



**World Barista Championship Ltd.  
General Rules and Structure**

**Update September 29<sup>th</sup>, 2005**

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## **1.0 PREFACE**

The World Barista Championship Ltd. (WBC Ltd.) presents within this document its organizational structure and operational processes for the World Barista Championship (WBC).

WBC Ltd. appoints and licenses National Bodies (NBs) to act as its official agents for the purposes of organizing and running qualifying National Barista Championships in accordance with the WBC model.

## **2.0 WBC LTD. AS AN ENTITY, OBJECTIVES AND RELATION TO NATIONAL BODIES**

### **2.1 WBC Ltd. as an Entity**

The World Barista Championships is a non profit making vehicle company created to hold and control tangible and intellectual property of the WBC and co-ordinate and administer the operation of the WBC.

It is governed by a board representing its members, currently the Speciality Coffee Association of America and the Speciality Coffee Association of Europe.

It is a UK registered Company, limited by guarantee.

### **2.2 WBC Objectives**

- 1.) To promote the growth, excellence and recognition of the Barista profession.
- 2.) To promote the knowledge and consumption of specialty coffee to the consumer through the WBC and involved Baristas.
- 3.) To become globally recognised as the premier World Barista Event in the coffee calendar.
- 4.) To grow the Barista's knowledge of and expertise in, the preparation and serving of specialty coffee through competitions.
- 5.) To train and certify quality judges for the WBC.

### **2.3 Licensing National Bodies (NB) and Sanctioning of National Barista Championships**

National Bodies are defined as an association or group of individuals who collectively take responsibility for the organization and execution of the recognized, qualifying National Barista Championships. These bodies should be comprised of a broad cross section representative of the Specialty Coffee Community in that given country.

These National Bodies will be licensed by WBC Ltd to carry out this in accordance with WBC rules and regulations.

National Body licensing and all communication is made via the relative Hemisphere Coordinator. The Hemisphere Coordinator will provide application forms with the relative rules on request.

National Bodies will be licensed for an open term, subject to WBC Ltd.'s right to terminate. Each National Barista Championship will be sanctioned on an annual basis by WBC Ltd via the relative Hemisphere Coordinator.

## **3.0 RULES CONCERNING THE WORLD BARISTA CHAMPIONSHIP EVENT**

### **3.1 Participation**

#### **3.1.1 Qualifications**

WBC competitors are qualified national champions as determined by a WBC sanctioned national championship supervised by the relative licensed National Body.

If the national champion chooses, or is unable, or abstains from competing in the WBC, the National Body can apply for an exemption. The exemption allows the runners up from the WBC sanctioned National Barista Championship to enter the WBC.

Participation in the WBC is free of charge but the participants will carry their own expenses for travel, visas, accommodations, and other related expenses.

#### **3.1.2 Nationality**

The WBC will be open to one competitor from each nation representing only him/herself and his/her nation.

A competitor must be in possession of *a passport* of the country she/he represents or have had prior *24 months of documented employment or scholastic curriculum* in the country she/he represents. This documentation must be included with the WBC Competitor Registration Form.

In case of multiple passports, the contestant has to *choose one* country and then qualify through this respective WBC sanctioned national championship.

#### **3.1.3 Application for Participation**

Baristas who want to participate in the WBC must complete a *Competitor Registration Form* online (WBC website: [www.worldbaristachampionship.com](http://www.worldbaristachampionship.com)) and email or fax a scanned copy of a valid passport or legal documentation of 24 months of employment or scholastic curriculum in the country she/he represents to:

Attn.: WBC Event Manager: Michelle Campbell

Email: [mcampbell@scaa.org](mailto:mcampbell@scaa.org)

Fax: +1 562 624 4101

Verification of all entrants will be made prior to registration acceptance by the WBC Event Manager. Confirmation will occur through email or fax if email is not available.

### **3.1.4 Requirements for the WBC Champion**

Upon participating in the WBC all competitors will be required to sign a document that they will comply with the WBC Ltd. Rules & Regulations and WBC sponsorship commitments.

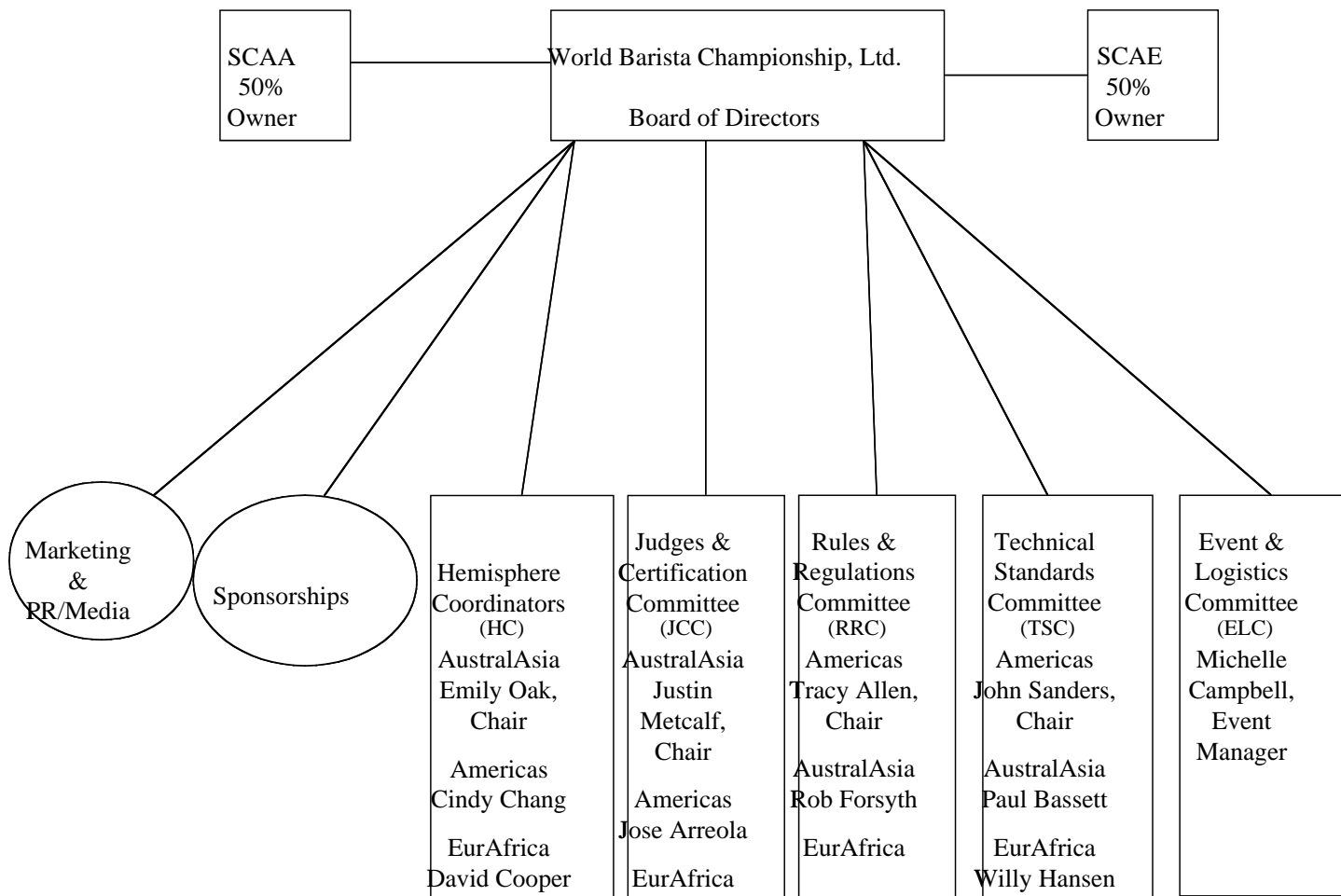
## **3.2 Competition**

Competitors will be judged by one Head Judge, four Sensory Judges and two Technical Judges. Each competitor shall serve each of the four Sensory Judges a single espresso, a single cappuccino and a single signature beverage of his/her choice (*espresso-based and alcohol-free*), for a total of 12 drinks, during a period of 15 minutes or less. The order in which the drinks are served is the competitor's decision. However, the four drinks of each category must be identical and served at the same time. (Please note: Although each set of drinks must be identical in content, latte art expression may take any form the competitor chooses. Latte art does not need to be identical on all four drinks in the same set.) All four drinks within each set of drinks must be prepared using the same coffee; however, competitors can prepare each set of drinks (i.e. the espressos, cappuccinos, and signature beverages) using different coffee. Competitors may produce as many drinks as they like, but only the drinks served to the judges will be evaluated.

### **3.2.1 See WBC Competitor and Judges Rules & Regulations.**

The detailed Rules & Regulations for competitors and judges are written in two specific documents.

## 4.0 WBC LTD. ORGANIZATION



## **4.1 WBC Board of Directors**

The Directors are elected by the SCAE &SCAA and represented equally.

The primary tasks of the WBC board are:

To develop the strategy of the WBC, to license NB's and to sanction National Barista Championships, to operate all financial aspects of the WBC, to contract sponsors, to implement the marketing concept and PR/advertisement, to appoint the committee members and to supervise their work, and to ensure a transparent external and internal communication.

Board of Directors 1<sup>st</sup> July 2005 until 30<sup>th</sup> June 2006:

Samuel Zenger, Blaser Café AG, Chair  
Doug Zell, Intelligentsia Coffee & Tea, Inc., Vice-Chair  
Andy Fawkes, Masteroast Coffee Co Ltd, Treasurer  
Jeff Vojta, Stockton Graham & Co  
Mark Inman, Taylor Maid Farms LLC  
Mireya Asturias Jones, Doña Mireya Estate Green Coffee  
Patrick Bewley, Bewleys, Ltd.  
Tone Elin Liavaag, Solberg & Hansen

## **4.2 WBC Committees**

### **4.2.1 Hemisphere Coordinators**

Primary Roles: Approve and liaise with National Bodies to ensure they conform to the WBC rules and regulations, guidelines and checklist. Field and respond to enquires within in their respective Hemisphere. Coordinate resources and personnel to facilitate each respective National Barista Championship. Keep records updated for the WBC website of national coordinators, competitors and dates of respective competitions. Process applications for licensing of National Bodies and annually sanction the respective National Barista Championships.

Asia Pacific/Australasia – Emily Oak, Australia  
Americas/Western – Cindy Chang, USA  
EurAfrica – David Cooper, United Kingdom

### **4.2.2 Rules & Regulations Committee**

Primary Role: Develop the rules and regulations of the competition and judging.

Tracy Allen, USA, Chair  
Rob Forsyth, Australia

### **4.2.3 Judges & Certification Committee**

Primary Role: Develop the judges' certification program in accordance with the WBC Judges Rules & Regulations. Conduct Judges Certification Programs for the WBC and assist Judges training for National Barista Championships on behalf of the WBC.

Justin Metcalf, Australia, Chair  
Jose Arreola, Mexico  
Fritz Storm, Denmark

#### **4.2.4 Technical Standards Committee**

Primary Role: Develop and implement all technical standards to be used in all competitions.

John Sanders, USA Chair  
Paul Bassett, Australia  
Willy Hansen, Norway

#### **4.2.5 Event & Logistics Committee**

Primary Role: Manage all aspects and logistics of the WBC Event in consultation with all WBC Committees and the Event Host.

Michelle Campbell, USA, Event Manager

### **5.0 REGULATIONS CONCERNING THE WBC**

#### **5.1 WBC Officials On-site**

At least one Rules & Regulations Committee Representative and one Technical Standards Committee Representative will remain onsite at the WBC with the Event Manager during competition hours.

The RRC representative is given the authority to make sure that the legal standards within in this document and the WBC Competitor and Judges Rules & Regulations are followed.

#### **5.2 WBC Event Coordination**

All WBC Event Coordination is under the jurisdiction of the WBC host in conjunction with the WBC Events & Logistics Committee.

- Event Manager
  - Assumes overall responsibility from the association holding the WBC.
- Hemisphere Coordinators
  - Helps the Event Manager
- Audio Visual Group (Company outsourced by WBC host.)
  - Oversees technical details associated with a public event beyond the espresso machines, e.g. camera, light, sound, recording equipment, etc.
- Public Relations (Under direction of the WBC Ltd.)
  - Services the media—TV, radio, Web, etc.
  - Appoints press contacts to speak on behalf of the WBC.
- Volunteer Coordinator
  - Fulfills functions as runners (cleaning the serving tables and competition area, washing baristas' equipment, etc.) operating the trolley or cart.



### **5.3 Timelines**

Two (2) years before each WBC, the decision regarding the host will be made by its members after an open application process.

Six (6) months before each WBC, the final changes (if any) to Rules and Regulations will be communicated on WBC Ltd.'s website.

Each qualifying National Barista Championship which yields a designated National Barista Champion must be held at least two (2) months prior to the WBC of the same year.

Each qualified, designated National Barista Champion must be registered one (1) month prior to the WBC to compete in that year's event.

### **6.0 SPONSORSHIP**

The WBC is currently funded by event based income and commercial sponsorship.

There are three year, mid-term sponsors according to WBC Ltd's sponsor plan. For each WBC, the host can propose additional local sponsors for that year only. Both type of contracts will be authorized by WBC Ltd.

Both mid-term and local sponsors will be published and are subject to the standard procedures of WBC Ltd. Interested sponsors are invited at any time to contact the presiding chair to discuss available opportunities.

**Information regarding the WBC can be found at  
[www.worldbaristachampionship.com](http://www.worldbaristachampionship.com)**