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1. INTRODUCTION

This exciting team-based competition puts the country's leading coffee chains head-to-head in an action packed event, in front of a live audience. The competition tests the team's ability to produce quality and creative coffees in a high-stress environment.

The winner claims the coveted title of Australian Coffee Chain Challenge Champion, a seal of approval that the brand truly is the best coffee chain in Australia. As the

champion, the winning company will be given one-year full usage rights of the Australian Coffee Chain Challenge Champion logo. The logo can be used across external media campaigns, as well as internal communications to boost company morale. It's a certified way to show the country that a brand truly makes the best coffee in the country.

2. ENTRY CRITERIA

Each competing brand can put forward a team of four, consisting of three baristas and a 'manager' who acts as Team Captain. To enter, a brand must have at least six coffee stores, operated by a single business or a franchise model.

More entry information is provided at the end of this document.

3. DETAIL

The competition consists of three rounds:

1)

Latte art - teams have five minutes to produce three different latte art patterns chosen by spinning the Sponsored Latte Art wheel.

2)

Seasonal beverage - teams have seven minutes to produce and present a new espresso-based drink using at least one Sponsored Gourmet syrup or sauce.

3)

Service time - teams draw a card from a hat containing 20 random drink orders which they must prepare within 10 minutes to a high standard.

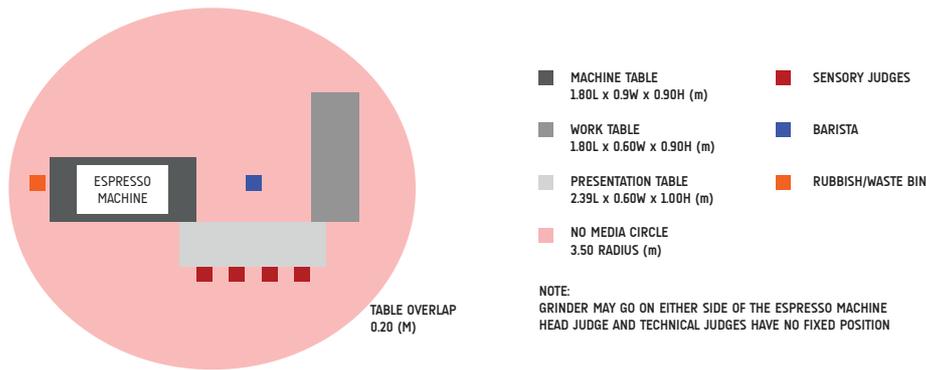
Up to 10 teams can enter the Competition.

Competitors may produce as many drinks as they choose during the competition; however, only drinks served to the sensory judges will be evaluated.

Competitors can introduce themselves in round one in whichever style and order they wish.

Team Captains are allowed to make coffees.

The competition workstation will look as follows:



All drinks across all rounds are to be presented to the judges on the 'Presentation Table'.

General popular music will be played in the background throughout the competition. Teams cannot choose the music for their performance.

4. TIMINGS

Timings will work as follows:

Performance Set-up (*5 mins*)

Latte Art (*5 minutes*)

Prep time (*3 mins*)

Seasonal Beverage (*7 minutes*)

Prep time (*3 mins*)

Service Time (*10 mins*)

Performance Clean-up (*5 mins*)

Total time - *38 minutes*

The Team Captain will signal to the timekeeper and/or stage manager the beginning and finishing of the Latte Art, Seasonal Beverage and Service Time rounds.

During Performance Set-up time, Prep time and Performance Clean-up time, teams must begin and stop as directed by the timekeeper and/or stage manager. Competitors must stop setting up the stage once the timekeeper has called 'time'. Competitors may not amend anything on the stage after 'time' has been called. All milk jugs and espresso baskets must be empty prior to commencement of the Latte Art, Seasonal Beverage and Service Time rounds.

5. FORMAT DETAIL

6.1 PERFORMANCE SET-UP TIME

Teams will be given a sponsored grinder 20 minutes before their Performance Set-up time. They may use the Back of House station to calibrate the grinder.

During Performance Set-up, teams will bring the calibrated grinder on stage and install it.

6.2 LATTE ART (5 MINUTES)

After the timer has started, the team captain will spin the Sponsored latte art wheel three times to choose three different patterns for the team to pour. Teams will present three coffees to the judges for evaluation, each with a unique pattern.

If the wheel lands on the same pattern, the wheel must be spun again. The wheel is spun as many times as is necessary to land on three different patterns. This does not apply to the free pour option i.e. a team can land on free pour three times and they do not need to spin again.

Designs can be poured and presented while the latte art wheel is being spun to decide the remaining latte art designs.

The wheel will consist of the following patterns: Free pour, Rosetta, 7 leaf tulip, Swan, Phoenix. The free pour option can be any design of the team's choice and the pattern types can be different from those listed on the Sponsored Latte Art wheel.

The latte art must be poured into a 6 – 8 ounce ceramic cappuccino cup.

Teams may make as many coffees as they want in their five minutes performance time, but only one of each design can be presented to the judges for evaluation.

Teams are allowed to etch on their latte art, including during the free-pour option. At least one latte art design must include the use of MONIN L'artiste sauce.

At least two team members must produce the latte art presented to the judges, i.e. one team member cannot produce all three patterns, but can produce a maximum of two. This restriction does not apply to pulling espresso shots i.e. One or more team members can pull all the espresso shots.

Teams cannot choose a pattern for their free pour if it has already been chosen by the latte art wheel. If the latte art wheel lands on a pattern already attempted in the free pour option, the team must continue spinning the latte art wheel. The Team Captain must make it clear to the judges what pattern will be attempted in the free pour option immediately and before they spin the wheel again.

6.3 SEASONAL BEVERAGE (7 MINUTES)

At least three weeks prior to the competition, each coffee chain will be sent a sample of Sponsored syrups. That teams should use at least one of these syrups to create a seasonal beverage. The beverage can be either hot or cold.

During the competition, the team will have seven minutes to prepare and present the seasonal beverages to the judges, preparing three identical drinks, one for each of the three judges. As they present them, teams must provide a business case for why the drink should be on that chain's menu, as if it were being presented to a Board of Directors. This should include an analysis of how viable it is to make the drink across the chain's locations, how the drink can be marketed to the public, and how it would help increase coffee sales at the chain's locations.

It is up to teams to decide how they will split the preparation of the seasonal beverage among themselves.

Teams may use syrups and sauces that were not in the sample pack sent in advance however at least one of the syrups and sauces must have been from the sample pack. All syrups and sauces used must be from the Sponsored

Syrup range. Teams cannot use their own branded syrups or sauces, or any other company other than the Sponsor's.

Teams can use however much syrup and any combinations syrups they please.

Teams don't have to use standard latte/cappuccino cups in the Seasonal Beverage round. However, teams should ensure that the cups are commercially-viable and adoptable across all stores in the chain.

The Seasonal Beverages must be based on espresso coffee. However, competitors may manipulate the shot of espresso however they desire.

6.4 SERVICE TIME (10 MINUTES)

To begin the timer on this round, the team captain selects a random order card from a jar. This card will have a list of 20 coffee orders on it, with a mix of 8oz takeaway and sit-in coffee orders, including any mix of macchiatos, flat whites, long blacks, cappuccinos, lattes, piccolos, half-strength, skinny and soy milk drinks.

Teams must place down each drink sequentially from left to right in the order directed by the order card in front of the judges before the 10 minute time limit.

Teams can use their own branded 8 oz takeaway or porcelain cups, as directed on the order card.

Over half the drinks will be lattes and flat whites, the most popular drinks ordered in Australian cafes.

A quarter of the coffees will be takeaway and should be presented to the judges without a lid. The takeaway coffees will only apply to lattes, flat whites, cappuccinos, and long blacks.

There will be at least one of the following drinks in the ordering: Latte, Flat White, Cappuccino, Piccolo, Short Macchiato, Long Macchiato, Mocha, Espresso, Long Black, Ristretto.

There will be at least one of the following four variations: Soy, Double Shot/Strong, Half Strength/Weak, Three-quarter full. However, these variations will only apply to certain drinks. See below:

		Variations			
		soy	double shot/strong	half strength/weak	3/4
Milk Based	Latte	✓	✓	✓	✓
	Flat White	✓	✓	✓	✓
	Cappuccino	✓	✓	✓	✗
	Piccolo	✓	✗	✗	✗
	Short macchiato	✗	✗	✗	✗
	Long macchiato	✗	✗	✗	✗
	Mocha	✓	✓	✗	✗
Black	Espresso	✗	✓	✗	✗
	Long Black	✗	✓	✓	✓
	Ristretto	✗	✓	✗	✗

STAGE SET-UP

7.1 STATION PLACEMENT

There will be two barista stations on stage and one practice station back of house.

7.2 ESPRESSO MACHINE

Teams will be provided with a Sponsored machine. Calibration, temperature, basket size and type will be communicated ahead of the competition.

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Teams cannot adjust the volumetrics of the machines. However, teams have the option to use the 'free pour' / 5th button with the assistance of their own scales and timers.

7.3 GRINDERS

Teams will be provided with a Sponsor Grinder. Its specifications will be communicated ahead of the competition.

7.4 PROVIDED SUPPLIES

The following will be provided on the day of the competition:

- hands-free microphones for all team members,
- Sponsored syrups and sauces
- Sponsored Milk
- Sponsored Soy Milk
- Knock box
- Milk jug rinser
- Blind Filters
- Wipes
- Waste Bin

7.5 TEAM SUPPLIES

Teams must provide the following as a minimum:

Waiter's cart

6 x piccolo cups/glasses & saucers

6 x latte glasses & saucers

12 x 6-8 ounce ceramic cappuccino cups & saucers

6 x espresso cups & saucers

25 x 8oz takeaway cups

Seasonal beverage drink containers

The following are optional but highly recommended:

Napkins

Serving spoons

Specific utensils for Seasonal Beverage round (blenders, mixers and other tools if required)

Bar towels and clean cloths

Water glasses (for sensory judges)

Water (for sensory judges)

All accessories for the judge's presentation table

Steaming pitchers

Tampers

Trays (for serving drinks to the judges)

Barista cloths

Scales and timers

JUDGING CRITERIA

The judging team will be made up of two Sensory Judges, one Technical Judge and one Head Judge. The Sensory Judges will evaluate the service, accuracy, and quality of the orders while the technical judge will evaluate the cleanliness of the station throughout the competition, and the use of the espresso machine.

The judging team will not have any conflicts of interest.

Beverages sampled by the judges will be assessed on the harmonious balance between sweetness, flavour and aftertaste. For the Seasonal Beverage, the synergy of flavours will also be assessed. During Service Time, black coffees will also be assessed on their body and acidity.

Judges are permitted to use unbranded, non-transparent spit cups provided they are not placed on stage.

At the end of each team's performance, the judges' scores will be added up (and not averaged) to produce the final score. Half points are permissible.

Teams will have the opportunity to debrief with the judges at the end of the competition once winners have been announced.

8.1 LATTE ART

The designs will be evaluated on their symmetry, contrast and accuracy, along with quality of milk foam. Further, the Sensory Judges will assess the complexity and creativity of the pattern the team has attempted, in addition to how successfully it has been executed.

All patterns must be served with the handle at a right angle to the judges.

Judges will not judge how similar the patterns presented are to the model patterns shown on the latte art wheel.

The following are the visual parameters teams must follow when producing patterns chosen by the wheel:

Rosetta: single continuous pour rosetta

7 leaf tulip: single tulip with 7 layers (no inversions)

Swan: single swan, may be poured on a basic tulip base but swan should be key component of the design. Multiple rosettas in the wing are allowed.

Phoenix: single phoenix, may be poured on a basic tulip base but phoenix should be key component of the design. Multiple rosettas in the wings are allowed.

8.2 SEASONAL BEVERAGE

Judges will assess both the taste and quality of the drink, and how "sold" they are on the concept.

That drink can be served in any vessel and teams may use audio visual aids.

Judges will take into consideration how difficult the drink is to make. The more difficult the drink is, the more room for error exists, thereby making it less feasible to repeat across stores. This can result in a lower score.

Teams must use the sponsored syrup and sauces or they will receive zero points in this round. If teams use more than one syrup or sauce, they must all be from the sponsored syrup supplier. At least one of the syrups and sauces must be from the sample of flavours sent in advance of the competition.

The espresso component of the beverage must be made during performance time and not prepared in advance.

8.3 SERVICE TIME

Beverages must be presented with a minimum of free-poured latte art for milk beverages and a consistent crema for black beverages for teams to achieve a score of 1 for 'Presentation of Beverage'. This also applies to takeaway coffees. Split, dirty and/or broken crema coffees will be marked down. Coffees lacking spoons, saucers and milk coffees not full to the brim will be marked down.

Each Sensory and Head Judge will sample a randomly selected drink (i.e. three total) to assess their flavour and whether it is at a drinkable temperature in line with industry standards. Two judges will not sample the same type of coffee i.e. two lattes.

8.4 TECHNICAL

The Technical Judge will evaluate whether beverages are prepared to a high standard and in a clean, orderly environment. The Technical Judge will judge a team's performance rounds and not their Prep rounds.

Stations must be clear (milk jugs empty and clean, workstation organised, machine wiped down, overall clear and orderly etc) at the end of every performance round prior to the commencement of Prep Time. The Technical Judge will mark down teams who have unorganised and dirty workstations at the end of the Latte Art, Signature Beverage and Service Time rounds.

Milk jugs and portafilter baskets must be empty at start of the Latte Art, Signature Beverage and Service Time rounds, otherwise teams lose two points for 'dry/clean filter basket before dosing' and 'empty/clean pitcher at start' for the first drink.

Competitors are expected to limit milk wastage. The pitcher should be more or less empty after the [milk drinks] have been prepared. Acceptable waste is no more than 90 ml/3 oz. per steam pitcher (this includes both foam and milk). This is evaluated in the technical scoresheets' 'acceptable milk waste' criteria.

Competitors must limit ground coffee wastage to no more than two grams of coffee per beverage.

Coffee and milk used during set-up will not be counted towards wastage.

When evaluating 'Consistent dosing and tamping', the Technical Judge will consider shot volume and shot times. I.e. whether the method achieves the objective 25 – 35 mls (30 mls +/- 5 mls) of extracted coffee within a 3 second variance. Competitors should be demonstrating a consistent method for dosing and tamping by evenly distributing the coffee grounds, followed by leveled tamping of adequate pressure.

In the Service Time round, if one espresso is under-extracted relative to others, that will be noted under the 'Extraction time (within 3 sec variance across all drinks serve)' field in the technical scoresheet.

TECHNICAL ISSUES

If there is a perceived problem at any time during a team's performance or preparation time (including, but not limited to any accidental interference or interruption to the teams caused by runners, judges, photographers etc) the team must call time to stop the timer, and they must then report to the Head Judge immediately and the Head Judge will decide whether to continue.

BRANDING

Teams are permitted branding on stage on their uniforms, crockery and takeaway cups.

Teams are not permitted to bring banners, play commercials between performance rounds, bring table cloths with their branding, or any other additional advertising.

Teams should submit a high quality JPEG of their logo upon registering to info@asca.com to be used in promotional activity in the run up to the Coffee Chain Challenge.

Teams are encouraged to promote their participation in the Australian Coffee Chain Challenge, however ASCA reserves the right to review any external communications using the logo, and refuse use of the logo or the name on reasonable grounds.

BRIEFING SESSIONS

There will be a Competitor briefing session on the morning of each competition day. The time will be communicated ahead of the competition.

PRACTICE TIMES

Teams will have an hour to practice on the machine ahead of their time on stage. The Practice Schedule will be communicated to teams ahead of the competition.

BEVERAGE DEFINITIONS AND BLENDS

The blend of coffee used for the competition can be whatever blend a team desires. However, be aware of the reputational risk associated with using a coffee blend that isn't the house blend.

Teams can use whatever standard of espresso they prefer (i.e. double ristretto, 30ml espresso, etc).

Beverage definitions are as per the Chain's standards, provided they do not significantly diverge from industry norms, except for a long mac. A long mac will be defined as two shots of espresso stained with a drop of milk and dab of foam. If in doubt, contact the Competition Manager in advance of the competition.

ADDITIONAL ENTRY CRITERIA INFORMATION

Coffee chains must comprise a franchise model or constitute a chain of businesses with each business operated by an individual or group store owner. Entry outside of this criteria will be at the discretion of ASCA and ASCA reserves the right to refuse entry to the Challenge.

This competition is designed for chain's and franchise group's staff members, who predominately works as baristas, to become a team and compete. Team members should be baristas who work day to day in cafes serving customers. Team captains may be from head office or training departments.

Brands entering are required to be a "Large Business" member of ASCA. Membership by the Brand Head Company or Brand's Franchisor will allow chain or franchise staff members to be part of that brand's entry team.

The entry fee for the Australian Coffee Chain Champion is \$2,000, including the entry of one team. If the company has more than one established coffee brand under their umbrella, they can enter additional teams at \$1000 each. A single coffee chain brand cannot enter more than one team.

SAMPLE SERVICE TIME ROUND CARDS

ORDER	Sample Order 1
1	Latte, TA
2	Cappuccino
3	Latte, 3/4
4	Flat White, Strong
5	Flat White
6	Short Macchiato
7	Mocha

8	Ristretto
9	Long Black, Weak, TA
10	Latte
11	Long Macchiato
12	Piccolo, Soy
13	Flat White, TA
14	Latte
15	Latte
16	Latte
17	Latte TA
18	Espresso
19	Flat White
20	Flat White