
2021 WORLD BREWERS CUP

Official Rules and Regulations



**WORLD
BREWERS CUP™**



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1. Conditions of Participation

1.1. Organization

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

1.2. Rights

All intellectual property related to the World Brewers Cup Championship, 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. Conditions of Participation

1.3.1. National Qualifications

The World Brewers Cup Championship (WBrC) is a competition open to qualified National Champions of a World Coffee Events (WCE) sanctioned competition event. Sanctioned events are put on by WCE Licensed Competition Bodies. Every competition year, one (1) competitor from each WCE Licensed Competition Body may participate. (To learn more about how to become a WCE Licensed Competition Body please read the Competition Body Sanctioning Criteria and Terms, found here: (worldcoffeeevents.org/competition-bodies)).

1.3.2. National Champions and Substitutions

- A. A National Champion is defined as the competitor who wins their Competition Body Championship. This competitor has won the right to compete in that year's World Championship, or to defer candidacy to the following year. A competitor may defer candidacy to the following year, only if they have an eligible reason for doing so (see DC Policy on the WCE website).
- B. If a National Champion successfully applies for Deferred Candidacy, they retain their title as National Champion, and may compete in the World Championships the following year. Once the National Champion has deferred their candidacy, the licensed Competition Body may designate an alternate competitor from its national competition in descending order of succession, beginning with its second-place finisher. In this case, the competitor who goes to the World Championships will hold the title of National Competitor. National Competitors are not eligible for Deferred Candidacy, and do not hold the title of National Champion. However, all National Competitors will



be eligible to represent their coffee community by participating in the World Coffee Championships, including being eligible to win the title of World Coffee Champion.

- C. If a National Champion is not eligible for deferral, and elects not to go to the World Championships, the title of National Champion will transfer to the successive competitor.
- D. All National Champions who do not compete in the worlds, for any reason, are required to give WCE notice themselves, via info@worldcoffeeevents.org to ensure clarity. Requests for any substitutions (Competition Body Representative Competitor) must be also received in writing from the Competition Body at info@worldcoffeeevents.org and approved by its Managing Director prior to competition.

1.3.3. Age requirement

Competitors must be at least eighteen (18) years of age at the time of competing in any World Coffee Events (WCE) sanctioned event.

1.3.4. Nationality

- A. Competitors must hold a valid passport from the place they represent or documentation substantiating 24 months of residency, employment or scholastic enrolment, some portion of which must have been within 12 months preceding the qualifying national competition.
- B. Competitors may only participate for one sanctioned Competition Body per WCE Competition year. A competition year is relative to the World Championships for which an event is qualifying a competitor to compete. (e.g. if the competitor is competing in any CB event that would qualify them for a 2020 World Championship, they must compete for that CB exclusively in any event that is a qualifier for any 2020 World Coffee Championship.

1.3.5. Multiple Passports

In case of multiple passports, the contestant must choose one (1) country and qualify through this respective sanctioned national championship.

1.3.6. Expenses

Licensed Competition Bodies are required to pay their National Champion's reasonable travel and accommodations expenses to, from, and for the duration of the WBrC. All other expenses not explicitly listed above are the sole responsibility of the competitor. WCE shall not be liable for any competitor expenses under any circumstance.



1.4. Conflicts of Interest

1.4.1. Judging

- A. Competitors may not judge in any sanctioned WBrC competition (world, national, regional) in any country, including their own, prior to the conclusion of that year's WBrC Event. Judges may not compete in any sanctioned WBrC competition (world, national or regional) in any country, including their own, prior to the conclusion of that year's WBrC Event.
- B. WBrC judges must not coach and judge in the same competition, for that competition year.
- C. Competitors may not select or endorse judges within their National Competition. Competitors who are involved in the management of their National Competition should declare their position via email to WCE outlining their areas on involvement. Note that this does not necessarily exclude or effect the competitor's engagement, however non-disclosure most likely will.

1.4.2. Calibration Baristas

- A. Competitors who participate as a calibration barista in a judge calibration for this competition are not eligible to compete in a sanctioned event until the completion of the competition year*. This applies to both National WCE Sanctioned events as well as the World Competition.
- B. A competitor is allowed to be a calibration barista if they are not competing in that same competition year, for that championship. Additionally, a competitor is allowed to be a calibration barista at the World Championships in the same competition year, if they have failed to qualify for the World Championships at their sanctioned national championships.
- C. *A competition year is relative to the World Championships for which a Competition Body event is qualifying a competitor to compete.

Correct example: A competitor acts as a calibration barista for the 2021 World Championships. They are allowed to compete in their national events, that would qualify them to compete in the 2022 World Championships.

Incorrect example: A competitor acts as a calibration barista for any 2021 sanctioned national championship event (even in a country that is not their own), and then competes in the same competition at the 2021 World Championships.

1.4.3. Other Conflicts of Interest

WCE encourages any potential conflicts of interest to be declared at the soonest opportunity, certainly prior to the commencement of any competition by competitor, judge and/or event organizer

Failure to declare a potential conflict in advance of a sanctioned event could result in disqualification from events for an individual, or WCE removing endorsement for an event and its results that do not follow these guidelines. Questions regarding conflicts of interest, or clarification of the above policy should be directed to info@worldcoffeeeevents.org.

1.5. Enforcement of Rules and Regulations

The WBrC will employ these Rules & Regulations throughout the competition. If a competitor violates one or more of these Rules & Regulations, they may be automatically disqualified from the competition, except when the Rules designate a specific enforcement or consequence. If a judge or competition organizer causes the violation of one or more of these Rules, a competitor may submit an appeal, according to the process detailed in the “Appeals at the World Brewers Cup Championship” or “Appeals at a Competition Body Event” sections.

1.5.1. COVID-19 Addendums

All Rules and Regulations are subject to change based on local and venue health and safety requirements or guidelines. World Coffee Events will share any Rules and Regulations changes via email ahead of the competition. These changes may include, but are not limited to: changes to table sizes or layouts; material of provided vessels or cups; limits on coaches or helpers in the competitor preparation and practice rooms; mask or glove mandates; schedule changes for sanitization; etc.

1.6. Application

1.6.1. Competitor Registration Form

Competitors must complete the WBrC Competitor Registration Form online at [the WBrC website](#) no less than six (6) weeks prior to the WBrC Event. This form includes a space to upload a scanned copy of the required valid passport or other accepted credentials (as described in Section 1.3.4. “Nationality”). Approved National Champions will receive confirmation by email in approximately two (2) weeks after receipt of all required registration documentation.



1.6.2. Late National Championship Registration

National Champions from competitions conducted less than six (6) weeks prior to the WBrC Event must submit all registration materials no more than five (5) days after their national event. Failure to meet these criteria may result in denial of participation.

1.6.3. Competitor Questions

All competitors are personally responsible for reading and understanding current WBrC Rules & Regulations and score sheets, without exception. All WBrC documents are available on the [WBrC website](#). Competitors are encouraged to ask questions prior to arriving at the WBrC. If any competitor is unclear as to the intent of any of the rules and regulations it is their responsibility to clarify that position with the Rules and Regulations Committee prior to the WBrC by contacting compinfo@worldcoffeeeevents.org. Competitors will also have the opportunity to ask questions during the official Competitors Meeting held prior to the start of the competition.

1.6.4. Terms & Conditions

Competitors and the World Brewers Cup Champion are visible spokespeople of the World Brewers Cup Championship event and role models of the specialty coffee industry, and as such must:

- A. Permit World Coffee Events Ltd., its stakeholders, agents and representatives to use the competitor's name, image or likeness in any format without charge for any business purpose, including but not limited to marketing promotion.
- B. Read and abide by the Competitor Code of Conduct document found on the [WBrC website](#).
- C. Read and abide by the Champion Code of Conduct document found on the [WBrC website](#).

2. Competition Summary

- A. The competition is divided into two rounds: Round One and Finals Round.
- B. Round One consists of two components called Services; the Compulsory Service, and the Open Service.
- C. The Finals Round consists of one Open Service presentation per competitor.
- D. During each competition Service, competitors will be evaluated by three (3) sensory judges. Additionally, a head judge will be present, and will taste a sample from the



cups served during the Compulsory round. During the Compulsory round the head judge will evaluate sensory uniformity of cups served. During the Open Service round the head judge will not taste the cups served. The head judge will evaluate overall workflow and technical uniformity in Open Service. These items will count towards the final score.

- E. During each Service, competitors will prepare and serve three (3) individual and separate beverages, one for each sensory judge.
- F. Competitors may utilize any set of brewing devices of their choosing, so long as they qualify according to the definitions in these Rules (see relevant section below).
- G. For Compulsory Service, competitors will have eight (8) minutes of Setup Time to set up the competition area in preparation for and prior to the Service. For Open Service, competitors will have five (5) minutes of Setup Time.
- H. During the Compulsory Service competitors will have seven (7) minutes of Competition Time to prepare and serve their Beverages, without any presentation or demonstration. Competitors will be limited to utilizing only the whole bean coffee provided by the Brewers Cup competition.
- I. In the Open Service competitors may utilize any Whole Bean Coffee of their choosing and will have ten (10) minutes of Competition Time to prepare and serve their beverages with an accompanying presentation.
- J. All three beverages within each competition service must be prepared using the same whole bean coffee.
- K. Competitors may choose to use the same Open Service coffee in both competition rounds, or a different coffee of their choosing without restriction.
- L. Competitors may produce as many beverages as they like during their competition time. Only the beverages served to the judges will be evaluated.
- M. For Competition Body Championships and subordinate feeder competitions (regional competitions, heats, etc.) only: at the discretion of the Competition Body or competition organizer, a competition may be held with a Round One that consists of only a Compulsory Service (with an Open Service in the Finals Round).
- N. Competitors may be scheduled to present their Compulsory Service and Open Service with only a short amount of time in between to prepare and reset their wares for the following service, so competitors should be aware of their scheduled times and work quickly.

- O. Competition Body Championships (and subordinate competitions) may choose to hold the two Round One Services concurrently (requiring two sets of judges), or consecutively.

3. Standards and Definitions

3.1. Compulsory Service

- A. The Compulsory Service is one of two coffee services in the Brewers Cup competition.
- B. Competitors will be given eight (8) minutes of Setup Time and seven (7) minutes of Competition Time to prepare and serve three cups of coffee, each brewed individually, to three judges.
- C. Competitors in the Compulsory Service will all use the same whole-bean coffee, the same grinder and water, and the same standardized service vessels as provided by the Brewers Cup competition. One 350g bag of the whole-bean coffee will be provided right before each competitor's official practice time.
- D. As instructed by the Stage Manager competitors will prepare and serve their coffees when their competition time begins. Once their competition time finishes, competitors will pour approximately 100ml of water out of the kettle that was used to prepare the coffees into the cup provided by the organizer. Competitors will wait to clean their station (including brewers and kettles) until the head judge tastes both the coffee and the water.
- E. The beverages will be evaluated by sensory evaluation only and in accordance with the World Brewers Cup judging protocols (see relevant section below).
- F. In the Compulsory Service, accompanying information (visual, verbal, sensory, etc.) will not be evaluated and should not be presented.

3.2. Open Service

- A. The Open Service is one of two coffee services in the Brewers Cup competition.
- B. Competitors will be given five (5) minutes of Setup Time and ten (10) minutes of Competition Time to present, prepare, and serve three cups of coffee, each brewed individually, to three sensory judges.
- C. Competitors in the Finals Round will utilize their own whole-bean coffee and serve Beverages to the judges with an accompanying presentation that enhances the coffee experience.



- D. The competitors will be evaluated by sensory and presentation evaluation in accordance with the World Brewers Cup judging protocols (see relevant section below).

3.3. 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, cultivation, and primary processing of the green bean are permitted (e.g. water, yeast, coffee, coffee byproducts, fertilizers, etc.).
- C. Competitors are requested 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 Brewers Cup Brew Bar.
- D. The provided Compulsory Service coffee will be a medium to medium-light roasted fully-washed specialty-grade coffee (Agtron 60 to 80 Ground on 'gourmet scale'), roasted without major roasting defects, such as being baked or burnt, no more than seven (7) 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. All the provided coffee will be identical and individually packed and sealed.
- E. The Compulsory Service coffee information will not be revealed until the Round One concludes. The sponsor(s) of the Compulsory Service coffee will confirm the confidentiality responsibility with WCE.

3.4. 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. Additional water may be added ("bypass") to the beverage before serving to alter concentration.
- B. The beverage may have a total dissolved solids content of less than or equal to 2.00% or 20,000 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.



- C. Competitors will prepare and serve three individual hot coffee beverages, one to each of the three sensory judges.
- D. For Open Service, each of the three beverages should be between 120 and 375 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. For Compulsory Service, each of the three beverages should be between 180 and 375 ml. If a beverage served is found to be less than 180 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. However, each sensory judge must be finally served at least 120 ml for Open Service and 180 ml for Compulsory Service of the beverage to evaluate.

3.5. Brew Water

- A. Competitors must utilize the water provided by the competition for Compulsory Service, but competitors may utilize their own brew water for Open Service.
- B. Provided water will be calibrated to within the acceptable ranges according to section 5.2 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. Competitors should be aware that the head judge will taste the water at both room temperature and heated right before their competition time starts, to verify that the water does not contain any flavors or characteristics not typical of clean potable water. Competitors intending to utilize their own water for Open Service must notify the Event Manager and/or Stage Manager prior to competing.
- D. Provided water will be available both at room temperature and heated to between 96.0 and 98.5°C.
- E. If a competitor chooses to use their own water for Open Service, 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 (see section 5.4).

3.6. 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. Within the competition area and during competitors' competition time, competitors must NOT use any grinder other than the provided sponsored grinder. At the Open Service, competitors may use the grinder provided by the competition or a grinder that they have provided for themselves outside of the competition area or in advance of the competition time.

3.7. Brewing Device

- A. A brewing device is any item that a competitor uses during, and is 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 (e.g. electricity) other than those exceptions below:
- i. Mechanical action powered by the competitor's manual action (e.g. hand and/or arm action), by gravity, or created by the act of coffee brewing itself (e.g. pressure in vacuum brewers, movement in balance brewers) is permitted.
 - ii. Heat sources are allowed (electrical, magnetic, or liquid fuel), provided they are used to heat water or the coffee beverage and not to power any additional mechanism.
 - iii. A machine or mechanism that supplies the competitor with brew water is allowed, though if it involves any automated and/or portioning mechanism (e.g., a machine programmed to dispense a specific quantity of water), it may not be used directly on the coffee. For example, an automatic water delivery machine could dispense into a pouring vessel, but not directly on the coffee.
- C. Competitors must utilize their own brewing devices. While sponsors may make certain brewing devices available for competitor use, competitors are ultimately responsible for supplying their own brewing devices (including filtration media if applicable). 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.
- D. Competitors may utilize as many or as few brewing devices as they wish in order to produce the required three preparations within the allotted time.
- E. Brewing devices must not add any additive substances to the beverage whatsoever.

3.8. Coffee Preparation

- A. The coffee preparation for each judge shall consist of separate and individual preparation(s).
- B. A “separate and individual preparation” is defined as an extraction directly resulting from one distinct quantity of coffee and one distinct quantity of water. Competitors may therefore NOT serve more than one judge from any distinct and individual preparation (e.g., competitors may NOT prepare a single 1 liter French press and pour it into three cups for the judges. Acceptable service would involve the use of three individual French presses).
- C. The “extraction time” is defined as the duration of time that begins the moment the brew water and coffee grounds first come into contact 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, whichever comes first. Water due to pre-wetting of filters will not be considered as “brew water”.
- D. In both competition rounds beverages will be disqualified if the extraction time begins before the competition time begins.

3.9. Service Vessel

- A. A service vessel is a cup, server, or other vessel in which the competitor serves the coffee beverage to the judges.
- B. A minimum of three service vessels are required per coffee service or presentation.
- C. Coffee beverages must be served in one complete portion of minimum 120 ml for each judge (e.g., they may not be served in two or more distinct portions of beverage as a “split 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 200 and 300 ml.
- G. During the Compulsory Service all competitors must serve their coffee in the Standardized Service Vessel.

- H. During the Open Service competitors have the option to use the Standardized Service Vessels or service vessels of their own provision.
- I. The “Aroma” score component will be evaluated as the coffee is served and from the cup the beverage is finally served in unless the competitor gives specific instructions during the Open Service. Competitors may override the protocol and provide a service vessel to evaluate the aroma, but they will need to decant the beverage into the final cup, within the competition time, for judges to evaluate the beverage.
- J. To accelerate cooling, the coffee may be decanted into the Standardized Service Vessel by the judges after Aroma is evaluated if the judges deem necessary. If the beverage is decanted in this manner, there will be no impact on the evaluation.

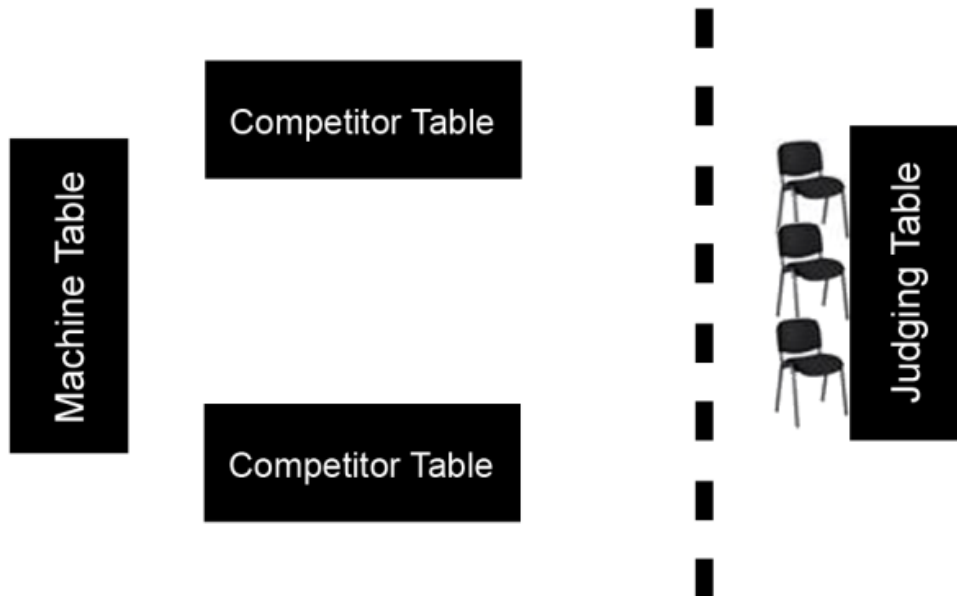
4. Competition Area

The full competition area for the World Brewers Cup will consist of one Compulsory Service station and two individual Open Service stations. National competitions and feeder competitions (regional competitions, heats, etc.) may utilize competition station configurations that are appropriate to their competitions.

4.1. Compulsory Service Station

The Compulsory Service Station consists of:

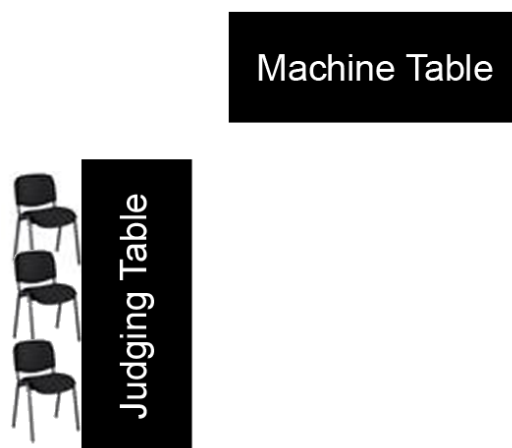
- A. Machine Table: A table will support the hot water machine, sponsored coffee grinder, cleaning accessories, and other tools and accessories. The hot water machine and grinder may not be moved by the competitors.
- B. Worktable (2): Two separate surfaces will be designated as competitor preparation tables. Competitors will use their assigned table to setup their equipment and prepare their coffees.
- C. Judges table: The judges will be seated at a table, situated in such a way that obscures the judges’ view of the competitors.



4.2. Open Service Station

The Open Service Station consists of:

- A. Judging Table: The judges will be seated facing the competitor and prepared to evaluate the coffees served and competitor presentations.
- B. Machine Table: A table will support the hot water machine, the sponsored coffee grinder, cleaning accessories and other tools and accessories. The hot water machine and grinder may not be moved by the competitors.



5. Machinery, Accessories, And Raw Materials

5.1. Hot Water Machine

Competitors have the option to use the sponsored hot water dispenser or to supply their own brewing water at Open service. 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 decided upon by the stage manager and/or head judge. Any damage to the competition equipment due to misuse or abuse is grounds for disqualification.

5.2. Water

Competitors have the option to use the sponsored water or to supply their own brewing water for Open Service.

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:

- Odour: Clean/fresh, odour free
- Colour: Clear color
- Total Chlorine/Chloramine: 0 (zero) mg/L
- TDS: 85 mg/L (acceptable range 50-125 mg/L)
- Calcium Hardness: 3 grains or 51 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)

5.3. Grinder

- A. A sponsored coffee grinder will be located on the equipment table for competitor use.
- B. Competitors may use the sponsored grinder or another grinder of their choosing for the Open Service, however only the sponsored grinder may be used in the competition area and 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 will not be plugged into the electrical supply of the competition stage.

- C. Coffee ground before the setup or competition time will be allowed only at the Open Service. Coffee must be ground using the sponsored grinder during either the setup or competition time at the Compulsory Service.
- D. The sponsored grinder will be announced on the competition website or by email no later than eight (8) weeks prior to the events.

5.4. Additional Electrical Equipment

- A. 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 WCE event manager prior to arriving at the event of any additional electrical equipment they are bringing (e.g. hot plate, water kettle, etc.). Total power requirements for the additional electrical equipment must be accommodated by a single-phase circuit which will be shared with the grinder(s).
- B. It is the competitors' responsibility to ensure the provided electrical service is sufficient to power the competitor's additional equipment. No "technical appeals" will be accepted due to excessive electrical needs for a competitor's additional equipment.
- C. There is no restriction on additional equipment that does not require use of the provided grounded electrical service, provided such equipment is otherwise permitted by these Rules.

5.5. Provided Facilities and Equipment

The competition area will be equipped with the following:

- Equipment Table (For the provided hot water machine and grinder, and additional equipment)
- Service Table (Judging table)
- Hot water machine
- Official coffee grinder
- Standardized service vessels
- Cleaning brushes (for grinder and counter)
- Trash can and/or compost bin
- Bucket for discarded liquid
- Cupping spoon and water for judges

5.6. Competitor Equipment and 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 are highly encouraged to minimize the equipment they use for the performance and bring functional items only (e.g. brewing devices, information of coffee or brewing etc.). No cupping spoon, or napkin is required for the judges' table. Providing non-required items may cause competitors to lose points in the "overall workflow" section of the scoresheet. If competitors provide the items NOT allowed in the rules below during their Open Service, they will receive a score of zero (0) for "customer service" section of the scoresheet.

Competitors must bring the following:

- Brewing devices
- Coffee filtration media
- Open service coffee (competitors should bring enough for practice, competition, and a minimum of 2kg for 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)
 - Additional coffee filtration medium
 - Service vessels for open service (at least three plus spares)
 - Cleaning cloths/rags
 - Visualized items such as printed items

The following are NOT allowed:

- Judging table decoration items which have no function for the coffee service.

- Any sensory/food items, including water and ground coffee, for judges to consume except for coffee

6. Competitor Instructions Prior to Preparation Time

6.1. Competitor Orientation Meeting

Prior to the start of the World Brewers Cup, an online Competitor Orientation Meeting will take place. This meeting is mandatory for all competitors. During this meeting the Event Manager will make announcements, explain the competition flow, cover the competition schedule, and share images of the stage and backstage areas. This will be an opportunity for competitors to ask questions and/or voice concerns to the Event Manager. If a competitor has not made advance plans with the WCE event organizer and does not attend the orientation meeting, they are subject to disqualification by the presiding head judges.

6.2. Interpreters

Competitors may bring their own interpreter. When speaking to the competitor the interpreter is only allowed to translate what the emcee or head judge has said. When a competitor speaks, the interpreter is only allowed to translate exactly what the competitor has said. No additional competition time will be allotted with the use of an interpreter. It is the competitor and coach's responsibility to read the Interpreters best practice document that is available from [the WBrC website](#). Competitor and Coach will be required to sign a statement confirming that they have read and understand what is required at the orientation meeting prior to the competition.

6.3. Preparation Practice Room

There will be a staging area designated as the competitors' preparation/practice room. This area will be reserved for the competitors, their coaches (one per competitor), volunteers and any WBrC officials. WBrC judges, press/media, competitor's family members and supporters may not be present in this area without consent from the WCE event organizer. Competitors will be able to store their equipment, accessories, ingredients, etc. in this room at their own risk. This room will also include a dishwashing station for competitors to use to wash glass and brewing devices. Competitors are responsible for cleaning their own dishes and glassware and keeping track of these items. Runners and event staff are not responsible for breakage or loss of dishes or competitor items.



6.4. Compulsory Service Coffee and Practice Time

6.4.1. Provided Compulsory Service Coffee

Right before each competitor's official practice time starts, each competitor will receive one 350g bag of the Compulsory Service coffee for practice and competition time. See "Standards and Definitions" for more about the provided coffee.

6.4.2. Brewers Cup Practice Time

Competitors will be able to practice brewing with the provided coffee and their own coffee during their scheduled competition day. The WCE event manager will provide details of the Practice Time during the Competitors' Orientation Meeting.

6.5. Be on Time

Each competitor should be at the competition at least 30 minutes prior to their scheduled preparation time. Any competitor who is not onsite at the start of their competition time will be disqualified.

6.6. 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.

7. Round One Competition

7.1. Summary

- A. In Round One competitors will present two coffee services: Compulsory Service and Open Service. Scores for Round One will be calculated as the sum of scores for Compulsory Service and Open Service.
- B. Competitors will be assigned a scheduled Setup Time and Competition Time for both Compulsory Service and Open Service. Competitors who are not ready to begin their Setup and/or Competition time at their designated time will be disqualified. If the competition is delayed, competitors should still be ready to begin their setup at the scheduled time.

7.2. Compulsory Service

7.2.1. Practice Time

- A. For Compulsory Service, practice time will be scheduled just prior to each competitor's competition time. Competitors will have 38 minutes of practice/setup time. At the end



of the 38 minutes, the timekeeper will start the competition time. There will not be a break in between practice and competition time. Competitors should be prepared to immediately start their competition time at the end of practice time.

- B. Competitors are not allowed to have assistance from coaches, helpers, or any other individuals during Compulsory Service practice time.

7.2.2. Begin Competition Time

- A. Competitors will be scheduled on a timetable in groups of 3-4 competitors. After their 38 minutes practice time the competition time will begin. There will be no stop in timing between practice time and competition time.
- B. The competitor must begin their competition time before the brew water and coffee first come into contact or they will be disqualified (water used for the “pre-wetting” of filtration media and similarly “non-brew water” will not count toward this).

7.2.3. Competition Time

- A. The competitor has seven (7) minutes to prepare and serve their coffees to the judges.
- B. All competitors must exclusively use the Compulsory Service coffee, as provided by the competition, and no other coffee (whole bean or ground).
- C. No “presentation” should be performed whatsoever. Competitors should endeavor to work quietly. If the Head Judge determines that the competitor is endeavoring to influence or “present” to the judges the competitor may be disqualified.
- D. Competitors will not prepare their coffees at the judging table. The judging table is for the evaluation of the beverages only, and judges will not be able to observe the preparation.
- E. Competitors must make the beverage by using the coffee and water provided on the competition stage counter during the competition time.
- F. Beverages must be prepared and served according to these Rules specifically the “Standards and Definitions” section.
- G. The competitor is to serve the beverages to the judges by placing them on the designated service tray located at the end of the preparation station. A service porter will deliver the beverages to the judges.

7.2.4. End Competition Time

- A. 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.
- B. The competitor whose beverages are not served within eight (8) minutes will be disqualified. However, judges may continue to evaluate and score the beverage for the competitor's reference only.
- C. Once their competition time finishes, competitors will pour approximately 100ml of water out of the kettle used by competitor to prepare the coffees into the cup provided by the organizer.
- D. Competitors will wait to clean their station including brewers and kettles until the head judge tastes the coffees and water served. Once the competitor receives a signal from the Stage Manager/runner, the competitor is to clean up and quickly prepare the station for the next competitor.

7.2.5. Time Penalties

- A. If the competitor has not finished their presentation during the allotted 7-minute period, they are allowed to proceed until the preparation or presentation is completed.
- B. After the 7 minutes has lapsed, 0.5 point shall be deducted for every 1 second over 7 minutes from the competitor's total score up to a maximum penalty of 30 points (1 minute).
- C. Any competitor whose preparation or performance period exceeds 8 minutes will be disqualified

7.3. Open Service

7.3.1. Setup Time

- A. Competitors will be assigned a scheduled Setup Time for Open Service.
- B. Competitors will have five (5) minutes to setup their station and prepare all relevant items for the Competition Time. Electrical equipment may be setup and plugged in prior to the start of Setup Time but may not be energized (turned on) until Setup Time begins.
- C. When Setup Time elapses, the competitor must cease all active preparation or manipulation of items on the Machine Table or Competitor Table that will be involved in the coffee service until the Competition Time begins. Competitors may not be

holding in their hands anything involved in the coffee service after the Setup Time elapses, with the exception of a timer.

- D. Competitors should account for the fact that the time between the end of Setup Time and beginning of Competition Time may and shall vary.
- E. Once the Setup Time concludes, competitors who utilize their own water must provide two approximately 100ml samples of water: one at room temperature and the other heated. The two vessels will be provided by the event organizers. The samples will be poured from the kettle, container, or bottles that the competitor uses to prepare the coffee. Both samples will be evaluated by head judge to verify that the water does not contain any flavors or characteristics not typical of clean potable water.

7.3.2. Begin Competition Time

Competitors will be assigned a scheduled Open Service competition time. After their five (5) minutes Setup Time the competitor will start their competition time by announcing this to the stage manager or assigned volunteer. The competitor should verify that the head judge is prepared to start the timer.

7.3.3. Competition Time

- A. Competitors will have ten (10) minutes to prepare, serve, and present three individual preparations of brewed filter coffee to three judges.
- B. Competitors will utilize whole bean (or ground) coffee of their choosing.
- C. Competitors have the option of grinding their coffee and preparing brew water during the competition time or beforehand.
- D. Coffee service should be accompanied by a presentation to the judges that articulates the taste-experience presented, demonstrates excellent customer service and enhances the overall coffee experience
- E. Beverages must be prepared and served according to these Rules.
- F. 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 each beverage in front of a judge in order to for it to be deemed “served.”

7.3.4. End Competition Time

- A. Competition time ends either when the competition time has elapsed, when the competitor stops their competition timer, or when the competitor raises their hand and announces “time,” whichever occurs first.



- B. A competitor whose beverages are not served within eleven (11) minutes will be disqualified. However, judges may continue to evaluate and score the beverage for the competitor's reference only.
- C. The judges will not evaluate based on anything said, served, or presented before or after the competition time.
- D. Once 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.

7.3.5. Time Penalties

- A. If the competitor has not finished their presentation during the allotted 10 minute period, they are allowed to proceed until the preparation or presentation is completed.
- B. After the 10 minutes has lapsed, 0.5 point shall be deducted for every 1 second over 10 minutes from the competitor's total score up to a maximum penalty of 30 points (1 minute).
- C. Any competitor whose preparation or performance period exceeds 11 minutes will be disqualified.

7.3.6. Additional Open Service Information

- A. 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.
- B. The presentation will be evaluated based on how well the taste-experience matches the competitor's description.
- C. Presentations may be creative, informative, and entertaining, but should always be focused on enhancing the judges' coffee experience.
- D. Competitors may not serve or present any food, drink, or aromatic experience for the judges other than the brewed coffee served. Any such service will not be evaluated by the judges and zero (0) score will be given in Customer Service category of the score sheet. Competitors may not ask the judges to physically move from their judging positions.
- E. Judges will only evaluate beverages that are served to them in the final cup. If a competitor changes, modifies, affects, or otherwise interacts with the beverage or the cup after it was served to a judge, the beverage is considered served again and any prior evaluation will be disregarded, and the judge will evaluate that beverage as a

new beverage. Judges may follow Aroma evaluation instruction given by the competitor. Once the beverage is decanted and finally served to the judges for taste evaluation, the competitor may no longer interact with the beverage or cup.

8. Final Round Competition

8.1. Summary

The Final Round consists of the top six scoring competitors from Round One presenting Open Service presentations to three judges. The Compulsory Service scores from Round One will be carried over to the Finals round.

9. 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 Open Service only: The audio-visual equipment (e.g. the competitor's microphone)

...the competitor should raise their hand, call "technical" and ask for the Event Manager (during preparation time) or for the Head Judge (during competition time). 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, if appropriate. 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 their performance or stop the performance and start again at a rescheduled time.

D. If a competitor must stop their 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.

10. Forgotten Accessories

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

11. Scorekeeping

11.1. Official Scorekeeping

The official scorekeepers are responsible for keeping all scores confidential.

11.2. Round One Scoring

11.2.1. Compulsory Service Scoring

- A. In order to calculate the Total Cup Score, the scores for each of the seven Cup Score components are to be summed (with the scores for Acidity, Body, and Balance being doubled).
- B. The competitor's total Compulsory Service score will be tabulated by adding the total of the three sensory judge scoresheets, one from each judge, and dividing the total by 3. (e.g. 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). The maximum possible Total Compulsory Service score is 100.

11.2.2. Open Service Scoring

- A. Scores for the Total Cup Score will be tabulated as in Compulsory Service.
- B. To calculate the Presentation Score, the two relevant scoring components will be added together, with the score for Taste Description and Customer Service being doubled.
- C. To calculate the Open Service 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.
- D. To calculate the competitor's average Total Open Service Score, the three sensory judges' Open Service Scores (one from each scoresheet) will be added together and the total divided by 3. And the total head judge score will be added to the average Total Open Service Score which is multiplied by 1.4, and then the sum will be divided

by 1.6. (See Open Service Head Judge Scoresheet) The maximum possible Total Open Service score is 100.

11.2.3. Round One Score

Round One Total Score is calculated by adding the Compulsory Service Score and the Open Service Score. The maximum possible Round One Score is 200.

11.3. Final Round Scoring

- A. Scores for the Total Cup Score will be tabulated as outlined in Section 13.2 Compulsory Service Scoring, above.
- B. To calculate the “Presentation Score” the two relevant scoring components will be added together (with the score for Taste Description and Customer Service being doubled).
- C. To calculate the Open Service 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.
- D. To calculate the competitor’s Total Final Score the three Finals Scores (one from each sensory judge scoresheet) will be added together and the total divided by 3. And the total head judge score will be added to the average Total Open Service Score which is multiplied by 1.4, and then the sum will be divided by 1.6. (See Open Service Head Judge Scoresheet) The maximum possible Total Finals Open Service score is 100.
- E. Competitors that successfully progress onto the Finals round will have their Compulsory Service score from Round one added to the Finals Round Open Service score to get a total score. The competitor with the highest scores in both Compulsory Service and Finals Round Open Service scores combined will be the winner.

11.4. Rounding

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

11.5. Tie Scores

- A. 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 to determine placement be the following:
- B. The competitor with the higher Total Compulsory Service score will be ranked higher.
- C. If there is still a tie the competitor with the higher sum of “Flavor” scores on the Compulsory Service scoresheets will be ranked higher.



- D. If there is still a tie the competitor with the higher sum of “Balance” scores on the Compulsory Service scoresheets will be ranked higher.
- E. If there is still a tie the competitor with the higher sum of “Overall” scores on the Compulsory Service scoresheets will be ranked higher.
- F. If the scores are still tied the Finals Round will progress with however many competitors qualify with the top six scores.
- G. In the Finals Round: If there is a tie between two or more competitors, the procedure to determine final standings will be as follows:
- H. The competitor(s) with higher sum of Finals Round Cup Scores (without the Presentation Scores) will be ranked higher.
- I. If there is still a tie the competitor with the higher sum of “Customer Service” points will be ranked higher.
- J. If there is still a tie the competitor with the higher sum of “Taste Description” scores will be ranked higher.

12. Debriefing

Following the competition, competitors will have an opportunity to review their scoresheets with the judges online by the schedule announced by the event organizer. Competitors will not be allowed to keep their original scoresheets before the WCE event manager scans the copy of the scoresheets.

12.1. What the Judges are Looking for in a Brewers Cup Champion

The judges are looking for a champion who:

- Prepares brewed coffee beverages of exemplary quality.
- Delivers outstanding customer service.
- Can articulate the taste experience offered by their brewed coffee beverages.
- Delivers an exceptional overall coffee service experience.

13. Evaluation Scale

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

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.

14. Compulsory Service Evaluation Procedure

The following is an exposition of the World Brewers Cup Compulsory Service Judging standards and procedure.

14.1. 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.

14.2. 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 #.

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.

14.3. Cup Score Components

Aroma	Flavor	Aftertaste	Acidity $\times 2$	Body $\times 2$	Balance $\times 2$	Overall	Total Score
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	6 7 8 9 10
			Intensity High Low	Intensity High Low			

14.3.1. Aroma

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

14.3.2. Flavor

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.

14.3.3. 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 detracts from the experience of the cup (e.g. astringency or bitterness), lower marks should be given; whereas if the aftertaste contributes positively to the experience of the cup, higher marks should be given.

14.3.4. 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 flavor 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 flavor profile, based on origin characteristics and/or other factors (degree of roast, intended use, etc.). Judges are encouraged to link the origin, variety, or processing information of the coffee given by competitor to what has been delivered in the cup. Low or High intensities of Acidity can score well if the quality of acidity is high and works well with the overall experience of the cup.

14.3.5. 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. Samples with light or heavy body may receive high scores relative to the quality of the tactile feeling in the mouth. Some samples with lighter Body may also have a pleasant feeling in the mouth. However, coffees expected to be high in body can receive equally high preference scores although their intensity rankings will be quite different. Judges are encouraged to link the origin, variety, or processing information of the coffee given by competitor to what has been delivered in the cup.

14.3.6. Balance

How all the various aspects of Flavor, 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.

14.3.7. 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 flavor 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.

15. Cup Evaluation Protocol

- A. As soon as the coffee beverage is finally served, the judges evaluate the Aroma component. During the compulsory round, the head judge will take a sample of the coffee with a pipette for head judge evaluation before evaluating the aroma. This sample must be taken before the aroma is evaluated. It is important to evaluate this as quickly as possible because the intensity of aroma will decline as the beverage temperature declines.
- B. The coffee beverage may, at this time, be decanted into the standardized service vessel if the judges deem necessary.
- C. When the sample has cooled to 70°C, evaluation of the liquor should begin. The liquor is aspirated into the mouth, either directly sipping from the service vessel or using a spoon, 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.
- D. As the coffee continues to cool, the liquor is sipped from the service vessel or using a spoon to evaluate the Acidity, Body and Balance. Balance is the cupper's assessment of how well the Flavor, Aftertaste, Acidity, and Body fit together in a synergistic combination.
- E. 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
- F. Judges should clearly indicate a reference point on the tick-mark cupping form for each of the 3 samplings; "Hot", "Warm", and "Cold". This may be done by using the letters H, W, C or by placing a tick or circle on the scale and using arrows to communicate how the cup changed over time.
- G. Evaluation of the liquor should cease when the sample reaches approximately 30°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.
- H. 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. (e.g., “Sharply acidic” or “bitter” is a valid note. “Brew time too long” or “under-extracted” is NOT a valid note).

16. Open Service Evaluation

- A. Cup evaluation scoring components and evaluation protocol will be the same as in Compulsory Service. Competitors may override the evaluation protocol by giving the judges specific alternative instructions on how they want the beverage consumed. As long as the instructions are reasonable and given before the beverage served, the judges should follow the instructions.
- B. Once the judges start to evaluate the beverage from the cup which the beverage is finally served in, competitors may not override the evaluation protocol. Judges will not follow any instruction to evaluate the beverage at any other temperature than the three temperatures stated in the protocol.

16.1. Presentation Evaluation Scale

Presentation scores will use the full range of the Evaluation Scale.

16.2. Presentation Sensory Judge Scoresheet Section

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.

The diagram shows a scoresheet section with two horizontal evaluation scales. Each scale has tick marks from 0 to 10. Below the first scale is a box labeled 'Total:' with a 'x2' multiplier. Below the second scale is a box labeled 'Total:' with a 'x2' multiplier. To the right of these scales is a larger box labeled 'Total Score Presentation'.

16.3. Presentation Sensory Judge Scoresheet Components

16.3.1. 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

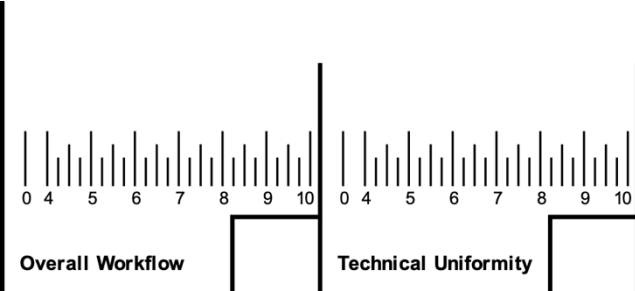
of taste that becomes apparent during tasting is both accurate and detailed. However, this is an evaluation of the quality, accuracy, and relevance of their descriptions, not the quantity.

16.3.2. 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 and creatively enhances the coffee experience beyond the cups of coffee beverage will score highly. Proper hygiene during the service and service vessel cleanliness will be considered.

17. Head Judge Evaluation

17.1. Open Service Presentation Head Judges Scoresheet Components

		Brew Ratio <input type="text"/> :
Overall Workflow	Technical Uniformity	Total HJ Score <input type="text"/> /20 Final Score

17.2. Overall Workflow

Head judge will evaluate the competitor's overall workflow and use of tools, equipment and accessories throughout the station. The head judge will evaluate the competitor's workflow throughout the presentation, including: the organization and placement of tools and accessories; the competitor's movement and flow in and around the work station; the cleanliness and maintenance of the station (equipment, counters, brewers, service vessels, towels); the management and consistency of brewing process.

17.3. Technical Uniformity

Head judge will evaluate the technical uniformity of three (3) cups brewed for each judge. The head judge will evaluate the consistency of the brewing process including coffee to water ratio, grind size, operation of the brewing device and kettles, filtration material, time, temperature and turbulence.

17.4. Compulsory Head Judges Scoresheet Components

0 4 5 6 7 8 9 10		Total HJ Score		/20
Sensory Uniformity	x2			

17.5. Sensory Uniformity

Head judge will evaluate Sensory Uniformity of three cups served to each judge during the compulsory round. After a sample is taken by the sensory judge, the head judge will taste the sample. And the head judge will evaluate how the taste components are consistent with each other cup through time, except for Aroma.

18. Appeals at the World Brewers Cup Championship

18.1. Judge Related Issues

Most scorekeeping questions will be answered during competitor debrief. If a competitor objects to the scores given by one or more judges, the competitor can meet with their head judge during the competitor debriefing to explain their protest. If the head judge is unavailable, the competitor may discuss with the Judge Operations Lead onsite. If the issue is not solved, the competitor may protest in writing to WCE (see Appeals below). This will be reviewed by judge leadership and the WCE Competition Operations Committee. They will make a decision on-site and a representative of the WCE Competition Operations Committee will inform the competitor of the decision.

If in the unlikely event that the head judge or any other WBrC personnel discovers or suspects potential dishonest behavior by a WBrC judge during a competitor's evaluation, then the following will apply:

- The head judge will request the return of all applicable score sheets from the official score keeper.
- The head judge will meet with the WBrC judge(s), WCE Staff, and WCE Competition Operations Committee Chair(s) to evaluate the situation.
- The WCE Staff and WCE Competition Operations Committee Chair(s) will then rule upon the matter in a closed meeting.

- If the matter of dishonesty is extensive, the WCE Competition Operations Committee Chair(s) has the power to rule that the WBrC judge will be excluded from judging in any future WBrC sanctioned competitions.

18.2. Competitor Related Issues

If a competitor has an issue or protest to make regarding the WBrC during the competition, the competitor should contact the WBrC event organizer. The event organizer will then determine whether the issue can be resolved on-site at the WBrC, or whether the issue will require a written appeal following the WBrC.

If the WBrC event organizer decides that the issue and/or protest can be solved on-site at the WBrC, the WBrC event organizer will contact the involved party or parties to ensure fair representation. The competitor's issue and/or protest will be discussed, and a decision will be made jointly, on-site by the WBrC event organizer and the designated onsite representative of the WCE Judge Operations Lead. The WBrC event organizer will inform the competitor of the decision.

18.3. Appeals

If a person does not agree with a decision, they may appeal the decision in writing to the WCE Competition Operations Committee. All decisions made by the committee are final.

The appeal letter must include the following:

- Name
- Date
- A clear and concise statement of the complaint
- Date and time references (if applicable)
- Comments and suggested solution
- Party/Parties involved
- Contact information

Any written protests/appeals omitting this information will not be considered. All persons must submit their written complaint or appeal to the WBrC Event Manager via email to info@worldcoffeeeevents.org within twenty-four (24) hours of the incident.

18.4. Appeals Reviewed by the Competition Strategic Committee

The WCE Competition Strategic Committee will review written complaints or appeals within thirty (30) days of receipt. The WCE Competition Strategic Committee will contact the person in writing via email with final rulings.

19. Competition Body Events

19.1. Highlighting Rule Variations for Competition Bodies

Below is a list of some permitted logistical adjustments for Competition Bodies.

- **Rounds/Competition Procedure:** 2.M. “For Competition Body Championships and subordinate feeder competitions (regional competitions, heats, etc.) only: at the discretion of the Competition Body or competition organizer, a competition may be held with a Round One that consists of only a Compulsory Service (with an Open Service in the Finals Round).” and 2.O. “Competition Body Championships (and subordinate competitions) may choose to hold the two Round One Services concurrently (requiring two sets of judges), or consecutively.”
- **Qualifying Rounds:** Competition Bodies may hold qualifying or preliminary competitions ahead of their Championship. The structure of qualifying competitions is up to the Competition Body and may have slight format variations. Structure cannot be modified for the final Championship event, but may only be modified for qualifying or preliminary competitions which lead up to the final Championship event. WCE Reps are not required for Qualifying/Preliminary Events. WCE Reps are required for the Championship Event.
- **Practice Time:** Scheduled practice time for competitors may vary, and will be determined by the Competition Body. However, every competitor must get the same amount of scheduled practice time.
- **Practice Location:** Practice may be on stage, backstage, or off site. The location of the competitor’s practice time will be determined by the Competition Body.
- **Provided Equipment:** Competition Bodies are not required to use the same sponsored equipment at the World Coffee Championships. If an equipment sponsor is acquired by a Competition Body, the Competition Body may independently specify their equipment requirements.
- **Scoresheet Return:** Competition Bodies may return physical scoresheets to competitors at the event or they may email them to the competitors after the event.
- **Microphones and Music:** Competition Bodies may or may not allow competitors to play music and have competitors wear wireless microphones, depending on the venue and available audio-visual equipment.

- **Competitor Debriefing:** Judges will have debrief time with competitors. The schedule for this debrief time will be set by the CB. Debrief may be during and/or after the event.
- **Competitor Orientation:** All competitors should get the same information in advance of the competition. All competitors should be informed of what equipment will be used, practice schedule, competition schedule, etc.

19.2. Appeals at A Competition Body Event

If a competitor has an issue or protest to make regarding their Competition Body Championship during the event, the first step should be to contact the event organizer and/or WCE Representative on site. All problems should be attempted to be resolved as soon as possible. On-site solutions are the most effective and appropriate. Appeals made after the competition's end are more difficult to effectively arbitrate.

If the event organizer decides the issue and/or protest can be solved on-site, the event organizer will contact the involved party or parties to ensure fair representation. The competitor's issue and/or protest will be discussed, and a decision will be made jointly, on-site by the event organizer and the designated onsite WCE Representative. The event organizer and/or WCE Rep will inform the competitor of the decision.

If the issue requires a written appeal, this should be made directly to the Competition Body **and** WCE Representative via email within 24 hours of the incident. If the appeal is logistics-related, the CB is fully responsible for the investigation and any arbitration if applicable. If the appeal is judge or rules related, the WCE Representative may investigate the issue and provide a suggested arbitration. The CB and WCE Rep must report all written appeals to WCE within 24 hours of receipt. However, WCE does not directly certify or manage Competition Body judges or volunteers, and so cannot arbitrate their actions. Appeals from CB events may take additional time to address; the person submitting the appeal should expect to see resolution within 30 days.