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# 2025 WORLD BREWERS CUP

Official Rules and Regulations



**WORLD  
BREWERS CUP™**



# 2025 World Brewers Cup Official Rules and Regulations

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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). WCE is a wholly owned subsidiary of the Specialty Coffee Association (SCA).

## **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 Competition Body Qualifications**

The World Brewers Cup Championship (WBrC) is a competition open to qualified Competition Body Champions of a World Coffee Events (WCE) sanctioned competition event. Sanctioned events are produced by WCE Licensed Competition Bodies. Every competition year, 1 competitor from each WCE Licensed Competition Body may participate. To learn more about how to become a WCE Licensed Competition Body please see: <https://wcc.coffee/competition-bodies>.

In any given year, coordinators or individuals who are involved in the management of their Competition Body Competition cannot compete. A year is considered to begin from the time the Competition Body starts planning their event.

### **1.3.2 Competition Body Champions and Substitutions**

- A. A Competition Body 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 Deferred Candidacy (DC) Policy found here: <https://wcc.coffee/rules-regulations#deferred-candidacy>).
- B. If a Competition Body Champion successfully applies for Deferred Candidacy, they retain their title as Competition Body Champion and may compete in the World Championships the following year. Once the Competition Body Champion has deferred their candidacy, the licensed Competition Body may designate an alternate competitor from its Competition Body 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 Competition Body Competitor. Competition Body Competitors are not eligible for Deferred



Candidacy, and do not hold the title of Competition Body Champion. However, all Competition Body 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 Competition Body Champion is not eligible for deferral, and elects not to go to the World Championships, the Competition Body may send a substitute competitor.
- D. With the exception of Deferred Candidacy applicants, all Competition Body Champions who do not compete in the worlds, for any reason, are required to give the WCC team notice themselves, via [info@wcc.coffee](mailto:info@wcc.coffee) to ensure clarity. Deferred Candidacy applicants are welcome to notify the WCC team of their intent to defer, without sharing any relevant details, as it can help ensure a substitute Competition Body Competitor with enough time to participate, but it is not required. Requests for any substitutions (Competition Body Representative Competitor) must be also received in writing from the Competition Body at [info@wcc.coffee](mailto:info@wcc.coffee) and approved by its Managing Director prior to competition.

### **1.3.3 Age requirement**

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

### **1.3.4 Nationality**

- . 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 Competition Body competition.
- A. 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 1 Competition Body and qualify through this respective sanctioned Competition Body Championship.

### **1.3.6 Expenses**

Licensed Competition Bodies are required to pay their Competition Body 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**

- . Competitors may not judge in any sanctioned WBrC competition (world, Competition Body, 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, Competition Body or regional) in any country, including their own, prior to the conclusion of that year's WBrC Event.
- A. WBrC judges must not coach and judge at a WBrC event. If a registered judge has coached or provided feedback to any competitor in any capacity (either as the primary coach, supporting coach, or consultant) they must declare that conflict of interest prior to the event and during calibration. Failure to disclose a conflict of interest may result in the disqualification of the competitor. Once the competition event has begun or judges have started their calibration (whichever is earlier), no communication or consultation in any form can take place between judges and competitors for the duration of the competition. Failure to comply during the event will result in the disqualification of the competitor and the removal of the judge from judging the competition.
- B. Competitors may not select or endorse judges within their Competition Body Competition.

### **1.4.2 Calibration Baristas**

- . 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 Competition Body WCE Sanctioned events as well as the World Competition.
- A. 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 Competition Body Championships.
- B. 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 Competition Body 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 Competition Body 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**

Any potential conflicts of interest are 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@wcc.coffee](mailto:info@wcc.coffee)

## **1.5 Enforcement of Rules and Regulations**

The WBrC will employ these Rules & Regulations throughout the competition. If a competitor violates 1 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 Health & Safety Clause**

All Rules & Regulations are subject to change based on local and venue health and safety requirements or guidelines. World Coffee Events will share any Rules & 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 which will be sent to Competition Body Champions directly via email no less than 6 weeks prior to the WCC Event. This form includes a space to upload a scanned copy of the required valid passport or other accepted credentials (as described in the “Nationality” section). Approved Competition Body Champions will receive confirmation by email in approximately 2 weeks after receipt of all required registration documentation. [For any queries about competitor registration, these can be submitted to info@wcc.coffee](mailto:info@wcc.coffee)





### **1.6.2 Late Competition Body Championship Registration**

Competition Body Champions from competitions conducted less than 6 weeks prior to the WBrC Event must submit all registration materials no more than 5 days after their Competition Body 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 at <https://wcc.coffee/rules-regulations>. 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 & Regulations Committee prior to the WBrC by contacting [compinfo@wcc.coffee](mailto:compinfo@wcc.coffee). 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:

- . 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.
- A. Read and abide by the Competitor Code of Conduct document found on the [WCC website](#).
- B. Read and abide by the Champion Code of Conduct document found on the [WCC website](#).

## **2. Competition Summary**

- . The WBrC can be divided into 2 or 3 rounds, depending on the number of competitors.
- A. If the number of competitors is up to 38, there will be 3 rounds: Round One, Semi-Finals, and Finals Round. Round One consists of 1 component called "Open Service." The Semi-Final Round consists of 1 component called "Compulsory Service." The Finals Round consists of 1 Open Service presentation per competitor.
- B. If the number of competitors is more than 38, there will be 2 rounds: Round One and Finals Round. Round One consists of 1 component called "Open Service." The Finals Round consists of 1 Open Service presentation and 1 Compulsory Service Presentation per competitor.
- C. The Round configuration will be confirmed 8 weeks prior to the commencement of the WBrC.



- D. During each competition Service, competitors will be evaluated by 3 sensory judges. Additionally, a head judge will be present. During the Compulsory Round, the head judge will taste from the cups served, or will take a sample from the cups, pending local health and safety restrictions. Additionally, the head judge will evaluate sensory uniformity of cups served during Compulsory Service. During the Open Service round the head judge will not taste the cups served on stage. The head judge will evaluate overall workflow and technical uniformity in Open Service. These items will count towards the final score. During the judge deliberation backstage, the head judge might taste the coffee from the cups served to help with the deliberation process.
- E. During each Service, competitors will prepare and serve 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 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 5 minutes of Setup Time.
- H. During Compulsory Service competitors will have 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 Open Service competitors may utilize any whole bean of their choosing and will have 10 minutes of Competition Time to prepare and serve their beverages with an accompanying presentation.
- J. All 3 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. 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 efficiently.
- N. The WBrC may, at its discretion, schedule more than one competition round in a single day (e.g., Semi-Final and Final may be held on the same day) or schedule the same round during multiple days (e.g., Round One may be held on 2 days). The WBrC may, at its discretion, schedule overlapping performances in Round One.

- O. The WBrC judges will be led by the Judge Operation Lead (JOL) team. The JOL team supports the training of judges and the administration of judge logistics onsite. Judge Operations Leads ensure that all judges are calibrated, capable, and up to date with the current rules and regulations. They create rosters for the championship that avoid any conflicts/issues. This role is primarily management, support, & feedback focused. The priority for this role is not actively judging the competitions, and thus the JOL team should not roster themselves on for judging, except if not otherwise possible (e.g.: lack of judges, conflict of interest of present judges, emergencies, etc.).

### **3. Standards and Definitions**

#### **3.1 Open Service**

- . The Open Service is 1 of the 2 types of coffee services in the Brewers Cup competition, which will be performed in Round One and Finals Round of the competition.
- A. Competitors will be given 5 minutes of Setup Time and 10 minutes of Competition Time to present, prepare, and serve 3 cups of coffee, each brewed individually, to 3 sensory judges.
- B. Competitors will utilize their own whole-bean coffee and serve beverages to the judges with an accompanying presentation that enhances the coffee experience.
- C. The competitors will be evaluated by sensory and presentation evaluation in accordance with the World Brewers Cup judging protocols (see relevant section below).

#### **3.2 Compulsory Service**

- . The Compulsory Service is 1 of the 2 types of coffee services in the Brewers Cup competition, performed in the Semi-Finals Round or in the Finals Round.
- A. Competitors will be given 8 minutes of Setup Time and 7 minutes of Competition Time to prepare and serve 3 cups of coffee, each brewed individually, to 3 judges.
- B. 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 semi-finalist's official practice time.
- C. 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.

- D. The beverages will be evaluated by sensory evaluation only and in accordance with the World Brewers Cup judging protocols (see relevant section below).
- E. In the Compulsory Service, accompanying information (visual, verbal, sensory, etc.) will not be evaluated and should not be presented.

### **3.3 Whole-bean Coffee**

- . Whole-bean coffee is the accumulation of roasted product of the seed of the fruit of a plant of the genus *Coffea*.
- A. For the purposes of this competition, no additives of any kind may be added to coffee after it reaches the "green coffee" stage, i.e., seeds of the *Coffea* genus, dried as a part of the post-harvest process, and free from all pericarp layers. This includes exposure to aromatic substances, flavorings, perfumes, liquids, powders, etc.
- B. Competitors may be 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.
- C. 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 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.
- D. The Compulsory Service coffee information will not be revealed until the Semi-Finals Round concludes. The sponsor(s) of the Compulsory Service coffee will confirm the confidentiality responsibility with the WBrC.

### **3.4 The Beverage**

- . The beverage must be an extraction from particles of whole bean coffee, using hot 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.
- A. 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.
- B. Competitors will prepare and serve 3 individual hot coffee beverages, 1 to each of the 3 sensory judges.



- C. For Open Service, each of the 3 beverages should be a minimum of 120 ml. If a beverage served is found to be less than 120 ml, it will be deemed “not served” and will not be scored, but the competitor’s presentation will still be scored. For Compulsory Service, each of the 3 beverages should be a minimum of 180 ml. If a beverage served is found to be less than 180 ml, it will be deemed “not served” and will not be scored.
- D. 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 in the final service vessel to evaluate.

### **3.5 Brew Water**

- . Competitors must utilize the water provided by the competition for Compulsory Service, but competitors may utilize their own brew water for Open Service.
- A. Provided water will be calibrated to within the acceptable ranges according to section “Water” below.
- B. 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. WBrC may request a sample of the water of a competitor for lab analysis on composition and additives.
- C. Provided water will be available both at room temperature and heated to between 96.0 and 98.5°C.
- D. 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 “Additional Electrical Equipment”).

### **3.6 Grinder**

- . 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.
- A. 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 brewing device is any item that a competitor uses during, and is involved in, the beverage extraction.
- A. 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.
- B. 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.
- C. Competitors may utilize as many or as few brewing devices as they wish in order to produce the required 3 preparations within the allotted time.
- D. Brewing devices must not add any additive substances to the beverage whatsoever.

### 3.8 Coffee Preparation

- . The coffee preparation for each judge shall consist of separate and individual preparation(s).
- A. 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 3 cups for the judges. Acceptable service would involve the use of 3 individual French presses or preparing one French press 3 separate times).

- B. 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 used to pre-wet or rinse filters is not considered “brew water” in the context of “extraction time.” Spraying coffee with water prior to grinding is allowed. Spraying may only be done with water, as defined in rule 5.2. During the compulsory round, only the provided water can be used. During the open service the head judge may request to taste a sample of the water used.
- C. In both competition rounds, beverages will be disqualified if the extraction time begins before the competition time begins.

### **3.9 Service Vessel**

- . A service vessel is a cup, server, or other vessel that contains brewed coffee.
- A. There is no restriction on the material, shape, or size of the service vessels, though judges should be able to pick up at least one of the service vessels and sip from it directly.
- B. Service vessels should not impart any flavor or odors.
- C. The competition will supply a Standardized Service Vessel with a volume between 200 and 300 ml.
- D. During the Compulsory Service, all competitors must serve their coffee in the Standardized Service Vessel in order to be evaluated and deemed “served.”
- E. During the Open Service, competitors have the option to use the Standardized Service Vessels or service vessels of their own provision (either a cup, or in a separate vessel alongside a cup). In case the competitors use their own service vessels, they must provide the head judge with an additional empty vessel suitable for drinking. This vessel must be the same used for sensory judges.
- F. In Open Service, judges will evaluate aroma in whichever vessel the coffee is initially served and only in this initial vessel. If the coffee is not initially served in a vessel suitable for drinking, the judge will then pour the coffee into the second vessel (cup) before evaluating all other coffee components.
- G. Each judge must be served separately, and with their own service vessel(s).
- H. Coffee beverages must be served in one complete portion of minimum 120 ml for each judge (e.g., they may not be served in 2 or more distinct portions of beverage as a “split beverage”).
- I. To accelerate cooling after evaluating Aroma, judges may deem it necessary to decant the coffee into the Standardized Service Vessel before evaluating all other coffee components.

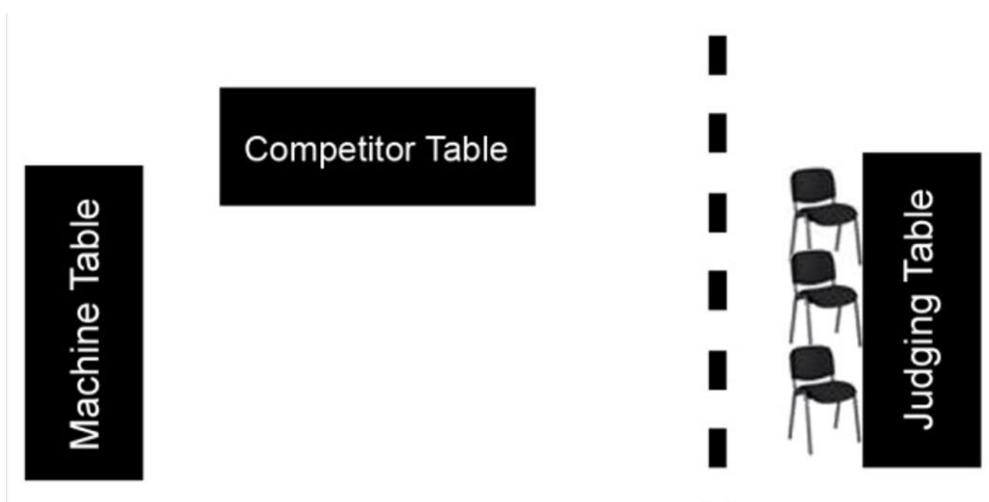
## 4. Competition Area

The full competition area for the World Brewers Cup will consist of 1-3 Compulsory Service stations and 2-3 Open Service stations.

### 4.1 Compulsory Service Station

The Compulsory Service Station consists of:

- . 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.
- A. Worktable: A separate surface will be designated as competitor preparation table. Competitors will use their assigned table to set up their equipment and prepare their coffees.
- B. Judges table: The judges will be seated at a table, situated in such a way that obscures the judges' view of the competitors.

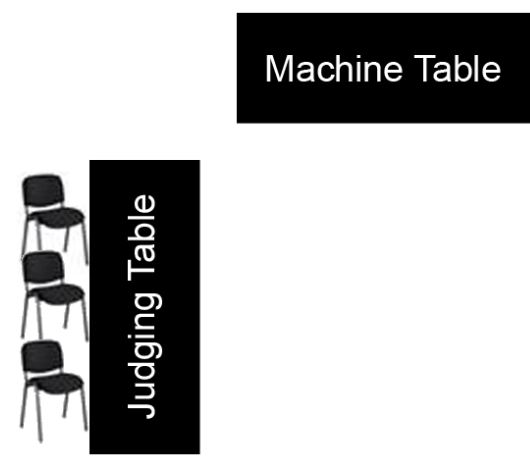


### 4.2 Open Service Station

The Open Service Station consists of:

- . Judging Table: The judges will be seated facing the competitor and prepared to evaluate the coffees served and competitor presentations.
- A. 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

Competitors have the option to use the sponsored water or to supply their own brewing water at Open service. The competition will provide either a hot water machine or kettles for the competition. A 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. Competitors must use the sponsored water in the Compulsory Service round, with no additions.

The official water heating device(s) will contain sponsored water only. Competitors do not have the option of using their own water with the sponsored water heating device(s).

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

- Odor: Clean/fresh, odor free
- Color: Clear color
- Total Chlorine/Chloramine: 0 (zero) mg/L
- TDS: 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 sponsored coffee grinder will be located on the equipment table for competitor use.
- A. 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.
- B. 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.
- C. The sponsored grinder will be announced on the competition website or by email no later than 8 weeks prior to the events.

### **5.4 Additional Electrical Equipment**

- . Competitors may bring up to 2 pieces of additional electrical equipment to be used during their coffee preparation and/or presentation. Competitors must notify the WCC 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).
- A. 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.
- B. 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.
- C. Electrical outlets might not be available in the backstage for competitor use outside of their scheduled practice time.

### **5.5 Provided Facilities and Equipment**

The competition area will be equipped with the following:

- Equipment Table (For the provided water heating device(s) and grinder, and additional equipment)
- Service Table (Judging table)



- Water heating device(s)
- Official coffee grinder
- Standardized service vessels
- Cleaning brushes (for grinder and counter)
- Trash can and/or compost bin
- Bucket for discarded liquid

## 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 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 0 for "customer service" section of the scoresheet.

Competitors must bring the following:

- Brewing devices
- Coffee filtration media
- Open service coffee (for practice and competition)

The following are optional:

- Open Service Coffee (additional 2kg minimum for service to attendees)
- 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)
- Cupping spoons
- Additional coffee filtration medium
- Service vessels for open service (at least 4 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.

If any items from the “not allowed” list are used during a competitor’s presentation, the competitor will receive a 0 in Attention to Details.

## **6. Competitor Instructions Prior to Preparation Time**

### **6.1 Competitor Orientation Meeting**

Prior to the start of the World Brewers Cup, a Competitor Orientation Meeting will take place, either online or in person. This meeting is mandatory for all competitors. During this meeting the stage 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 stage manager and/or presiding head judge. If a competitor has not made advance plans with the WCC 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 WCC website](#).

### **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, coaches, 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 WCC event organizer. WCC preparation/practice room access will be restricted to the competitor, 1 coach, and 1 helper/interpreter, unless otherwise communicated by the stage manager. Violators of the backstage rule will be warned by the Stage Manager. Competitors that violate backstage rules after being warned once by a stage manager or staff may be disqualified. 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 a 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 Practice Time**

Competitors will be able to practice brewing with the provided coffee and their own coffee during their scheduled competition day. The WCC 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**

- . In Round One competitors will present coffee in Open Service.
- A. Competitors will be assigned a scheduled Setup Time and Competition Time. 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 Open Service**

#### **7.2.1 Setup Time**

- . Competitors will be assigned a scheduled Setup Time for Open Service.



- A. Competitors will have 5 minutes to set up 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 and can remain energized (turned on) before competition time.
- B. 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.
- C. Competitors should account for the fact that the time between the end of Setup Time and beginning of Competition Time may and shall vary.
- D. 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.

### **7.2.2 Begin Competition Time**

Competitors will be assigned a scheduled Open Service competition time. After their 5-minute 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.

### **7.2.3 Competition Time**

- . Competitors will have 10 minutes to prepare, serve, and present 3 individual preparations of brewed filter coffee to 3 judges.
- A. Competitors will utilize whole bean (or ground) coffee of their choosing.
- B. Competitors have the option of grinding their coffee and preparing brew water during the competition time or beforehand.
- C. Coffee service should be accompanied by a presentation to the judges that articulates the taste-experience presented, demonstrates excellent customer service, demonstrates wider understanding of coffee and brewing, and enhances the overall coffee experience.
- D. Beverages must be prepared and served according to these Rules.
- E. The competitor is to serve the beverages to the judges by actively placing them on the judging table, in the service vessels, in front of each judge. Judges will start evaluation after their individual beverage is served to them by the competitor (unless instructed otherwise by the competitor). All beverages will be evaluated, but beverages not actively placed in front of

the judges within a reachable distance are not deemed “served” and will not receive sensory scores.

#### **7.2.4 End Competition Time**

- . Competition time ends either when the competition time has elapsed, or when the competitor raises their hand and announces “time,” whichever occurs first.
- A. A competitor whose beverages are not served within 11 minutes will be disqualified. However, judges may continue to evaluate and score the beverage for the competitor’s reference only.
- B. The judges will not evaluate based on anything said, served, or presented before or after the competition time.
- C. Once the competition time is over the competitor must return to the preparation area to clean up and prepare the station for the next competitor.

#### **7.2.5 Time Penalties**

- . 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.
- A. 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).
- B. Any competitor whose preparation or performance period exceeds 11 minutes will be disqualified.

#### **7.2.6 Additional Open Service Information**

- . Competitors should present their coffees with an accompanying presentation that enhances the taste experience of the coffees, demonstrates wider understanding of coffee and brewing, and relates to exemplary service in a real-world specialty coffee experience.
- A. The presentation will be evaluated based on accuracy of descriptors, as well as scores related to barista skills and presentation. See details on scoring, below. Presentations may be creative, informative, and entertaining, but should always be focused on enhancing the judges’ coffee experience.
- B. 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. Competitors may not ask the judges to physically move from their judging positions, and any instruction to do so will not be followed.
- C. Judges will evaluate their beverages after being served. If a competitor changes, modifies, affects, or otherwise interacts with the beverage once they have been served, the judges will evaluate the modified beverage as a new beverage, and any prior evaluation will be disregarded. The competitor may override the timing of the Aroma evaluation, by having the judges to evaluate Aroma before the beverage is served (e.g. from the pitcher/brewing vessel

instead of from the cup/serving vessel), as long as the beverage served to the individual judge is clearly the same as the beverage from which the Aroma was assessed. If this is unclear, the judge will reassess the Aroma from the beverage served.

## **8. Semi-Finals Round**

### **8.1 Summary**

- . The Semi-Finals Round consists of the top 12 scoring competitors from Round One.
- A. The Semi-Finals Round is activated only if there are up to 38 competitors at the WBrC.
- B. In the Semi-Finals round, the competitors will present coffee via Compulsory Service.
- C. Competitors will be assigned a scheduled Setup Time and Competition Time. 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.

### **8.2 Compulsory Service**

#### **8.2.1 Practice/Setup Time**

Practice/setup time for the Compulsory Service will be scheduled following 1 of the following options:

- . Option 1: 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. Competitors are not allowed to have assistance from coaches, helpers, or any other individuals during Compulsory Service practice time.
- A. Option 2: A practice time will be scheduled prior to the setup time. Competitors will then have 8 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. When Setup Time concludes the competitor must cease all active preparation and manipulation of items on the Machine Table and the 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 concludes, with the one exception of a timer. Competitors should account for the fact that the time between the end of Setup Time and beginning of Competition Time may and shall vary in this scheduling second option. Competitors are not allowed to have assistance from coaches, helpers, or any other individuals during Compulsory Service practice time.



The scheduled option for Compulsory Service will be communicated to competitors prior to the competition.

### **8.2.2 Begin Competition Time**

The beginning of Competition Time for the Compulsory Service will be scheduled following 1 of the following options:

- . Option 1: 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.
- A. Option 2: Competitors will be scheduled on an alternating and staggered timetable. After their 8-minute Setup Time the competitor will start their competition time by announcing this to the timekeeper. The competitor should verify that the timekeeper is prepared to start the timer.
- B. In both options, 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).

The scheduled option for Compulsory Service will be communicated to competitors prior to the competition.

### **8.2.3 Competition Time**

- . The competitor has 7 minutes to prepare and serve their coffees to the judges.
- A. All competitors must exclusively use the Compulsory Service coffee, as provided by the competition, and no other coffee (whole bean or ground).
- B. 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.
- C. 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.
- D. Competitors must make the beverage by using the coffee and water provided on the competition stage counter during the competition time.
- E. Beverages must be prepared and served according to these Rules specifically the “Standards and Definitions” section.
- F. 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.

#### **8.2.4 End Competition Time**

- . Competition time ends when the competitor serves the third and final beverage, or when their competition time has elapsed, whichever occurs first. A competitor does not need to announce or otherwise indicate the end of their competition time.
- A. The competitor whose beverages are not served within 8 minutes will be disqualified. However, judges may continue to evaluate and score the beverage for the competitor's reference only.
- B. 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.
- C. 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, the competitor is to clean up and quickly prepare the station for the next competitor.

#### **8.2.5 Time Penalties**

- . 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.
- A. 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).
- B. Any competitor whose preparation or performance period exceeds 8 minutes will be disqualified.

## **9. Finals Round**

### **9.1 Summary**

If the total number of competitors is up to 38, the Final Round consists of the top 6 scoring competitors from the Semi-Final round who will present Open Service presentations to 3 judges. The Compulsory Service scores from semi-finals will be carried over to the Finals round.

If the total number of competitors is more than 38, the Final Round consists of the top 9 scoring competitors from the Round One who will present Open Service and Compulsory Service presentations to 3 judges.

## 10. Technical Issues

- . During the preparation and/or competition time, a competitor might raise their hand and declare a “technical time out” if they believe there is technical problem with any of the following WBrC-provided equipment:
  - i. The official water heating device(s)
  - ii. The provided official grinder
  - iii. For Open Service only: The audio-visual equipment (e.g., the competitor’s microphone)
- A. Preparation or competition time will be paused by the stage manager (during preparation time) or by the head judge (during competition time). The official timekeeper will make note of time when “technical time out” is called. It is the competitor’s responsibility to ensure the timekeeper is aware of the “technical time out” being called.
- B. If the stage manager/head judge 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 stage 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 reallocated time.
- D. If a competitor must stop their competition time, the head judge and stage 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 head judge 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.

## 11. Forgotten Accessories

- . If a competitor has forgotten any of their equipment and/or accessories during their preparation time, they must inform the stage manager or timekeeper, and they may exit the stage to retrieve the missing items; however, their preparation time will not be paused.
- A. If a competitor has forgotten any 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 paused.

- B. Nothing may be delivered by the runners, supporters, team members, or the audience, otherwise the competitor is subject to disqualification by the presiding head judge.

## **12. Coaching**

Instructions or 'coaching' may not be provided to a competitor during the time of their competition under penalty of disqualification. The WBrC encourages audience participation and enthusiastic fan support that does not interfere with competition. Coaches, supporters, friends, or family members are not allowed on stage while the competition is in progress, otherwise the competitor is subject to disqualification by the presiding head judge.

## **13. Scorekeeping**

### **13.1 Official Scorekeeping**

The WBrC official scorekeepers are responsible for adding all scores and for keeping all scores confidential.

### **13.2 Round One Scoring**

#### **13.2.1 Scoresheet Breakdown**

The WBrC competitor scoresheets are made up of the following elements:

- . The Brewed Coffee Evaluation is the sum of the 7 Cup Score components: Aroma, Flavor, Aftertaste, Acidity, Mouthfeel, Sweetness, and Overall.
- A. The Barista Evaluation is the sum of the description scores for all Cup Score components (except Overall): Aroma, Flavor, Aftertaste, Acidity, Sweetness, and Mouthfeel multiplied by 2. It also includes the scores for Attention to Details, Coffee Knowledge and Proper Use of Equipment, and Presentation multiplied by 2.
- B. The Total Head Judge Score for Open Service is comprised of Overall Workflow and Technical Uniformity scores multiplied by 4.
- C. The Total Head Judge Score for Compulsory Service is the Sensory Uniformity score multiplied by 4.

#### **13.2.2 Open Service Scoring**

- . The Open Service Total Score from each sensory judge is calculated by adding the Brewed Coffee Evaluation scores to the Barista Evaluation scores.
- A. The competitor's Final Open Service score is tabulated by adding the 3 Open Service Total Scores, 1 from each of the 3 sensory judges.

- B. The Sensory Judges combined Open Service Score is then added to the Total Head Judge Score for Open Service. Any overtime penalties are subtracted to calculate the competitor's Open Service Final score.
- C. The maximum possible Open Service Final Score is 411.

### **13.2.3 Compulsory Service Scoring**

- . The competitor's Compulsory Service score is tabulated by adding the 3 Total Cup Scores, 1 from each of the 3 sensory judges.
- A. The Compulsory Service score is added to the Total Head Judge Score for Compulsory Service. The maximum possible Compulsory Service Final Score is 213.

## **13.3 Round One Score**

Round One Total Score is the Open Service score.

## **13.4 Semi-Finals Round Scoring**

Semi-Finals round is scored only on the Compulsory Service score from that round and does not include the Open Service score from Round One.

## **13.5 Final Round Scoring**

Competitors that successfully progress onto the Finals round will have their Compulsory Service score from Semi-Finals 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.

## **13.6 Tie Scores**

In Round One: If there is a tie between two or more competitors that results in more than 12 competitors qualifying for the Semi-Finals Round, the procedure to determine placement be the following:

- . The competitor with the higher sum of "Competitor Evaluation" scores (accuracy of descriptors scores and the competitor presentation scores) will be ranked higher.
- A. If there is still a tie, the competitor with the higher sum of "Brewed Coffee Evaluation" scores will be ranked higher.
- B. If there is still a tie the competitor with the higher sum of "Overall" in Coffee Evaluation scores will be ranked higher.

If the scores are still tied, the Semi-Finals Round will progress with however many competitors qualify with the top twelve scores. In the Semi-Finals Round: If there is a tie between two or more competitors, the procedure to determine final standings will be as follows:



- C. The Competitor with the higher sum of "Flavor" scores will be ranked higher.
- D. If there is still a tie, the competitor with the higher sum of "Aftertaste" scores will be ranked higher.
- E. If there a still a tie, the competitor with the higher sum of "Overall" scores 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.

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

- G. The competitor(s) with higher sum of Competitor Evaluation scores (without the Brewed Coffee Evaluation scores) from both Compulsory & Final Open Service will be ranked higher.
- H. If there is still a tie, the competitor with the higher sum of Brewed Coffee Evaluation scores will be ranked higher.
- I. If there is still a tie the competitor with the higher sum of "Accuracy" scores will be ranked higher.

## **14. 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 WCC event manager scans the copy of the scoresheets.

### **14.1 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.

## **15. Evaluation Scale & Scoring**

### **15.1 Type of Scoring**

There are 4 types of scoring:

- Numeric Score (Coffee Evaluation): 0-9
- Numeric Score (Accuracy): 0-3



- Numeric Score (Impression): 0-3
- Numeric Score (Experience): 0-6

## 15.2 Evaluation Scales

The evaluation scales are as follows.

### 15.2.1 Numeric Score (Coffee Evaluation):

Although the scoring range is a full 0-9, we do not anticipate the use of scores 1-3 in the context of the competition.

0 – None to evaluate

(1 – Extremely Low)

(2 – Very Low)

(3 – Moderately Low)

4 – Slightly Low

5 – Neither High nor Low

6 – Slightly High

7 – Moderately High

8 – Very High

9 – Extremely High

Available scores range from 0 to 9. Half points are not permissible. A score of 0 indicates that nothing was available to score in this category (e.g., that no coffee was served to the judge to evaluate). Scores of 0-3 require the approval of the Head Judge. These scores and terms are reflective of the affective assessment completed under the SCA's forthcoming Coffee Value Assessment System (<https://sca.coffee/value-assessment>).

The Coffee Evaluation Scale is for coffee evaluation only, in both Open Service and Compulsory Service.

### 15.2.2 Numeric Score (Accuracy)

0 – None to evaluate

1 – Not very accurate (Low accuracy)

2 – Somewhat accurate (Medium accuracy)

3 – Very accurate (High accuracy)

Available scores range from 0 to 3. Half points are not permissible. Judges should score as follows: A score of 0 indicates that nothing was available to score in this category (e.g., no descriptors were named). A score of 1 indicates that the elements in this category were incorrect or not very accurate. A score of 2 indicates that elements in this category were somewhat accurate. A score of 3 indicates that elements in this category were mostly or all accurate. Certain scores are weighted and multiplied by 2. Scores of 0 require the approval of the head judge.

This type of score is found in Open Service in the Competitor Evaluation section and is relative to the accuracy of descriptors named for the Cup Score components.

### **15.2.3 Numeric Score (Impression)**

0 – Unacceptable

1 – Not very (Low)

2 – Somewhat (Medium)

3 – Very (High)

Available scores range from 0 to 3. Half-points are not permissible. A score of Unacceptable (0) is reserved for situations of clear and egregious violations of the Rules, or minimum standards of customer service and hygiene. Scores of 0 require approval of the Head Judge.

A score of 1 indicates that the elements in this category made a low or average impression. A score of 2 indicates that elements in this category made a good or mixed impression. A score of 3 indicates that elements in this category made a high impression. Certain scores are weighted by 2.

This type of score is found in Open Service in the Barista Evaluation section and is relative to the impression of Customer Service/Hygiene.

### **15.2.4 Numeric Score (Experience)**

0 – Unacceptable

1 – Acceptable

2 – Average

3 – Good

4 – Very Good

5 – Excellent

6 – Extraordinary



Available scores range from 0 to 6. Half points are permissible in the range of 1 to 6. Judges are encouraged to use the full range of scores. Low numbers indicate a poorer experience and higher indicates a better experience. Certain scores are weighted and multiplied by 2 or 4.

A score of Unacceptable (0) is reserved for situations of clear and egregious violations of the Rules, or minimum standards of professionalism or service. Scores of 0 require approval of the Head Judge.

This type of score is found in Open Service in the Barista Evaluation and is relative to the Well Explained/Prepared and Presentation scores. It is also found in the Head Judge scoresheet for Overall Workflow and Technical Uniformity.

## **16. Coffee Evaluation**

Judges will rate their impression of quality of each component on the scoresheet, based on their perception of the component and their understanding of how that component will be valued in the marketplace from a quality perspective. The Overall section takes into consideration the combination of the components.

### **16.1 Cup Score Components**

#### **16.1.1 Aroma**

"Aroma" is defined as the smell of the coffee brew. Judges will first evaluate the intensity of the aroma, marking their perception of the sample's intensity using the scale on the scoresheet, before evaluating and noting their perception of the aroma's complexity and clarity. Finally, judges will note any descriptors that are especially associated with the aroma of the brewed coffee (e.g., "fruity," "sweet," "chocolate").

#### **16.1.2 Flavor**

"Flavor" is defined as the combined perception of basic tastes (including sweet, sour, salty, bitter, and umami) and aromatic qualities, mostly perceived retro-nasally. It 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 sipped into the mouth involving as much of the palate as possible during evaluation.

#### **16.1.3 Aftertaste**

Closely related to "Flavor," "Aftertaste" is defined in coffee cupping as the combined sensation of basic tastes and aromatic qualities that remain after coffee has left the mouth, either via swallowing or spitting. Judges will evaluate Aftertaste based on 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., bitterness), lower marks should be given; whereas if the aftertaste contributes positively to the experience of the cup, higher marks should be given.

#### **16.1.4 Acidity**

“Acidity” is defined as the perception of acid in coffee, 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. Judges will first evaluate the intensity of acidity in the brewed coffee, from low to high, recording it in the corresponding scale, before noting any descriptors that are especially associated with the acidity of a coffee. Judges are encouraged to use broad, commonly understood descriptors when possible. Brews with low or high acidity may receive high scores relative to the quality of the acidity (the intensity of the acidity is not correlated to the quality perception or score).

#### **16.1.5 Sweetness**

“Sweetness” is defined as the impression of a sweet taste or scent in brewed coffee. If a judge perceives a sample as “sweet,” they will evaluate the intensity of perceived sweetness in the brewed coffee, from low to high, before noting any descriptors that are especially associated with the perceived sweetness of the sample (e.g., “brown sugar,” “pleasant,” “overpowering”). Brews with low or high sweetness may receive high scores relative to the quality of the sweetness (the intensity of the sweetness is not correlated to the quality perception and score).

#### **16.1.6 Mouthfeel**

“Mouthfeel” is defined as the tactile sensation of coffee in the mouth, based solely on a coffee brew’s thickness and texture (not flavor). “Thickness” refers to the perceived weight or viscosity of the brew (e.g., “thin” or “light,” “thick” or “heavy”), while “texture” refers to the perceived sensation of grittiness or smoothness (“rough,” “oily,” “smooth,” “mouth-drying”). Judges will first evaluate the “thickness” (“weight” or “viscosity”) of the brewed coffee and mark this as “intensity” using the scale on the scoresheet, before noting any descriptors that are especially associated with the thickness or texture of the coffee. Brews with light or heavy mouthfeel may receive high scores relative to the quality of the tactile feeling in the mouth (the thickness or weight of the mouthfeel is not correlated to the quality perception and score).

#### **16.1.7 Overall**

The “overall” scoring aspect is meant to reflect the holistically integrated rating of the sample as perceived by the individual judge. The perception of “balance,” or how the various aspects of Flavor,

Aftertaste, Acidity, Mouthfeel, and Sweetness of the sample work together and complement or contrast to each other, may factor into this score. A judge's perception of the stability of the sample, or how well it "holds" its character over time as it cools, may also factor into this score. A sample with many highly pleasant aspects, but not quite "measuring up" would receive a lower rating. 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.

## 17. Coffee Evaluation Procedure

- . As soon as the coffee is served, the judges will evaluate the coffee's Aroma (unless instructed otherwise by the competitor). When a competitor has not provided explicit instructions to assess Aroma, judges will evaluate Aroma by swirling the beverage in the service vessel three times while the vapors released by this motion are sniffed and assessed. During the Compulsory Round, the Head Judge will remove a sample to evaluate for Sensory Uniformity before the Sensory Judges may evaluate Aroma. It is important to evaluate this as quickly as possible because the intensity of aroma will decline as the beverage temperature declines.
- A. The coffee beverage may, at this time, be decanted into the service vessel suitable for drinking.
- B. Judges will sip directly from the service vessel suitable for drinking, in such a way as to cover as much of the palate as possible, especially the tongue and upper palate.
- C. Judges will evaluate the brewed coffee when served and will continue evaluation over time as the coffee cools. During evaluation judges should clearly indicate a reference to intensity and description changes that were apparent over this time. Judges will stop their evaluation once they have determined their overall score based on the coffee's combined attributes over time.
- D. Judges will record details on their sensory evaluation in the notes area provided. This is for reference and for the competitor's benefit. The descriptive, note-taking process is value-neutral and meant only to describe the judge's perception of the coffee's sensorial qualities. Judges should 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).

## 18. Open Service Evaluation

### 18.1 Coffee Evaluation

- . Coffee evaluation scoring components and evaluation protocol will be the same as above. 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 is served, the judges should follow the instructions.

- A. Once the judges start to evaluate the beverage from the cup in which the beverage is finally served in, competitors may not override the evaluation protocol.

## **18.2 Barista Evaluation**

### **18.2.1 Accuracy of Coffee Descriptors (Aroma, Flavor, Aftertaste, Acidity, Sweetness, and Mouthfeel)**

Judges will score this category according to the numeric (accuracy) description. Scores of 0 to 3 will be utilized. 0 is only utilized if no descriptors are given at all for that category.

### **18.2.2 Attention to Details**

Judges will score this category according to the numeric (impression) description. Scores of 0 to 3 will be utilized. 0 will be used here only if a competitor brings items that are not permitted.

All accessories should be readily available, functional, clean, and unbroken, and the working area should be well and purposefully organized. Judges will consider how the competitor cleans spills, handles equipment, and serves beverages.

### **18.2.3 Coffee Knowledge and Proper Use of Equipment**

Judges will score this category according to the numeric (experience) description. Scores of 0 to 6 will be utilized.

This category evaluates the observed qualities relevant to the barista profession, like technique, preparation, and demonstrating a wider understanding of coffee and coffee brewing. To achieve a high score, the explanation should include factual points and the resulting sensory experience. Judges will look for a strong correlation between what is explained and what is delivered.

### **18.2.4 Presentation**

Judges will score this category according to the numeric (experience) description. Scores of 0 to 6 will be utilized.

Presentation is evaluated by the observed qualities of the barista and the story/journey that they bring to the stage during their performance. Competitors will not be expected to craft complex or fine-dining experiences, and the presentation should relate to a real-world coffee service experience. Judges will consider (allowing for personality and cultural differences) the skills such as natural, clear, and concise communication, as well as the ability to manage workflow and timing. The competitor should demonstrate being an ambassador of coffee. Presentations that positively and creatively enhance the coffee experience beyond the cup served will score high.

Good customer service skills (e.g., politeness, accuracy, attentiveness, eye contact, etc.) will also be taken into consideration.

## **19. Compulsory Coffee Tasting Procedure**

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 #.

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.

## **20. Head Judge Evaluation**

### **20.1 Open Service Presentation Head Judges Scoresheet Components**

#### **20.1.1 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 workstation; the cleanliness and maintenance of the station (equipment, counters, brewers, service vessels, towels). Scores of 0 to 3 multiplied by 4 will be utilized.

#### **20.1.2 Technical Uniformity**

Head judge will evaluate the technical uniformity of 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. Scores of 0 to 3 multiplied by 4 will be utilized.

### **20.2 Compulsory Head Judges Scoresheet Components**

#### **20.2.1 Sensory Uniformity**

Head judge will evaluate Sensory Uniformity of 3 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.

## **21. Appeals at the World Brewers Cup Championship**

### **21.1 Judging/Scoring Issues at the World Coffee Championships**

Scorekeeping questions will be answered by the judging team during competitor debrief. If a competitor has further questions, the head judge and/or Judge Operation Lead (JOL) will be consulted. If the competitor feels that there has been an error that is unresolved, they may protest in writing (see Appeals section below). The appeal will be reviewed by judge leadership, WCC staff, and the WCC Competition Strategic Committee (CSC) and a representative of the WCC 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), WCC Staff, and WCC CSC Chair(s) to evaluate the situation.
- The WCC Staff and WCC Chair(s) will then evaluate the situation in a closed meeting.
- If the matter of dishonesty is extensive, the WCC CSC Chair(s) has the power to rule that the WBrC judge will be excluded from judging in any future WBrC sanctioned competitions.

### **21.2 Other Issues at the World Coffee Championships**

If a competitor has an issue regarding the WBrC during the competition (e.g. scheduling, logistics, etc.), the competitor should contact the WCC staff onsite. The WCC staff will make every effort to resolve the issue on-site at the WBrC. The WCC staff will contact all involved parties. The competitor's issue will be discussed, and a decision will be made jointly, on-site by the WCC staff team, WCC JOL and/or WCC CSC. The WCC staff will inform the competitor of the decision.

### **21.3 Appeals at the World Coffee Championships**

If a person does not agree with a decision, they may appeal the decision in writing to the WCC CSC. 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 through the complaint form available on the website at <https://wcc.coffee/rules-regulations> within 24 hours of the incident. The complaint will be received by the WCC team and shared with the WCC CSC.

## 21.4 Appeals Reviewed by the Competition Strategic Committee at the World Coffee Championships

The WCC CSC will review written complaints or appeals and endeavor to respond as soon as possible. Please note that the final resolution will be delivered within 30 days of receipt. The WCC CSC will contact the person in writing via email with final rulings.

## 22. Competition Body Events

### 22.1 Highlighting Rule Variations for Competition Bodies

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

- **Compliance with Local Laws/Regulations:** Competition Bodies may adjust their national rules when required to comply with local laws and/or regulations. Any proposed changes must be sent to [info@wcc.coffee](mailto:info@wcc.coffee) for approval in advance of the event.
- **Rules and Regulations Translation:** Competition Bodies may offer a translation of this document. However, to resolve any disputes, the official World Brewers Cup Rules and Regulations will be used. Competition Bodies cannot modify rules related to judging and evaluation.
- **Rounds/Competition Procedure:** 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). Competition Body Championships (and subordinate competitions) may choose to hold the 2 Round One Services concurrently (requiring 2 sets of judges), or consecutively.
- **Competitor Minimum:** Competition Bodies Championships must have a minimum of 6 competitors for their final and WCE Sanctioned event. If the minimum of 6 competitors is not reached, Competition Bodies must contact their Regional Community Director at least 2 weeks before the scheduled competition.

- **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. WCC Reps are not required for Qualifying/Preliminary Events. WCC 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.
- **Station Configuration:** Competition Body competitions and feeder competitions (regional competitions, heats, etc.) may utilize competition station configurations that are appropriate to their competitions.
- **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.

## 22.2 Appeals at a Competition Body Event

If a competitor has an issue or protest to make regarding their CB Championship during the event, the first step should be to contact the event organizer and/or WCC 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/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 WCC Representative. The CB event organizer and/or WCC Rep will inform the competitor of the decision.

If the competitor wishes to appeal the decision, they should utilize the complaint form available on the website at <https://wcc.coffee/rules-regulations> within 24 hours of the incident. The complaint will be sent directly to the CB and the WCC Rep indicated in the submission. If the appeal is logistics-related, the CB is fully responsible for the investigation and any arbitration, if applicable. The WCC Rep must participate in this process by consulting on the appeal. If the appeal is judge or rules related, the WCC Rep will investigate the issue and provide a suggested arbitration to the CB. The CB is always responsible for responding to the complaint in written form and is considered the primary contact for complaints at CB events.

The CB and WCC Rep must report all written appeals to the WCC staff within 24 hours of receipt. However, WCC staff 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 a resolution within 30 days.

