



Rules & Regulations

Al Ameen Coffee Barista Competition

General information

- The organizers reserve the right to remove, change or add to the rules and regulations
- The organizers reserve all rights to the recipes used and photographs taken during the event
- The organizers are not responsible for any damage or loss of competitors' exhibited items, equipment, utensils or personal belongings
- Participants must show personal ID and badge to the person in charge in order to enter the beverage area.
- Competitors who are not present at the appointed time and place of the competition will be considered as no-shows
- During the competition wear your badges on the side where your number is written, no name or establishment logo must be visible to the judges.
- Each participant must bring his/her drink recipe printed, and distribute it to the jury before the start of the competition
- Each participant should bring with him all ingredients (syrups, milk...) and utensils (glasses, cloth for cleaning...

Refer to the list of available items provided by the sponsors to prepare your items accordingly

- **It is a must to use Al Ameen coffee in your espresso, milk beverage and your signature drink**

P.S: COACHING

- Instructions or 'coaching' may not be provided to a competitor during the time of his or her competition and may result in a penalty of disqualification. The organizer encourages audience participation and enthusiastic fan support that does not interfere with competition.
- Please note: 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 jury

PS: Blender, Freezer, Fridge and Ice are available on-site.

SAVE THE DATES

Competition Dates

The competition will take place on the 9th, 10th, and 11th of October 2018

Competition schedule

Will be sent to all participants at least 10 days prior the competition

Registration Fees

35 JD + 16%

Registration Deadline

Registration Deadline for all competitions is on August 26, 2018 including all payments. HORECA JORDAN holds the right to refuse any competitor who did not register on time or did not pay the full registration fees.

Contact person for Registrations:

Ms. Nuran Al Turk

+962-6-464 2501 /2/3

Admin2@lawrenceconferences.com

Live Chat Meeting

All participants are invited to a meeting with the committee and judges on Monday October 8, 2018 at Zara Expo Auditorium at 2:00PM to ask all their questions and take all required information related to the competition.

Badges Pick Up and Kitchens Visit

All participants can pick up their badges and check out the location and kitchen equipment after the live chat meeting on October 8, 2018 at Zara Expo Auditorium

All participants should wear their uniform at Live Chat for the Group Photo

COMPETITION PROCEDURE SUMMARY

- The competition space will consist of one bar station on Hall B
- Each competitor will be assigned a start time
- Each competitor will be given 45 minutes on the station, made up of the following segments:
 - 15 minutes Preparation Time
 - 15 minutes Competition/Performance Time
 - 15 minutes Clean-Up Time
- All participants should wear Al Ameen Coffee uniform during the competition, the uniform will be provided during the participants live chat
- All drinks should be served to the judges at the presentation table.

- The competition will consist of two competition rounds:

Round one: All participants will compete over 2 days in order to select the finalists that will compete the last day for the final.

Finals: The finalists will compete on the third day.

- At the end of Round One divided on 2 days, the competitors with the highest score will advance to the final round. The competitor's scores from each round will not carry over to the next round.
- On the second day, there will be a ceremony where finalists are announced and all competitors will be acknowledged. All competitors are required to attend this ceremony.
- The Award Ceremony will take place on October 11 at 6:30 PM, exact timing will be reconfirmed according to the final schedule.

Rules and Regulations

- A. Competitor performances will be evaluated by 4 Sensory Judges, 1 Technical Judge.
- B. Competitors will serve one beverage from the 3 categories of drinks (espresso, signature drink and milk Beverage) to each of the 4 judges **{for a total of 12 drinks}**
- C. The competitor decides the order in which the drink categories are served; category of drinks must be completed (e.g. all three single espressos are served) before a competitor may serve another category of drinks, otherwise he/she will be disqualified. Preparation and service of signature beverage elements are allowed at any time during the competition time.

BEVERAGE DEFINITIONS

Espresso

- Espresso is a 1 fl. oz. beverage (30mL +/- 5mL) made from ground coffee, poured from one side of a double portafilter in one continuous extraction.
- Coffee is the accumulation of roasted product of the seed of the fruit of a plant of the genus Coffee.
- Coffees may not have any additives, flavorings, colorings, perfumes, aromatic substances, liquids, powders, etc. of any kind added at any point between the time the coffee is picked (as cherry) to when it is extracted into beverage.
- Substances utilized during growing, cultivation, and primary processing of the coffee are permitted (fertilizers, etc.).
- Whole bean coffee may be a blend, single-region, single-country, single-farm, etc.
- All judges must be served a full espresso. If the shot does not comply with the espresso definition, then taste and/or tactile scores will reflect the resulting sensory experience. Espresso may be prepared with various amounts of coffee.
- Espresso will be brewed at a temperature between 90.5-96 degrees Celsius (195-205 degrees Fahrenheit).
- The espresso machine brewing pressure will be set between 8.5 and 9.5 atmospheres.
- Extraction times between two pairs of espresso extractions must be within a 3.0 second variance”
- Espresso must be served in a 60 to 90mL vessel from which judges must be able to drink as required without any functional detriment to their ability to score accurately; this includes but is not exclusive to: vessel being too hot, unable to hold and drink from vessel safely, judges unable to execute espresso evaluation protocol.
- Espresso must be served to the judges with an appropriate spoon, napkin and unflavored water, otherwise the competitor will receive a reduced score in "Attention to detail.”

- Nothing other than ground coffee and water may be placed in the portafilters, otherwise the espresso will receive zero points on all scores available on the technical and sensory score sheets in the espresso category.

Milk Beverage

- A milk beverage is a combination of (1) single shot of espresso and steamed cow's milk that should produce a harmonious balance of rich, sweet milk and espresso and is less than 240ml in volume.
- Milk beverages may be served with latte art or traditional style, with a central circle of white milk. Latte art expression may take any pattern the competitor chooses.
- Milk beverages must be served in a cup from which judges must be able to drink as required without any functional detriment to their ability to score accurately; this includes but is not exclusive to: vessel being too hot, unable to hold and drink from vessel safely. Otherwise a "no" will be given for "Functional vessel used."
- Additional toppings, including but not limited to sugar, spices or powdered flavorings are not allowed. If used, the competitor will receive zero points in the "Taste balance" category.
- Milk Beverages must be served to the judges with a napkin and unflavored water, otherwise the competitor will receive a reduced score in "Attention to detail."
- Nothing other than ground coffee and water may be placed in the portafilters, otherwise the milk beverage will receive zero points on all scores available on the technical and sensory score sheets in the milk beverage category.

Signature Beverage

- Signature beverage demonstrates a competitor's creativity and skill to create an appealing and individual espresso focused beverage.
- The signature beverage should be a liquid beverage; the judges must be able to drink it. Food may accompany the beverage, but only the beverage item will be evaluated by sensory judges.
- Each of the 3 signature beverages must contain a minimum of one espresso shot (per the definition of espresso)
- Espresso used in the signature beverage must be prepared during the competitor's performance time
- A dominant taste of espresso must be present; otherwise the "Taste balance" score will reflect the resulting sensory experience.
- The signature beverage may be served at any consumable temperature.
- Any ingredients may be used in the signature beverage preparation except alcohol, alcohol extracts or by-products, controlled or illegal substances.
- All ingredients must be disclosed upon request. Competitors must bring the original packaging of all ingredients used in his/her signature beverage for inspection by judges to verify ingredients.
- Signature beverage ingredients should be prepared and assembled on-site during the competition time. The preparation of a signature beverage is captured in the "Well explained, introduced, and prepared" category on the sensory score sheet. Preparation in advance of the competition time is necessary for certain ingredients (i.e. a 24 hour infusion) and is accepted.
- Nothing other than ground coffee and water may be placed in the portafilters, otherwise the signature beverage will receive zero points in all categories available on the technical and sensory score sheets in the signature beverage category.

EVALUATION CRITERIA

1. WHAT THE JUDGES ARE LOOKING FOR?

The judges are looking for a champion who:

- A. Has a mastery of technical skills, craftsmanship, communication skills and service skills and is passionate about the barista profession
- B. Has a broad understanding of coffee knowledge beyond the twelve drinks being served in the competition
- C. Prepares and serves high quality beverages; and may serve as a role model and a source of inspiration for others.

2. COMPETITION AREA

Judges will evaluate the competition area for cleanliness at the beginning and end of the performance/competition time.

3. TASTE EVALUATION

Points will be awarded for the taste of each individual drink (i.e. espresso, Milk beverage, the signature beverage) Consideration will be given to 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 constituent structure, the major taste elements, the ingredients used in the signature beverage and the philosophy behind the drinks served.

4. BEVERAGE PRESENTATION

Points will be awarded based on the visual presentation of the drinks including cups, glasses and accessories. This includes elements such as cleanliness of cups and saucers (no spills or drips on cups), consistency of methodology, creativity, and style of presentation.

5. TECHNICAL SKILLS

Points will be awarded based on the competitor's technical knowledge and skill operating the espresso machine and grinder.

6. JUDGES TOTAL IMPRESSION

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

7. TECHNICAL EVALUATION PROCEDURE

Each competitor will be evaluated by technical judges. The following is an explanation of the technical score sheet.

Scoring Sheets

I- TECHNICAL EVALUATION PROCEDURE

Clean working area at start-up/Clean cloths [0 to 6]

A. The cleanliness and organization of the competitor's work station (work table, prep table, top of machine) will be evaluated on a scale between 1 and 6.

B. Verify the competitor's ability to organize the working area in a practical and efficient way.

C. Over preparation should be marked down (i.e. milk in the pitchers, pre-poured water in the water glasses, etc.)

D. A minimum of three clean cloths should be available when the performance time starts. The cloths must be clean and have a designated purpose (i.e. one for the steam wand, one for drying/cleaning baskets, one for bar clean up. A towel on the competitor's apron/person for one of these uses is included in this count.)

E. The cups should be warming. The cups should be placed on the top of the espresso machine, unless the competitor is using his/her own device to warm the cups. There should be no water in the cups at the start of the competitor's competition time. If there is any water in the cups on top of the espresso machine at any time, the competitor will receive a score of zero for "Station management/Clean working area at end" on each of the two technical score sheets

F. Competitors may have pucks (used coffee grounds) in the portafilters at the start of his/her competition time. This will not count against "Clean working area at start-up/Clean cloths."

Part II, III & IV - Espresso/ Signature Beverage & Milk Beverage Evaluation

1. Flushes the group head: Flushing of the group head must occur in the time after removal of the portafilter and prior to each extraction. If the group head was flushed prior to the extraction of the served beverages, the judge will mark "Yes."

2. Dry/clean filter basket before dosing: If the filter basket is completely dry and clean prior to the served beverages, the judge will mark "Yes."

3. Acceptable spill/waste when dosing/grinding: Spill/waste is ground coffee left unused during the competition/performance time that may be found in the espresso grinder's dosing chamber, in the knock box, on the counter, in the trash, on the floor or elsewhere.

Waste created in the process of preparing beverages that are not served to judges does not count towards a competitor's total waste evaluation. Spill/waste of up to 5 grams of unused coffee per beverage category is considered acceptable. In order to earn a score of excellent (5) or higher, the waste must not exceed one gram of unused coffee per beverage category. Wasting more than five grams of coffee per beverage category is unacceptable and will result in zero points. A reasonable amount of coffee purged is not included in waste.

The Acceptable spill/waste when dosing/grinding scores of the two technical judges must match.

4. Consistent and effective dosing and tamping: The competitor must demonstrate a consistent method for dosing and tamping. The competitor should evenly distribute the coffee grounds, followed by leveled tamping of adequate pressure. Cultural differences are taken into consideration.

5. Cleans portafilters (before insert): Cleans basket rim and side flanges of portafilter before insert into the machine. If done, the judge will mark “Yes.”

6. Insert and immediate brew: The competitor should start the extraction immediately after inserting the portafilter into the machine without any delay. If done, the judge will mark “Yes.”

7. Extraction time (within 3 second variance): Judges will time all shots extracted and determine whether shot extraction times are within a 3.0-second variance. If the extraction time is within a 3.0-second variance of each other within each category of drinks, the judge will mark “Yes.” Extraction time begins when the competitor activates the machine’s brew cycle. Shot times for shots that are not served will not be included in this score.

Milk

- Empty/clean pitcher at start: The competitor should pour cold, fresh milk into a clean pitcher, which must not have been filled during the preparation time. The pitcher should be clean on both inside and on the outside.
- Purges the steam wand before steaming: The competitor should purge the steam wand before inserting it into the milk pitcher.
- Cleans the steam wand after steaming: The steam wand should be cleaned with a dedicated steam wand towel.
- Purges the steam wand after steaming: The competitor should purge the steam wand after steaming the milk.
- Acceptable milk waste at end: The pitcher should be more or less empty after the milk beverages have been prepared. Acceptable waste is no more than 90ml/3 oz.

Part V - Technical Evaluation – Clean Up

1. Station management/Clean working area at end:

A. Technical judges will evaluate the competitor’s overall workflow and use of tools, equipment and accessories.

B. The competitor should display an understanding of the correct use and operation of the espresso machine.

C. The competitor should display an understanding of the correct use and operation of the grinder – including the management of coffee in and through the grinder. Competitors should be grinding coffee for each shot or set of shots.

D. The competitor should try to achieve extraction times within a 3.0 second variance and shot volume of 25-35 mL (30 mL +/- 5 mL).

E. The technical judges will evaluate the competitor’s work-flow throughout the presentation, including: the organization and placement of tools, cups and accessories; the competitor’s movement and flow in and around the work station; the cleanliness and maintenance of the station (equipment, counters, towels, pitchers); the management of coffee and ingredients (milk, signature beverage ingredients).

F. Liquids or ingredients must not be placed on top of the machine; otherwise zero points will be awarded in “Station management/Clean working area at end.”

G. The cleanliness of the area is evaluated. If a spill occurs, the competitor should have it cleaned up by the end of his/her performance time. Cleaning while working (i.e. removing spent grounds or wiping tables) will improve the competitor’s score, as will cleaning the station before he/she ends his/her performance time. All wares and tools (i.e. tampers, cups, trays, pitchers) are included in this evaluation including items on the espresso machine and work tables. Spent pucks (used coffee grounds) are allowed to be in the port filters at the end of the performance and are not part of this score.

2. Clean portafilter spouts/Avoided placing spouts in dozer chamber:

A. The competitor needs to remove any water or grounds on the portafilter spouts by cleaning the spouts. Rinsing, using a towel, and wiping with fingers are all acceptable methods for achieving clean spouts.

B. During distributing and leveling of coffee grounds, the competitor should not place portafilter spouts directly over the dosing chamber. (This could allow water to contaminate the dosing chamber.)

C. If the competitor has clean portafilter spouts before each extraction and does not place the portafilter spouts over the dosing chamber, the judge will mark “Yes.”

3. General hygiene throughout presentation:

The judge will determine this score based on the competitor’s sanitary practices throughout their entire presentation. If proper hygiene is used for the entire presentation, the judge will mark “Yes.” Examples of unacceptable practices include:

- Touching hands to face, mouth, etc. and then using the hands for beverage preparation.
- Touching the floor and then using the hands for beverage preparation.

4. Proper usage of cloths:

The judges will evaluate the correct and sanitary usage of the competitor’s cloths. The competitor should use one for the steam wand, one for cleaning the filter basket and one for the workstation. Examples of unacceptable practices are:

- Using a non-dedicated cloth to clean a steam wand (using it for some other purpose other than using it to clean as steam wand.)
- Anything that is not sanitary or food safe with a cloth such as: touching it to face, mouth, etc.
- Using a cloth once it has touched the floor or dropped.

II- SENSORY EVALUATION PROCEDURE

Part I- ESPRESSO EVALUATION

1. Crema: Judges will visually evaluate the appearance of the crema for presence in the vessel

Consistency and persistence of crema: Crema must be present when espresso is served. The crema should be dense and smooth. Judges will gently stretch the crema by tilting the vessel in one direction to determine the thickness of the crema and whether it is persistent and long lasting, with no centre break-up.

2. Taste Balance: Sensory judges will stir the espresso THREE (3) times with a spoon (moving the spoon front to back) to mix the flavors within the shot, then immediately taste. Sensory judges will take at least two complete sips to fully evaluate the espresso. Judges will not taste the espresso off the spoon.

An espresso with a harmonious taste balance including sweetness, acidity and/or bitterness will receive a high score.

3. Accuracy of Flavor Descriptors: Judges will listen to the flavor descriptions and explanations given by the competitor and compare those with the beverage served. While balance is not taken into consideration, there should be a correlation between the coffee beans used in the espresso and its taste profile. Any flavor descriptors given by the competitor for their espresso will be taken into consideration under this score. This score is based on how accurately these descriptors match the flavor of the espresso.

4. Tactile: Judges will listen to the tactile descriptions and explanations given by the competitor and compare those with the body and mouthfeel of the beverage served. The espresso should have body and texture that correlate with the preparation, method of extraction, and coffee beans used in the espresso.

The competitor will be scored solely on any tactile descriptors they offer the judges and how accurately these descriptors match the tactile sensation of their espresso. If no descriptors are provided, the expectation will be a full-bodied, round, and smooth mouthfeel.

5. Functional and correct espresso vessel used: Espresso must be served in a 60 to 90ml vessel from which judges must be able to drink as required without any functional detriment to their ability to score accurately; this includes but is not exclusive to: vessel being too hot, unable to hold and drink from vessel safely, judges unable to execute espresso evaluation protocol.

Part II- MILK BEVERAGE Evaluation

Milk beverages will be evaluated using the following protocol by all sensory judges. It is important that sensory judges follow this protocol consistently. Sensory judges will complete all steps of the evaluation before recording scores. Sensory judges will first evaluate the appearance of the milk beverage. Next, they will take an initial sip from anywhere on the rim of the cup. After the initial sip, the sensory judges will revisit the milk beverage for at least one additional sip from an undisturbed location on the rim of the cup. Competitors may override the evaluation protocol by giving the judges specific alternative instructions on how they want the milk.

1. Visual

Judges will evaluate the appearance of the milk beverage to determine its visual score. On the surface, the milk beverage should have a color combination of milk and coffee, with good color contrast definition, symmetrical design and a smooth and possibly glossy/glass-like sheen. (Note: It is not acceptable for milk beverages to be topped with any additional spices and/or powders. Doing so will result in a "0" in the "taste balance" category.)

2. Taste Balance

The milk beverage is a hot beverage that should be served at a temperature that is immediately consumable. The texture and temperature of the beverage, and the taste of the coffee and milk will be included in the flavor evaluation. The milk beverage should have a harmonious balance of the sweetness of the milk and its espresso base. There should be a correlation between the coffee beans used in the espresso, the coffee's taste profile, and how those flavor profiles are highlighted by the addition of milk.

3. Accuracy of Flavor Descriptors

Judges will listen to the flavor descriptions and explanations given by the competitor and compare those with the beverage served. There should be a correlation between the coffee beans used in the milk beverage and its taste profile. This score is based on how accurately these descriptors match the flavor of the milk beverage. Flavor descriptors must be given or a score of zero will be received in this category.

4. Functional vessel used

Milk beverages must be served in a vessel from which judges must be able to drink as required without any functional detriment to their ability to score accurately; this includes but is not exclusive to: vessel being too hot, unable to hold and drink from vessel safely. Otherwise a "no" will be given for "Functional vessel used."

Part III - SIGNATURE BEVERAGE EVALUATION

1. Well explained, introduced and prepared: The competitor must explain his or her signature drink to the judges. In order to achieve a high score, the explanation should include factual points such as the ingredients, preparation method and the flavors and/or aromas the judges will experience. The description should include the coffee used and the connection between the coffee and the other ingredients. Sensory judges will listen to the explanation of ingredients, preparation method, and use of coffee given by the competitor and take notes. When determining this score, judges will consider whether or not there is a strong correlation between what was described and prepared, and the actual

taste and aromas of the signature beverage. The competitor must explain to the sensory judges how to drink the beverage (smell, stir, sip, etc.). The sensory judges will listen and follow drinking instructions to the best of his/her ability. If no information or instructions are given, judges will individually choose how to evaluate the signature beverage. In every case, judges should take a minimum of two sips of the signature beverage. Judges will evaluate the signature beverage based on competitors' provided explanations or other observations during the 15 minute presentation only. Any explanation given by the competitor after the completion of the presentation time, (clock is stopped and/or the competitor calls "time") will not be considered by the judges.

2. Appealing Presentation: "Visual presentation" is the evaluation of the appearance and appeal of the signature beverage, including but not limited to the vessel, the beverage itself, garnishes, accessories, etc. The vessel served should look pleasing and highlight its beverage.

3. Functionality: "Functionality" is defined by how the signature beverage and related elements work while the drink is consumed and the barista's instructions on how to drink it. The dishware, garnishes, accessories, or instructions should not hinder drinking the beverage.

4. Creativity and synergy with coffee: Judges will evaluate competitors' creativity based on the originality of his or her concept, and any new methods, techniques or ingredients used in the preparation or presentation of the signature beverage. Ingredients must complement and showcase the espresso while creating an interesting taste experience. Signature beverages with a complimentary blend of creative ingredients, technique and dominant espresso flavor will be rewarded with a high score. Note: "Synergy" is defined as the interaction or cooperation of two or more substances to produce a combined effect greater than the sum of their separate effects.

5. Taste balance: Judges look for a correlation between the ingredients used in the signature drink, the competitor's explanation, and the sensory experience of the drink. The espresso taste should be dominant and easy to identify in order to get high marks in this category. Judges must follow drinking instructions provided by the competitor.

6. Accuracy of Flavor Descriptors: Judges will listen to the flavor descriptions and explanations given by the competitor and compare those with the beverage served. There should be a correlation between the coffee beans used in the milk beverage and its taste profile. This score is based on how accurately these descriptors match the flavor of the milk beverage. Flavor descriptors must be given or a score of zero will be received in this category.

PART IV - BARISTA EVALUATION

1. Presentation: professionalism: Professionalism is evaluated by the observed qualities relevant to the barista profession including technique, preparation and the demonstrated wider understanding of coffee beyond the preparation of the twelve drinks served.

Wider coffee knowledge includes the process of coffee cultivation, roasting and preparation from seed to cup as well as an implicit understanding of the correct use of the equipment, good customer service skills (i.e. politeness, accuracy, attentiveness, eye contact, etc.) and the ability to manage workflow and time. Judges will look for a strong correlation between what is explained and what is delivered. The competitor must demonstrate that he or she is a coffee professional who has command over their presentation and coffee.

2. Attention to details/All accessories available: All accessories should be readily available and the working area well and purposefully organized. Competitors should not need to reposition equipment and accessories unnecessarily during their performance. Everything should have its own place and purpose. Judges should look for the competitor to have back-up cups and accessories in case of mistakes or spills. Refilling of judges' water glasses also demonstrates attention to detail. The espresso and cappuccino must be served with a spoon, napkin, and unflavored water. All of these items must be present at the time the espresso and cappuccino is served for the barista to receive a high score.

3. Appropriate apparel: At a minimum, the competitor must look clean, be cleanly dressed and wear a

clean apron.

PART V- JUDGES' TOTAL IMPRESSION

Total impression (overall view of barista's presence, correlation to taste scoring, and presentation) The Judge's Total Impression score captures two primary areas:

A. The "Total impression" score is the overall composite impression of the taste scores (i.e. did the combination of the three courses of drinks create an experience that was stronger in delivery than if just one course had been served on its own?).

B. The judges must consider and assign points towards the passion and inspiration that the barista has displayed during their routine.

They must consider (allowing for cultural and personality differences) points such as natural, clear and concise communication, display of enthusiasm and dedication toward specialty coffee, and an ability to act as a role model for the barista profession/ industry. (i.e. If in a cafe/ restaurant environment, would this barista have inspired me about specialty coffee?) If the judges feel that this has been achieved, they should award high scores.