVOUR

Flavor represents the coffee's principal character, the "mid-range" notes, in between the first impressions given by the coffee's first aroma and acidity to its final aftertaste. It is a combined impression of all the gustatory (taste bud) sensations and retro-nasal aromas that go from the mouth to nose. The score given for Flavor should account for the intensity, quality and complexity of its combined taste and aroma, experienced when the coffee is slurped into the mouth vigorously so as to involve the entire palate in the evaluation.

38.3 AFTERTASTE

Aftertaste is defined as the length of positive flavor (taste and aroma) qualities emanating from the back of the palate and remaining after the coffee is expectorated or swallowed. If the aftertaste were short or unpleasant, a lower score would be given.

38.4 ACIDITY

Acidity is often described as "brightness" when favorable or "sour" when unfavorable. At its best, acidity contributes to a coffee's liveliness, sweetness, and fresh fruit character and is almost immediately experienced and evaluated when the coffee is first slurped into the mouth. Acidity that is overly intense or dominating may be unpleasant, however, and excessive acidity may not be appropriate to the flavour profile of the sample. The final score marked on the horizontal tick-mark scale should reflect the judge's perceived quality for the Acidity relative to the expected flavour profile based on origin characteristics and/or other factors (degree of roast, intended use, etc.). Coffees expected to be high in Acidity, such as a Kenya coffee, or coffees expected to be low in Acidity, such as a Sumatra coffee, can receive equally high preference scores although their intensity rankings will be quite different.

38.5 BODY

The quality of Body is based upon the tactile feeling of the liquid in the mouth, especially as perceived between the tongue and roof of the mouth. Most samples with heavy Body may also receive a high score in terms of quality due to the presence of brew colloids and sucrose. Some samples with lighter Body may also have a pleasant feeling in the mouth, however. Coffees expected to be high in Body, such as a Sumatra coffee, or coffees expected to be low in Body, such as a Mexican coffee, can receive equally high preference scores although their intensity rankings will be quite different.

38.6 BALANCE

How all the various aspects of Flavour, Aftertaste, Acidity and Body of the sample work together and complement or contrast to each other is Balance. If the sample is lacking in certain aroma or taste attributes or if some attributes are overpowering, the Balance score would be reduced.

38.7 OVERALL

The "overall" scoring aspect is meant to reflect the holistically integrated rating of the sample as perceived by the individual judge. A sample with many highly pleasant aspects, but not quite "measuring up" would receive a lower rating. A coffee that met expectations as to its character and

reflected particular origin flavour qualities would receive a high score. An exemplary example of preferred characteristics not fully reflected in the individual score of the individual attributes might receive an even higher score. This is the step where the judges make their personal appraisal.

39.0 CUP EVALUATION PROTOCOL

- A. As soon as the coffee beverage is served, the judge should evaluate the **Aroma** component. It is important to evaluate this as quickly as possible, because the intensity of aroma will decline as the beverage temperature declines.
- B. A small sample will be taken to measure TDS (see section 45.0 below).
- C. The coffee beverage may, at this time, be decanted into the standardized service vessel.
- D. When the sample has cooled to 70°C, evaluation of the liquor should begin. The liquor is aspirated into the mouth, either with a spoon or directly sipping from the service vessel, in such a way as to cover as much area as possible, especially the tongue and upper palate. Because the retro nasal vapors are at their maximum intensity at these elevated temperatures, **Flavor** and **Aftertaste** are rated at this point.
- E. As the coffee continues to cool, the **Acidity**, **Body** and **Balance** are rated next. **Balance** is the cupper's assessment of how well the **Flavor**, **Aftertaste**, **Acidity**, and **Body** fit together in a synergistic combination.
- F. The judge's assessment for the different components is evaluated at three different temperatures as the sample cools:
 - i. "Hot" which is defined as approximately 70°C
 - ii. "Warm" which is defined as approximately 40°C
 - iii. "Cold" which is defined as between 25 and 30°C
- G. To rate the sample on the evaluation scale, circle the appropriate tick-mark on the cupping form. If a change is made (if a sample gains or loses some of its perceived quality due to temperature changes), re-mark the horizontal scale and draw an arrow to indicate the direction of the final score.
- H. Evaluation of the liquor should cease when the sample reaches approximately 25°C and the **Overall** score is determined by the cupper and given to the sample as "Cupper's Points" based on ALL of the combined attributes.
- I. Judges will record details on their sensory evaluation in the notes area provided. This is for reference and for the competitor's benefit. Judges should limit their notes and comments to those from a customer or sensory-evaluation perspective, and avoid commentary on the brew method, technique, or device. (i.e., "Sharply acidic" or "baggy" is a valid note. "Brew time too long" or "underextracted" is NOT a valid note)

FINALS ROUND EVALUATION

Cup Evaluation scoring components and evaluation protocol will be the same as in Round One.

40.0 PRESENTATION EVALUATION SCALE

Presentation scores will use the full range of the Evaluation Scale

41.0 PRESENTATION SCORESHEET SECTION

<p>Taste Description</p> <p style="text-align: right;">Total: <input style="width: 50px;" type="text"/></p>	<p>Customer Service</p> <p style="text-align: right;">Total: <input style="width: 50px;" type="text"/></p>	<p>Overall Impression</p> <p style="text-align: right;">Total: <input style="width: 50px;" type="text"/> ×2</p>
<p>Total Score Presentation</p> <p style="text-align: right;"><input style="width: 100px; height: 30px;" type="text"/></p>		

Presentation Scores range from “Acceptable” (4) to “Extraordinary” (10), with “Unacceptable” (0) reserved for situations of clear and conclusive violations of the Rules, common sense, or minimum standards of professionalism or service.

Judges will use the note area and horizontal evaluation scale “tick marks” for reference, and mark the score in the box marked **Total** after the presentation is over and your sensory evaluation is concluded.

42.0 PRESENTATION SCORE COMPONENTS

42.1 TASTE DESCRIPTION

Competitors will be describing details regarding the sensory experience of their coffee beverages. Judges should take detailed notes, particularly those regarding specific taste or otherwise sensory descriptions. Higher marks will be given when the competitor’s description is both accurate and detailed. However, this is an evaluation of the quality, accuracy, and relevance of their descriptions, not the quantity.

42.2 CUSTOMER SERVICE

Competitors should be engaging, professional, and provide an exemplary coffee service experience. Competitors will not be expected to craft complex or fine-dining type experiences, and the presentation should relate to a real-world coffee service experience. Service that positively enhances the coffee experience beyond the cups of coffee beverage will score highly.

42.3 OVERALL IMPRESSION

Overall Impression scores are an assessment of the sum experience provided by the competitor. This should NOT be an “average” of the other scores, but an overview of the total positive experience provided by the competitor.

TDS MEASUREMENT

43.0 PURPOSE

A filter coffee beverage is typically between 1.0% and 1.5% dissolved solids and approximately 99% water. The proportion that is coffee solids is often referred to as “TDS,” or total dissolved solids.

Conversely, approximately 10% to 25% of the mass of the coffee will be extracted into the beverage. This solubles mass is often referred to as “solubles yield” or “extraction yield.”

The SCAA and SCAE Gold Cup brewing standards, based on consumer taste studies and research, each illustrate a range of variables that achieves desirable beverage taste results. The recommended SCAA TDS range is 1.15% to 1.35%, the SCAE TDS range is 1.20% to 1.45%, and the extraction yield for both standards is 18.0-22.0%.

If the TDS is very low, the common sensory assessment is that the beverage is “weak.”

If the TDS is very high, the common sensory assessment is that the beverage is “strong.”

If the Extraction Yield is very low, it is generally referred to as “underextracted” or “underdeveloped.”

If the Extraction Yield is too high, it is generally referred to as “overextracted.”

For the World Brewers Cup, TDS measurements will be taken for each cup served for competitors to have for their own reference. Competitors are encouraged to calculate the extraction yield of their brews, based on their knowledge of the mass of coffee and brewing water that they utilized for their preparations.

Coffee beverages served with TDS measurements above 2.00% will be disqualified.

44.0 FORMULAS

To calculate extraction yield there are a few methods of varying complexity. The most simple method is to utilize a software calculator that will handle the various calculations.

To calculate extraction yield yourself, the best and simplest method is to first take three measurements:

- A. Mass of the coffee grounds
- B. Mass of the coffee beverage
- C. TDS

Extraction Yield = TDS × mass of solution ÷ mass of coffee grounds

It is possible to calculate Extraction Yield from TDS, mass of the coffee, and mass of the water used, but it is more complicated.

45.0 MEASUREMENT PROTOCOL

- A. The beverage is served to each judge. The judge will first assess the Aroma of the beverage.
- B. Immediately after Aroma assessment, a World Brewers Cupping spoon will be used to stir the coffee by dipping the spoon with the concave bowl facing upwards and submerging the spoon to the bottom of the cup. Then the spoon is raised to the top of the liquid and then repeated until it has been stirred three times.
- C. Using a pipet or spoon, a sample of coffee beverage will be transferred to a small clean glass, cup, or shot glass.
- D. If the beverage appears to have suspended solids (fine coffee particles), the sample will be filtered with a paper filter or syringe filter at this point.
- E. As the coffee beverages are cooling and being evaluated, the technician will measure the TDS of the sample with a calibrated measurement device.
- F. The TDS reading will be recorded on the appropriate place on the scoresheet, to the nearest hundredths place (i.e., 1.15%).

COMPETITOR PROTEST AND APPEALS

46.0 COMPETITOR PROTEST AND APPEAL

46.1 Protest

If a competitor wishes to appeal a scoring decision or protest any other matter that arises during the competition which affects such competitor, the competitor shall address it to the Event Manager. The Event Manager will then determine whether the issue can be resolved on-site at the competition, or whether the issue will require a written appeal following the competition.

If the Event Manager decides that the issue can be resolved on-site at the competition, the Event Manager will discuss it with applicable judges or any other parties involved to enable a fair presentation of the issue. A decision will be made on-site by the Event Manager, who shall inform the competitor of the decision at that time.

46.2 Appeal Letter

If any protest described in 46.1, above, cannot be resolved on-site or the competitor wishes to appeal a decision made by the Event Manager on-site, the Event Manager will ask the competitor to submit his/her appeal in writing (which may be by e-mail or hard copy) to the Event Manager.

The appeal letter must include the following:

- 1) Competitor name
- 2) Date
- 3) A clear and concise statement of the complaint
- 4) Date and time references (if applicable)
- 5) Competitor's comments and requested resolution
- 6) Party/Parties involved

- 7) Competitor's contact information

Any written appeals, which do not include this information, will not be considered. Competitors should submit their written appeal to the Event Manager within 24 hours after the subject incident or the decision given.

46.3 Appeal Decision.

The Event Manager will review written appeals within 30 days of receipt and contact the competitor in writing via email with the final decision.