



**WORLD  
BARISTA  
CHAMPIONSHIP**

# **WBC Competitors Manual**

**WBC COMPETITORS MANUAL**

**Approved by the  
WBC Board of Directors  
Operative from**

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## **PREFACE**

This document is a guideline for all competitors participating in the WBC. All competitors should have read the WBC Rules and Regulation prior to this document. ([www.worldbaristachampionship.com](http://www.worldbaristachampionship.com))

## **1 PARTICIPANTS**

The 2007 World Barista Championship (WBC) is open to qualified national champions as determined by a WBC sanctioned national championship supervised by the relative WBC Licensed National Body.

You must hold a valid passport of the country you represents or have 24 months of documented employment or scholastic curriculum in the country you represent.

### **1.1 Registration Form**

All competitors should verify that they are correctly registered for the WBC 2007 competition. If you have not registered or received a confirmation letter please do as follows:

Complete the WBC Competitor Registration Form online at: [www.worldbaristachampionship.com](http://www.worldbaristachampionship.com) and email or fax a scanned copy of your valid passport or legal documentation of 24 months of employment or scholastic curriculum in the country you represents to the WBC Event Manager.

**Attn: WBC Event Manager - Michelle Campbell**  
**Email: [mcampbell@scaa.org](mailto:mcampbell@scaa.org)**  
**Fax: +1 562 624 4104**

The WBC Event Manager will verify all entrants prior to registration acceptance. A confirmation letter will be sent to the competitor via email within two weeks of receipt of his/her online registration form and valid passport or legal documentation.

### **1.2 Expenses**

The WBC highlights that all competitors must pay their own expenses related to the competition including, but not limited to, travel, accommodations, supplies and ingredients needed for competition.

If a competitor cannot afford these expenses, it is the competitor's responsibility to see that the Licensed National Body in their nation or another outside party covers their expenses.

### **1.3 Competitor Questions**

All competitors must thoroughly read and understand the rules and Regulations specified in the WBC Rules and Regulations. No exceptions will be made for competitors who claim to not understand the WBC Rules and Regulations.

All questions regarding the WBC should be directed to the WBC Event Manager, Michelle Campbell at the SCAA by email at [mcampbell@scaa.org](mailto:mcampbell@scaa.org), or by phone at +1 562 624 4100.

The WBC encourages competitors to ask questions prior to arriving at the WBC. Competitors will also have the opportunity to ask questions during the official Competitors' Meeting held prior to the start of the competition. If the WBC Event Manager is not able to answer your question(s), the appropriate party or parties will be contacted to answer the question(s) in a timely manner.

## **2 COMPETITION FORMAT**

Four Sensory Judges, two Technical Judges and one Head Judge will judge the competitors. 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 simultaneously. (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 category of drinks must be prepared using the same coffee; however, competitors can prepare each category of drinks (i.e. the espressos, cappuccinos, and signature beverages) using different coffee. Competitors may produce, as many drinks as they like during the competition, but only the drinks served to the judges will be evaluated.

### **2.1 WBC Definitions**

Reference is made to the WBC Rules and Regulations, section 2.2 Beverage definitions and its rules.

#### **2.1.1 Espresso**

An espresso is a one-ounce beverage (25 to 35ml including crema) prepared with an appropriate and consistent amount of coffee (depending on the coffee and the grind) through which clean water of 195-205 degrees F (90.5-96 degrees C), has been forced at a 8.5 to 9.5 atmospheres of pressure, and where the grind of the coffee is such that the brewing flow time is between 20 to 30 seconds. While brewing, the flow of espresso should appear to have the viscosity of warm honey, and the resulting beverage should exhibit a thick, dark, golden cream-foam (crema). Espressos should be served in a two- to three-ounce (60 to 90ml) cup with a handle. Espressos should be prepared specifically for the judges, and immediately served with spoons, sugar and water.

#### **2.1.2 Cappuccino**

A Cappuccino is a beverage of ratios, producing a harmonious balance of espresso, steamed milk and frothed milk. A traditional cappuccino is a five- to six-ounce beverage (150 to 180ml), served in a five- to six-ounce (150 to 180ml) cup with a handle. (Please note: For the purpose of the WBC cappuccinos should not be topped with any additional spices and/or powered flavorings.)

#### **2.1.3 Signature Beverage**

A signature beverage is an espresso-based beverage created by each competitor. Each of the four signature beverages must contain a minimum of one espresso shot. A distinct taste of espresso must be present. It should be a beverage; the judges must be able to drink it. Competitors are allowed to use any ingredients in the signature beverage as long as they do not contain any alcohol or illegal substances. (Please note: This rule applies to extracts as well. Competitors using extracts in their signature beverage should be prepared to verify that no alcohol is listed in the ingredients of the extract. No ingredient(s) where the alcohol has been burned out or off will be allowed in the signature beverage.) If alcohol is discovered as an ingredient in the signature beverage, the signature beverage will receive zero points on all points available on the technical and sensory score sheets in the signature beverage category. All ingredients must be disclosed upon request. Competitors must bring the original bottles and/or packaging of all ingredients used in his/her signature beverage. The components of the signature beverage should preferably be produced during the competition, i.e., the signature beverage and its ingredients should be assembled on-site during the competition time. The signature beverage can be any temperature. Please note: No ingredients or substances other than ground coffee may be placed in the portafilter. If ingredients or substances other than ground coffee are placed in a portafilter the signature beverage will receive zero points on all points available on the technical and sensory score sheets in the signature beverage category.

### **3 COMPETITION PROCEDURE**

The competition space will consist of a stage with three competition stations. Each of the three stations will have a three-group espresso machine, an espresso grinder, a blender, and a mini-refrigerator. Each station will be assigned a number, one, two or three, which correspond with each competitor's assigned time and station. Each competitor will be given 45 minutes at their assigned station, made up of the following segments:

1. 15 minutes Preparation Time
2. 15 minutes Competition/Performance Time
3. 15 minutes Clean-Up Time

#### **3.1 Competition Flow**

Reference is made to WBC Rules and Regulation.

#### **3.2 Prior To Preparation Time**

##### **3.2.1 Be On Time**

Competitors should be in the preparation/practice room 30 minutes prior to his/her scheduled preparation time. Any competitor who is not onsite at the start of their 15 minutes of preparation time may be disqualified.

##### **3.2.2 Competition Music**

Competitors may bring music on one CD to be played during their competition time. (Music may not contain profanity.) Competitors must mark the CD case clearly with their name and competitor number. It is the competitor's responsibility to give the WBC Event Manager or Audio Visual staff their CD prior to the start of the competition. It is also the competitor's responsibility to retrieve the CD from the WBC Event Manager or Audio Visual staff after the competition. CDs that are not retrieved will be discarded after the competition.

##### **3.2.3 Set-Up Grinder**

A grinder will be provided at each station for the competition. Competitors have the option of using the competition grinder provided, bringing their own grinder(s) or using both the provided competition grinder and his/her own grinder. Competitors may not use more than two grinders during their performance. If a competitor has brought his/her own grinder and/or blender, the competitor needs to inform the WBC Event Manager prior to the start of competition. The head assistant will contact the competitor prior to his/her preparation time. Once the competitor's assigned station is cleared and cleaned from the previous competitor, the head assistant and the station assistant will take the competitor's grinder and/or blender out to the assigned station, place it in the correct location and plug it in. If the competitor would like to help the head assistant take his/her own grinder and/or blender to the station, this will be allowed; however, once the grinder is in place and plugged in, the competitor will not be allowed to touch the grinder and/or blender and must leave the stage immediately. (Please note: If a competitor is using their own grinder, it must be empty. No coffee beans may be placed in the hopper until the competitor's preparation time.)

##### **3.2.4 Station Set-Up**

The head station assistant will be responsible for ensuring that each competitor's station is set as the competitor has requested prior to his/her preparation time (i.e. the head assistant will make sure each competitor's grinder, blender, and/or any other electrical equipment are placed to the right or the left of the espresso machine per the competitor's request.)

#### **3.3 Preparation Time**

Each competitor will have 15 minutes of preparation time. Once the prior competitor is five minutes into their competition time, the next scheduled competitor may begin his/her 15-minute preparation time upon advisement from the WBC Event Manager and/or the head assistant. The purpose of the preparation time is to carry or wheel all supplies out on stage, set up the station and prepare the bar for competition. A waiter's cart will be available for the competitor's to transport their items to and from the competition area. Each competitor will be assigned a station assistant who will assist the competitor as he/she wheels the

waiters cart from the preparation area to his/her assigned station. Only the assigned station assistant will be allowed to assist the competitor on stage with the cart. (Please note: Coaches, supporters, friends, or family members are not allowed on stage while the competition is in progress.) Once the competitor has arrived at his/her assigned station, the official preparation timekeeper will ask the competitor if he/she is ready to begin. Before the competitor is allowed to touch anything at his/her station or the on the cart, the competitor must press the start button on the remote control attached to the clock to begin his/her 15 minutes of preparation time. The designated official preparation timekeeper will begin a stopwatch the moment the competitor presses the start button on the remote control. The station assistant will not help the competitor unload the cart or set-up the station. Each competitor must unload his/her supplies off the cart on his/her own. The station assistant will wheel the cart off stage at the end of the competitor's preparation time. The waiter's cart will not be allowed on stage during the performance/competition time. If a competitor has brought an item or piece of equipment that does not fit on the station table provided, he/she must ask the WBC Event Manager prior to the start of their 15 minutes of preparation time, if he/she may be allowed to leave the item on the floor, out of the way. If a competitor has forgotten some of his/her equipment and/or accessories, he/she must retrieve the missing items him/herself. The assistants, supporters, team members, or the audience may deliver nothing. Please note: The judges' presentation table can be set during the competitor's preparation time. Water for the judges can be placed on the judges' presentation table during the competitor's preparation time; however, the water should not be pre-poured into glasses prior to the start of the competitor's performance/competition time. If a competitor does not wish to preset the judges' presentation table during his/her preparation time they can set the table at the start of his/her performance/competition time. Competitors are encouraged to pull practice shots during their preparation time. Please note: Cups can be preheated during the competitor's preparation time. However, no water may be present in cups at the start of the competitor's competition time. Competitors will not be allowed to exceed the 15 minutes of preparation time. The timer will give the competitor a ten minute, five minute, three minute, one minute, and thirty second warning during his/her 15 minutes of preparation time. At 15 minutes the official preparation timekeeper will call "time" and ask the competitor to step back away from the station.

### **3.4 Technical Issues**

Reference is made to the WBC Rules and Regulations section 2.8 Trouble Shooting.

### **3.5 Competition Time**

Once the 15-minute preparation time has elapsed and the judges are ready, the Master of Ceremonies will introduce the competitor and ask if he/she would be comfortable answering questions during his/her presentation. Master of Ceremonies will interview the competitor (in English), if agreed by the competitor. If an interpreter is needed, the competitor must inform the WBC Event Manager upon registration. Each competitor will be required to wear a wireless microphone throughout his/her competition. However, the competitor will only be "live" (broadcast) during his/her performance time. Please note: Competitors may choose not to be interviewed. Tracking time elapsed during the 15-minute competition/performance time will be the responsibility of the competitor, though he/she may ask for a time check at any point. The Master of Ceremonies will ask the competitor if he/she is ready to begin. Before the competitor introduces him/herself to the judges, the competitor must press the start button on the remote control attached to the clock to begin his/her 15 minutes of competition/performance time. The designated official competition timekeeper will begin a stopwatch the moment the competitor presses the start button on the remote control. At the start of the competitor's competition time, he/she will introduce him/herself and make eye contact with each of the four Sensory Judges and the Head Judge. The four Sensory Judges and Head Judge will be standing behind the judges' presentation table. (All drinks competitors wish to be evaluated must be served at this table.) Once the 15 minutes of competition time has begun, the competitor may set the judges' presentation table if he/she has not done so already during his/her preparation time. Competitors are required to serve water to the judges. Competitors can serve water to the judges at the start of their performance time or when they serve the first set of drinks.

After each set of drinks has been served, and evaluated by the judges, an assistant will clear the drinks from the judges' presentation table upon the Head Judge's signal. The assistant will clear only the cups, saucers and spoons. If a competitor would like the assistant to clear any additional items such as cookies,

chocolates, sugars, honey, etc., he/she must tell the head assistant prior to going on stage. Competition time will be stopped (ended) when the competitor presses the stop button on the remote control attached to the clock or raises their hand and calls “time”. If the competitor chooses to call “time” without pressing the stop button on the remote control, the competitor must make a clear signal to the official timekeeper. The competitor may choose to end the performance time and stop the clock whenever he/she wishes. For example, competitors can stop the clock once his/her final drink is placed on the presentation table to be served to the judges, or competitors can choose to go back to their station to clean before stopping the clock and ending their performance time. Once the competitor stops the clock, the official timekeeper will stop the stopwatch. The judges will record the final time on the clock. If the clock has malfunctioned for any reason, the Head Judge will record the time from the official competition timekeeper. Competitors may not continue talking to the judges once their competition time has ended. Any conversation after the competitor’s competition time will not count towards his/her total score. Competitors may continue to talk to the Master of Ceremonies after the competition time has ended, however, the judges will not consider any conversation or explanation done after the competition time. Please note: Evaluation will only be given during the performance/competition time. The preparation and clean-up time are not judged; however, the judges will review the station for cleanliness at the start and end of the performance/competition time. The maximum timeframe (without penalty) for the competition/presentation is 15 minutes. Competitors will not be penalized for finishing early.

### **3.6 Clean-Up Time**

Once a competitor has finished his/her competition time, he/she should begin cleaning up the station. The assigned station assistant will bring the waiters cart back out on stage for the competitor to load his/her supplies on. The station assistant will clear the judge’s presentation table; however, the competitor is responsible for clearing and cleaning his/her station table without assistance. If a competitor brought his/her own grinder and/or blender, the station assistant can help the competitor remove these items from the station. Competitors are expected to thoroughly clean their station after their competition time. Once a competitor has finished cleaning his/her station, the head assistant will inspect the station. If the head assistant does not feel that the competitor has cleaned the station sufficiently, the head assistant will consult with the WBC Event Manager to determine whether the competitor should return to the station and finish cleaning.

## **4 WBC-CERTIFIED JUDGES**

One Head Judge, four Sensory Judges and two Technical Judges will judge each competitor.

### **4.1 Head Judge**

The Head Judge is responsible for overseeing the judging process, and for managing any issues or concerns that take place during a performance. The Head Judge is responsible for ensuring the judges are evaluating each competitor according to the WBC standards, and that the judges are completing their score sheets accurately and completely. The Head Judge has final authorization concerning any problems or issues that occur during performances. The Head Judge will take notes during the competitor’s competition time, but his/her scores will not count towards the competitor’s total score. The Head Judge is also responsible for recording the competitor’s final competition time to determine if points will be deducted from the competitor’s total score.

### **4.2 Technical Judge**

The two Technical Judges will position themselves around the competitor and his/her station. The Technical Judges will evaluate competitors on the following criteria (see Technical Score Sheet):

- Cleanliness of station at the start and end of competition
- Usage of grinder
- Consistent dosing and tamping
- Extraction procedure
- Milk frothing techniques
- Visual espresso base for cappuccinos and signature beverages
- General hygiene throughout presentation
- Proper use of cloths

The total sums of the two technical score sheets are added together and then divided by two for an average technical score. This average is then added to each of the four sensory score sheets.

### **4.3 Sensory Judge**

The four Sensory Judges will be positioned at the judges' presentation table. Each Sensory Judge will only evaluate the drink that is served to him/her. The Sensory Judge will evaluate competitors on the following criteria (see Sensory Score Sheet):

- Accuracy of competitors' description of drinks served
- Visual appearance of the drinks
- Drinks served with the correct accessories
- The quality of the espresso blend
- The taste and quality of the drinks served
- Taste balance of all drinks
- Temperature of cappuccino
- Usage of ingredients in signature beverage

Competitor's attention to detail and overall creativity

## **5 JUDGING CRITERIA**

Competitors will be judged on the following criteria:

### **5.1 Competition Area**

The competition area will be evaluated for cleanliness at the start and end of the performance/competition time. The bar should be spotless, and the area as orderly as if ready to open at the start of the day.

### **5.2 Taste Evaluation**

Points will be awarded for the taste of each individual drink (i.e. espresso, cappuccino and the signature beverage). Points will also be based on raw materials used and style of the beverage. Competitors should strive for a harmonious balance of sweetness, bitterness, acidity, and aromatics. Competitors are advised to explain verbally to the judges why they chose their particular coffee, the basic roast profile, the espresso blend structure, the major taste elements, the ingredients used in the signature beverage, and the philosophy behind the drinks served.

### **5.3 Beverage Presentation**

Points will be awarded based on the visual presentation of the drinks including cups, glasses and accessories, etc. This includes elements such as cleanliness of cups and saucers, consistency of drinks and creativity and style of presentation.

### **5.4 Technical Skills**

Points will be awarded based on the competitor's technical knowledge of the espresso machine and grinder. This includes the competitor's working knowledge of the equipment involved and how it relates to everything from quality coffee to his/her cleaning skills.

### **5.5 Judges Total Impression**

Points will be awarded based on the judges overall view of the competitor, his/her technical skills, taste of drinks, and personal and beverage presentation.

## **6 ADDITIONAL COMPETITOR INFORMATION**

### **6.1 Competitors' Orientation Meeting**



Prior to the start of the WBC, a Competitors Orientation Meeting will take place. This meeting is mandatory for all competitors. During this meeting, the WBC Event Manager will make announcements, explain the competition flow, cover the competition schedule, and lead a tour of the stage and back stage area. This will be an opportunity for competitors to ask questions and/or voice concerns to the WBC Event Manager and Head Judge(s).

## **6.2 Preparation/Practice Room**

There will be an area designated as the competitors' preparation/practice room. This area will be reserved for the competitors, volunteers and any WBC officials. WBC judges may not be present in this area without consent from the WBC Event Manager. Access may be limited to only those people, and family members, press/media, and supporters should not be in this area without permission from the Event Manager. Competitors will be able to store their equipment, accessories, ingredients, etc. in this room. Refrigerators and freezers will be provided for any ingredients that need to stay cold or frozen. This room will also include a dishwashing station in order for competitors to wash glass and barware. Competitors are responsible for cleaning their own dishes and glassware, and keeping track of these items. Assistants and event staff are not responsible for breakage or loss of dishes or competitor items. The preparation/practice room will have three practice three-group espresso machines and grinders identical to the competition equipment on stage. Practice times will be scheduled based on competition time (the first scheduled competitors will have the earliest scheduled practice times). Competitors will receive a practice schedule at the Competitors Orientation Meeting.

## **7 MACHINERY, ACCESSORIES & RAW MATERIALS**

### **7.1 Espresso Machine**

Competitors must use the espresso machine supplied for the WBC by the official 2007 WBC espresso machine sponsor, La Marzocco. The official espresso machine will be a La Marzocco FB-80 three-group. The espresso machine cannot be modified in any way (i.e. the competitor will not be allowed to make any changes to any of the espresso machine's internal or external components, such as the steam wand tip or the portafilter). The espresso machine will be calibrated to the following specifications: Temperature setting will be set between 195-205 degrees F (90.5-96 degrees C), and the pump pressure set between 8.5 and 9.5 bars. Any changes or adjustments made to the espresso machine are reason for disqualification.

Please note the WBC Technical Standards committee will distribute a final technical equipment specification to all WBC 2008 competitors.

### **7.2 Grinder**

The official 2007 WBC grinder sponsor will be Compak. The official grinder will be a Compak K10 Conic WBC. Competitors have the option of using the grinder(s) provided, bringing their own grinder(s) or using both the provided grinder and their own grinder. Competitors may not use more than two grinders during their performance. Please note: Competitors are responsible for verifying his/her grinder and/or additional electrical device (i.e. hot plate, hand mixer, etc.) meets the electrical stipulations at the WBC venue. Specific electrical requirements will be emailed to all competitors.

### **7.3 Provided Equipment & Supplies**

Each competitor station will be equipped with the following:

- Station Table (For espresso machine, grinder and blender) L: 1.83m W: .91m H: .91m
- Work Table (Forms an "L" shape extending from the left of the station table, used for trays, glassware, and additional accessories) L: 1.83m W: .61m H: .91m
- Presentation Table (Judges' table) L: 1.83m W: .61m H: 1.07m
- Mini-Refrigerator
- La Marzocco FB-80 Three-Group Espresso Machine
- Compak Grinder K10 Conic WBC
- Blender

- Knock Box
- Mini-Ice Machine
- Ice scoop
- Whole Milk
- Trash Can
- Waiter's Cart (For preparation and clean-up time)

#### **7.4 Recommended Equipment & Supplies To Bring**

Other than milk and ice, which are guaranteed to be provided on-site, competitors are required to bring all supplies necessary for their presentation. Competitors may choose to bring their own milk. The WBC will provide some additional accessories for emergency purposes, however this is not a guarantee.

Competitors may use any accessories or ingredients (excluding alcohol) they wish. 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 WBC, volunteers, and event staff are not responsible for the safety of items left in the competitors' preparation room or competition area.

#### **It is recommended that competitors bring the following:**

- Coffee (For practice and the competition)
- Grinder (Optional)
- Blender (Optional)
- Tamper
- Shot Glasses
- Steaming Pitchers
- Cups & Saucers (For all 12 drinks including spares)
- Spoons
- Any Specific Utensils Required
- Water Glasses
- Water (For judges)
- Milk (Optional)
- Bar Towels/Clean Cloths
- Tray (For serving drinks to the judges)
- All Accessories (For judges presentation table)
- Napkins
- Sugar
- All Equipment/Accessories Required For The Signature Beverage
- Waiter's Cart (Optional)

**The WBC wishes all competitors the best of luck in the competition. Please do not hesitate to contact the WBC Event Manager if any questions.**

**Attn: WBC Event Manager - Michelle Campbell**

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

**Fax: +1 562 624 4104**