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 **MONIN**[®]

MONIN Australian Coffee Chain Challenge: Rules



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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 is truly 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 consumers and industry that a brand truly makes the best coffee in the country.

2. Entry Criteria

Each competing brand can put forward a team of four (4), consisting of four (4) front-of-house baristas – one of whom acts as Team Captain.

No trainers or other staff are to make up any of the four places.

To enter, a brand must have at least seven (7) coffee stores, operated by a single business or franchise model.

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

3. Detail

3.1 Round description

1. *LATTE ART* – teams have four (4) minutes to produce three (3) different latte art patterns chosen by spinning the Sponsored Latte Art Wheel.
2. *SEASONAL BEVERAGE* – teams have six (6) minutes to produce and present a new espresso-based drink using at least one (1) of the Sponsored syrups or sauces. (DQ)
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.

3.2 Team description

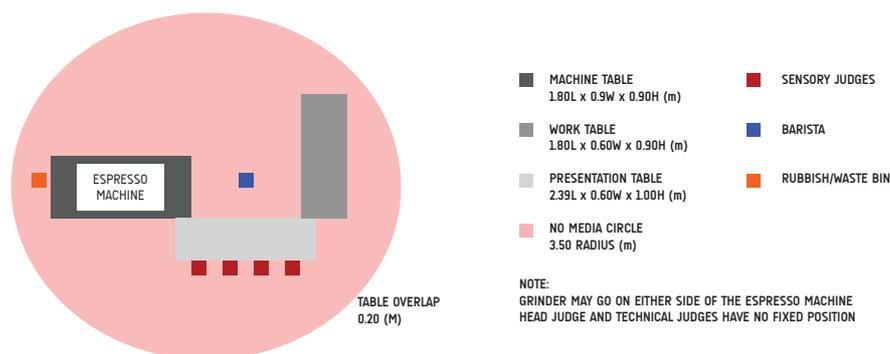
Up to 12 teams can enter the competition.

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.

3.1 Workstation set-up

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 minutes)
- Latte Art (4 minutes)
- Seasonal Beverage (6 minutes)
- Service Time (10 minutes)
- Performance clean-up (5 minutes)

Total time = 30 minutes.

The timekeeper or stage manager will signal and call time to switch between Latte Art, Seasonal Beverage and Service Time rounds.

Competitors must stop on the timekeeper/stage manager's call and move on to the next round immediately. Only drinks served to the judges during the time allotted for each round will be assessed.

There will be no reset or preparation time between rounds. The clock only stops when the Team Captain calls 'Time' at the end of the performance.

In set-up, the 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

5.1 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 (BOH) station to calibrate the grinder.

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

5.2 Latte Art (4 minutes)

After the timer has started, the Team Captain will spin the Sponsored Latte Art Wheel to choose three (3) different patterns for the team to pour. Teams will present three (3) coffees to the judges for evaluation, each with a unique pattern.

If the wheel lands on the same pattern more than once, the wheel must be spun again. The wheel is spun as many times as is necessary to land on three (3) different patterns. This does not apply to the free pour option, i.e. teams can land on the free pour option three (3) times and they do not need to spin again.

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

The wheel will consist of the following patterns:

- Free pour
- Rosetta
- Seven (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 wheel. If the wheel lands on this option, the Team Captain must immediately tell judges what pattern will be attempted.

The latte art must be poured in a 6-8 ounce ceramic cappuccino cup.

Teams may make as many coffees as they like in their four (4) minutes of performance time, but only one of each design may 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 (1) latte art design must include the use of MONIN L'artiste sauce. **Failure to use the sponsored sauce, or use of a non-sponsored product, will result in disqualification (DQ).**

Teams must choose two (2) team members to pour their latte art round to present to the judges. Both team members must contribute across the three (3) patterns, i.e. one (1) team member cannot produce all three (3) patterns, but can produce a maximum of two (2). Team members must pull their own espresso shots, i.e. the same team member must pull the shots for the latte art patterns they will pour.

Teams cannot choose a pattern for their free pour if it has already been chosen by the wheel. If the wheel lands on a pattern already attempted in the free pour option, the team must continue spinning the wheel.

BONUS POINTS: Teams will be awarded bonus points if they finish the Latte Art round inside four (4) minutes.

One (1) bonus point will be awarded for every full 10 second periods (not part thereof) under the prescribed four (4) minutes, i.e. 10 seconds under = 1 bonus point, 20 seconds under = 2 bonus points, etc.

5.3 Seasonal Beverage (6 minutes)

At least three weeks prior to the competition, each competing chain will be sent a sample of Sponsored syrups. Teams must 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 six (6) minutes to prepare and present the seasonal beverages to the judges, preparing three (3) identical drinks to present to the three (3) judges.

As they present them, the team 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 location.

Teams must choose two (2) team members to prepare and serve the seasonal beverage. These cannot be the same two (2) team members that poured the latte art round. **Failure to comply will result in a zero (0) score for this category.**

Teams may use syrups and sauces that were not in the sample pack sent in advance, however at least one of the syrups must be from the sample pack. All syrups and sauces used must be from the Sponsored range. Teams cannot use their own branded syrups or sauces, or any other company other than the sponsor's. **Failure to use the sponsored syrup, or use of a non-sponsored product will result in disqualification (DQ).** Teams can use however much syrup and any combinations of 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 used are commercially-viable and adoptable across all stores in the chain.

The seasonal beverages must have a minimum of one (1) espresso shot per drink. However, competitors may manipulate the shot of espresso however they desire. **Failure to comply will result in a zero (0) score for this category.**

BONUS POINTS: Teams will be awarded bonus points if they finish the Seasonal Beverage round inside six (6) minutes.

One (1) bonus point will be awarded for every full 10 second periods (not part thereof) under the prescribed six (6) minutes, i.e. 10 seconds under = 1 bonus point, 20 seconds under = 2 bonus points, etc.

5.4 Service Time (10 minutes)

All team members must participate in the service round, in whatever capacity the team decides. To begin the timer on this round, the team captain selects a random order card from a hat. 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 each drink down sequentially from left to right in the order directed by the order card in front of the judges before the 10 minute time limit.

BONUS POINTS: Teams will be awarded bonus points if they finish the Service Time round inside 10 minutes.

One (1) bonus point will be awarded for every full 10 second periods (not part thereof) under the prescribed 10 minutes, i.e. 10 seconds under = 1 bonus point, 20 seconds under = 2 bonus points, etc.

Teams can use their own branded 8oz takeaway and 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 cafés.

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 (1) of the following drinks in the order:

- Latte
- Flat white
- Cappuccino
- Piccolo
- Short Macchiato
- Long Macchiato
- Mocha
- Espresso
- Long Black
- Ristretto

There will be at least one (1) of the following variations:

- Soy
- Double shot/strong
- Half strength/weak
- Three-quarter full

However, these variations will only apply to certain drinks.

		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	✗	✓	✗	✗

6. Stage set-up

6.1 Station placement

There will be two (2) barista stations on-stage, and one (1) practice station BOH.

6.2 Espresso machine

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

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

6.3 Grinders

Teams will be provided with a Sponsored grinder. Its specifications will be communicated ahead of the competition. **Failure to use the sponsored grinder, or use of a non-sponsored grinder, will result in disqualification (DQ).**

6.4 Provided supplies

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

- Hands-free microphones for all team members
- Sponsored syrups and sauces per the sample pack
- Sponsored white milk
- Sponsored soy milk
- Knockbox
- Milk jug rinser
- Blind filters
- Wipes
- Waste bin

6.5 Team supplies

Teams must provide the following as a minimum:

- Waiter's cart
- 6 x piccolo cups/glasses and saucers
- 6 x latte art glasses and saucers

- 12 x 6-8oz ceramic cappuccino cups and saucers
- 6 x espresso cups and saucers
- 25 x 8oz takeaway cups
- Seasonal beverage drink containers

The following items are optional, but highly recommended:

- Napkins
- Serving spoons
- Specific utensils for the seasonal beverage (blenders, mixers, etc.)
- Bar towels and clean cloths
- Water glasses (for sensory judges)
- Water (for sensory judges)
- Accessories for judge's presentation table
- Steaming pitchers
- Tampers
- Trays (for serving drinks to the judges)
- Barista cloths
- Scales and timers

7. Judging criteria

The judging team will be made up of two (2) Sensory Judges, one (1) Technical Judge and one (1) 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, grinder and any other equipment used.

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 but not a score of 0.5.

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

7.1 Latte Art

The designs will be evaluated on their symmetry, contract 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, i.e. handles pointing to 3 o'clock.

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.
- Seven (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.

7.2 Seasonal Beverage

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

The Seasonal Beverage can be served in any vessel as long as it is functional, 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 syrups and sauces or they will receive zero (0) points in this round. If teams use more than one (1) syrup or sauce, they must all be from the Sponsored supplier. At least one (1) syrup or sauce must be from the sample pack sent in advance of the competition.

The espresso component of the beverage must be made during the performance time and not prepared in advance. **Failure to comply will result in a zero (0) score for this category.**

7.3 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 one (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 (3) total) to assess their flavour and whether it is at a drinkable temperature in line with industry standards. The different judges will not sample the same type of coffee, i.e. two (2) lattes.

7.4 Technical

The Technical Judge will evaluate whether beverages are prepared to a high standard, in a clean and orderly environment, during a team's performance time only.

Stations must be clean, milk jugs empty and rinsed, workstation organised and machine wiped down at the end of performance time. The Technical Judge will mark down teams who have disorganised and dirty workstations at the end of performance time.

Milk jugs and portafilter baskets must be empty at the start of the Latte Art, Seasonal Beverage and Service Time rounds, otherwise teams will lose two (2) 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 90ml/3oz per steam pitcher (this includes both foam and milk). This is evaluated in the technical scoresheet's 'acceptable milk waste' criteria.

Competitors must limit ground coffee wastage to no more than two (2) grams of coffee per beverage served.

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 25-35ml (30ml +/- 5ml) of extracted coffee within a three (3) second variance. Competitors should be demonstrating a consistent method for dosing and tamping by evenly distributing the coffee grounds, followed by levelled tamping of adequate pressure.

In the Service Time round, if one (1) espresso is under-extracted relative to the others, that will be noted under the 'Extraction time (within 3 second variance across all drinks served)' field in the technical scoresheet.

8. 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 'Stop' to stop the timer, and they then must report to the Head Judge immediately.

The Head Judge will decide whether to continue.

9. Branding

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

Teams are not permitted to bring banners, play commercials between performance rounds, bring branded table cloths 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 lead up to the Australian Coffee Chain Challenge, along with any social media handles.

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 the use of the logo or name on reasonable grounds.

10. Briefing sessions and practice times

10.1 Briefing sessions

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

All teams are expected to attend the briefing, which will communicate important information to competitors before the start of the competition.

10.2 Practice times

Teams will have an hour to practice on the machine ahead of their time on stage. This practice time may or may not take place on the actual competition station, and practice time might not occur on the same station that the team will be competing on.

The practice schedule will be communicated to teams ahead of the competition.

11. Beverage definitions and blends

The blend of coffee used for the competition MUST be the team's 'House Blend'. Sealed bags must be opened on-stage in front of the stage manager at the commencement of set-up time.

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 macchiato.

A long macchiato (long mac) will be defined as two (2) shots of espresso stained with a drop of milk and dab of foam. If in doubt, contact info@aasca.com in advance of the competition.

12. Additional entry criteria information

Coffee chains must comprise a franchise model or constitute a chain of businesses (with a minimum of seven (7) stores), with each business operated by an individual or group store owner. Entry outside of this criteria will be at the discretion of ASCA.

This competition is designed for the baristas of chains and franchise groups. Team members **MUST** be baristas for work day-to-day in cafés serving customers.

Brands entering are required to be a 'Large Business Member' of ASCA. Membership by the brand's head office or franchisor will allow chain or franchise staff members to be part of that brand's entered team.

The entry fee for the Australian Coffee Chain Challenge is \$2,500 per team. A single coffee chain brand cannot enter more than one team.

ASCA reserves the right to refuse entry to the Australian Coffee Chain Challenge.

13. 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