

WBC Ltd.
Rules & Regulations

Preface

The World Barista Championship Ltd. (WBC Ltd.) presents within this document the rules and regulations for the World Barista Championship (WBC).

Included in this document are the rules and regulations divided into three overall sections (see below). Combined, these sections provide the essential legal framework regarding the WBC.

1. The legal standards concerning the *competition part of the WBC.*

This section presents the more stringent rules, those which must be adhered to during competition. The section mainly addresses the baristas because it focuses primarily on competition.

2. The standards concerning the *arrangement of the competition part of the WBC.*

This section contains regulations which must be kept in order to ensure and maintain the high performance of the WBC in contrast to other international competitions, whether presently in existence or not.

3. The arrangement of the WBC.

It takes a lot of effort to arrange an international competition with 50 or more participants. Many strategic, tactical and operational decisions/plans have to be in place before the competition starts. This section presents guidelines which can help National Endorsed Bodies (NEB) in the conception and execution of the WBC. This section will be expanded upon continually as experience accumulates.

The rules and regulations as detailed here have been compiled primarily as a tool for the WBC. However, the WBC Ltd will recommend all NEBs embrace these same rules and regulations in holding their national championships in order to maintain a constant standard worldwide and to retain their status as a NEB.

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1.0 Rules concerning the WBC competition

1.1 Participants

1.1.1 In general

WBC participants are qualified as national champions as determined by a national championship event held by a NEB, approved by WBC Ltd.

If the national champion chooses, or is unable, or abstains from competing in the WBC, the National Endorsed Body can apply for an exemption. The exemption allows the runners up from the national championship to enter the WBC (see section 2.9).

Participation in the WBC is free of charge but the participants will carry their own expenses for travel, visas, accommodations, and other related expenses.

1.1.2 Nationality

The final competition will be open to one competitor from each nation representing only him/herself and his/her nation.

A contestant must be in possession of *a passport* of the country she/he represents or have had prior *24 months of documented employment or scholastic curriculum* in the country she/he represents.

In case of multiple passports, the contestant has to *choose one* country and then qualify through this respective national championship.

1.1.3 Application for participation

Baristas who want to participate in the WBC must complete a *Barista Registration Form* online (see appendix A 1.0 or on the WBC website: www.worldbaristachampionship.com) and return along with a scanned copy of a valid passport to:

www.worldbaristachampionship.com
Attn.: WBC Rules and Regulations Committee

The WBC should be in possession of all applications according to the time limits in section 2.12.

Once received, completed applications are submitted to the RRC for verification. Verification of all entrants will be made prior to registration acceptance. Confirmation will occur through email. Concurrently, a time schedule for barista participation will be compiled and presented. The time schedule and list of participants will also be made available at the competition area information table where a message board for competitors, officials and judges also will be available.

The NEB of the applying barista is automatically recognized as having responsibility for the integrity of the information submitted.

1.2 Competition

1.2.1 In general

During a period of not more than 15 minutes, each competitor will serve the four sensory judges four identical single espresso's, four identical cappuccino's and four identical espresso-based *alcohol free* signature beverages of their own creation (see section **Error! Reference source not found.** and 2.13).

The order in which the beverages are served is the choice of the competitor, but beverages *in the same category* must be *served at the same time*.

Within the timeframe, the competitors may produce as many beverages as they like. Only the beverages that are served are evaluated by the sensory judges.

1.2.2 Time

Competition time begins the moment the *barista presses the timer*. If the last beverage is served to the judges before the 15 minutes of competition time are up, time will be stopped upon signal from the barista.

If the barista is not completely finished with the presentation within the 15-minute timeframe, he/she will be allowed to proceed, though *marks will be deducted* from sensory judges score sheets according to Table 1.2.1. If the barista exceeds two minutes overtime, he / she will be allowed to complete their presentation although they will be disqualified.

Time overdue	Points deducted from the final score
1-30 seconds	5 Points
31-60 seconds	10 Points
61-90 seconds	15 Points
91-120 seconds	20 Points
2 minutes	The barista is disqualified

Table 1.2.1 Points to be deducted from the total score when timeframe is exceeded.

Maintenance of proper and accurate times as well as administration of the overall competition area is the responsibility of the designated WBC officials.

1.2.3 Coaching

Coaching from the sideline is not allowed during the competition. If the Barista has forgotten some of hers/his equipment, accessories etc. they have to get it themselves, it is not to be delivered by supporters, audience or team members. This is reason for *disqualification*.

An official coach/trainer must be designated in order to clarify who the respective coach/trainer is for each competitor, to avoid “back-door” coaching.

1.2.4 Ingredients

The competitor is allowed to use any ingredient (except alcohol) which is needed to create the personal signature drink.

The drink and its ingredients should preferably be produced during the competition time. This will produce higher scores.

The competitors must bring all ingredients needed themselves.

1.2.5 Servings

The sensory judges are instructed to stand at a serving table in the competition area near the competitor’s work station. All beverages must be served at this table. Designated runners clean the serving table.

1.3 Competition procedures

1.3.1 Machine assignment

The physical framework for the competition consists of a stage with three competition stations, each of which are assigned station number one, two or three. The competitors are, by draw, assigned a competition time and a competition station. Information about competition time and station is located at the information table.

1.3.2 Competition process

During the competition, the barista will be assessed by the following seven judges: one head judge, four sensory judges and two technical judges. Evaluation will only be compiled based on competition performance and not the preparation or clean up, although the competitor must leave the station in an acceptably clean condition for the next competitor.

1.3.3 Criteria

The WBC Judging & Certification Committee (JCC) defines specific criteria upon which the competitors are to be judged, all of which is available on the WBC Website. Including following criteria:

- **Taste evaluation**

Points will be awarded for the individual beverage based on raw materials used and style of beverage. Emphasis will be placed on the *harmony between sweetness, bitterness, acidity, and aromatic* impression. The individual competitors are advised to *present verbally* to the judges the material used and the philosophy behind their beverage.

- **Beverage presentation**

Points will be awarded based on the *visual presentation* of the beverages, including but not limited to cups, glasses, accessories, table settings and above all, the beverage served.

- **Barista Technique**

Points will be awarded based on the competitor's *general barista technique and skill*. This implies understanding and use of the espresso machine, grinder, etc., in terms of neatness, blearing, control of panels, and successful completion within the 15-minute timeframe.

- **Personal Presentation**

Points will be awarded based on the barista's *personal appearance* and appropriate clothing in relation to audience, compère, customer, judges, etc.

1.3.4 Cleaning the working station

A barista *can be disqualified* if she/he does not clean up the working station according to the standards determined by the technical representative as appointed by the RRC (see section 2.1.1).

Runners on the stage will clean the serving table when a spoon is placed in the cup/glass by all sensory judges or when signaled to do so by the head judge.

1.3.5 Compère

During the *competition time* the competitor will be interviewed by a WBC Compère (MC) either directly in English or through an interpreter. The interview is broadcast during the actual competition time. If a translator is needed, the barista must inform WBC organizers of such prior to performance. The interpretation will be a strict translation of the barista's verbalizations as explained in appendix A.4.0. The competitor has the right to decline an interview without jeopardizing her / her score.

1.3.6 Competition flow

A barista's entire competition time is 45 minutes in length. The 45 minutes are divided as follows:

- 15 minutes preparation time
- 15 minutes competition time
- 15 minutes clean up time

The competitor will begin his/her 15 minutes of preparation time upon signal from the timekeeper. The barista may not exceed the 15 minutes of preparation time. After completion of the 15 minutes of preparation time, the barista will be kindly asked to step back from the station area to await the judges.

When the judges are ready to begin, the barista will signal the start of his/her 15-minute competition time or activate time clock.

When the barista presses the time button the presentation is complete, the clock will be stopped and the timekeeper will inform judges and the audience of the competitor's total time.

There will be a five minute delay between the first barista's competition time and the second barista's preparation time. The judges use this time delay to complete their written

evaluation of the first barista's competition performance. At this time, the head judge will collect score sheets to verify completion and will hand them to the designated scorer.

After the judges complete their evaluations, the second barista will be instructed to begin their 15-minute performance time. The third competitor will wait five minutes and then begin upon instruction from the timekeeper begin their preparation time. The first barista will begin their clean-up time immediately following completion of their competition performance (see Fig. 1.3.1).

Machine no. 1			Machine no. 2			Machine no. 3		
1st Barista	15 min preparation		2nd Barista	15 min preparation (start: 5 min within #1's competition time)		3rd Barista	15 min preparation (start: 5 min within #2's competition time)	
	15 min competition			15 min competition			15 min competition	
4th Barista	Barista: 15 min clean up	Judges: 5 min evaluation	5th Barista	Barista: 15 min clean up	Judges: 5 min evaluation	6th Barista	Barista: 15 min clean up	Judges: 5 min evaluation
	15 min preparation (start: 5 min within #3's competition time)			15 min preparation (start: 5 min within #4's competition time)			15 min preparation (start: 5 min within #5's competition time)	
	15 min competition			15 min competition			15 min competition	

Fig. 1.3.1 Competition flow chart.

1.4 Areas

The physical frame of the competition should consist of the following areas:

- **Backstage**
This area is reserved for baristas, their designated coaches and officials and/or other specially authorized persons. The number of people backstage is limited. The area should contain storage units (e.g. refrigerators, locked cupboards and freezers) for the barista's raw materials/ingredients/accessories/machinery, etc. Judges must avoid this area prior to and during competition.
- **Lounge**
The intention of the lounge area is to create a relaxed atmosphere in which baristas can relax, sponsor relations can be nurtured, and ideas can be exchanged/created.

The lounge is not intended to be a VIP lounge in a “traditional” sense. This area should include a vendor for food, beverages, etc.

Preparation area

An area next to the stage/competition area will be designated as the preparation area which only stage-authorized persons are allowed access. These include but are not limited to: baristas who are about to begin preparation time; the barista’s assistant; and officials/judges mentioned in section 2.1, 2.1.2 and 2.2.

- **Stage/competition area**

Only authorized persons are allowed to enter the competition area.

- **Practice/jam area**

An area will be reserved for the baristas and will be equipped with three espresso machines identical to the competition machines. Here, barista’s can practice for competition, make last minute adjustments or just get familiar with the type of espresso machine used in the competition. Baristas must reserve practice time with the production assistant.

- **Media area**

This area is restricted to journalists and authorized officials. The area should extent contain press equipment such as fax, PC, telephone, and Internet access.

2.0 Regulations concerning the WBC

2.1 WBC Ltd. officials

The officials of the WBC are the “engine” of the competition. Many people are needed in order to execute the competition properly.

There is no predetermined limit to the number of officials. However, the WBC Ltd. recommends the number of officials to be minimized as much as possible.

This section contains information regarding the minimum number of officials, their organization and their tasks.

Together, *head officials* are authorized to make decisions for the WBC competition part as illustrated in figure 2.1, and as such, possess primary authority concerning the competition.

The decision-making process is illustrated in a hierarchic order with representatives from the RRC and JCC designated as those responsible for the primary organization. In practical terms, however, the National Endorsed Body plays a critically important role. When making decisions related to the competition, the RRC and JCC representatives must *include the National Endorsed Body* in the final decision as illustrated in the lower part of the figure.

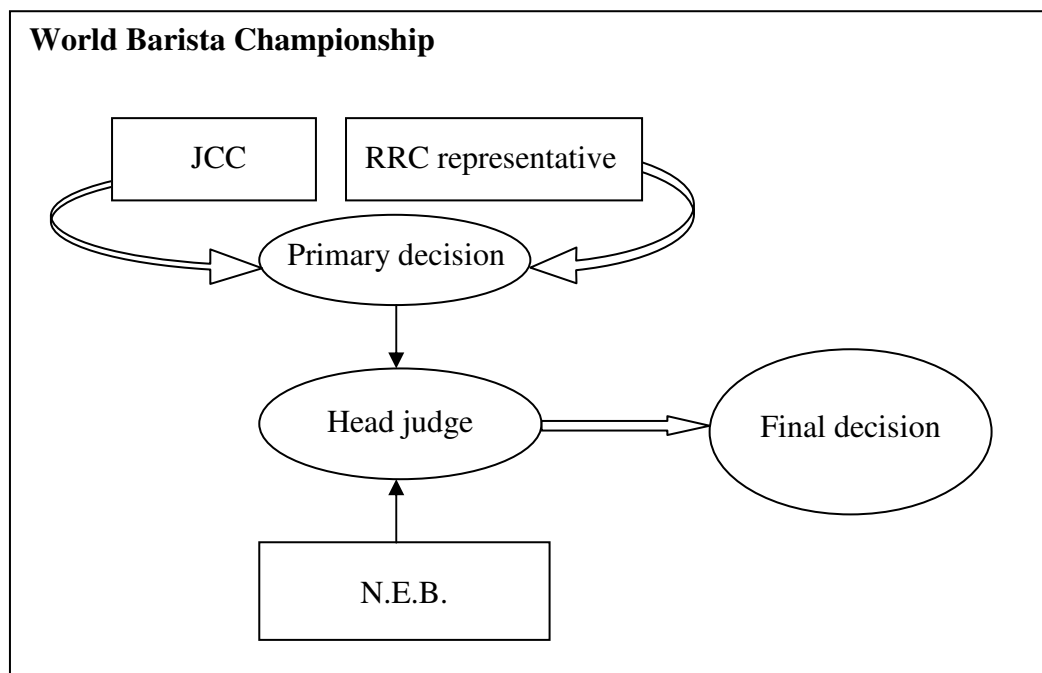


Fig. 2.1.1 Schematic decision making during WBC concerning the competition

2.1.1 RRC representative

The members of the RRC are determined by the Executive Director (ED) of the WBC Ltd. To maintain the responsibility for and observance of the WBC rules and regulations concerning *only* the competition part of the WBC. The RRC chairperson reports directly to the ED.

The RRC members do not possess the responsibility to oversee the general holding of the WBC or any activity in connection with it as such.

According to the time limits illustrated in section 2.12, the RRC Executive Committee elects one person prior to the holding of WBC, who will represent the committee during the championship.

This RRC representative is given *authority to supervise the competition and make sure that the legal standards within this document are followed.*

The person is authorized to select one assistant person during the WBC. Furthermore, the RRC representative selects a team (see Fig. 2.1.2) consisting of the following minimum: one technical person, one time person and two point/assisting people to fulfill the assignments/tasks mentioned in section 2.1.1.1.

The name of the assistant and the team members of officials are published prior to the holding of WBC (see section 2.12).

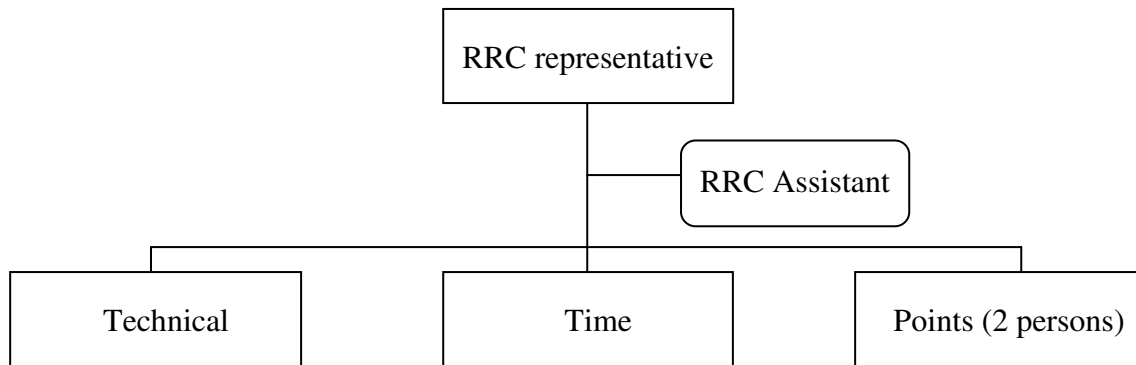


Fig. 2.1.2 Schematic organization of the RRC officials

2.1.1.1 Tasks

The RRC representatives are delegated the tasks outlined below. Only those officials with ‘*’ have permission to enter the stage during competition time:

- RRC representative*
 - In charge of the competition part/area together with the head judge
 - Responsible for one final check-up of the points calculation
- RRC assistant*
 - Assigned to help the RRC representative in any way
- Technical*
 - In charge of the technical aspects concerning only the espresso machines
 - Checking the barista’s clean-up after the competition time
 - Back-flushing (between the days) and maintaining the espresso machines
- Time
 - Responsible for tracking and recording competition time and informing the judges about any deduction of points due to violation of the time limit
- Point Person
 - In charge of counting, inserting and checking the points together

2.1.2 JCC representative

The members of the Judge and Certification Committee (JCC) are determined by the Executive Director and given the responsibility to judge the participants of the WBC. The JCC Chairman reports directly to the ED of the WBC Ltd.

The JCC members do not have the responsibility of overseeing the general holding of the WBC or any activity in connection with it as such.

According to the time limits in section 2.12, the JCC elects one person to be the head judge during the championship or determines head judges.

The JCC elect a complete team of judges to the WBC including the head judge according to Fig. 2.1.3. The judges are announced prior to the WBC (section 2.12).

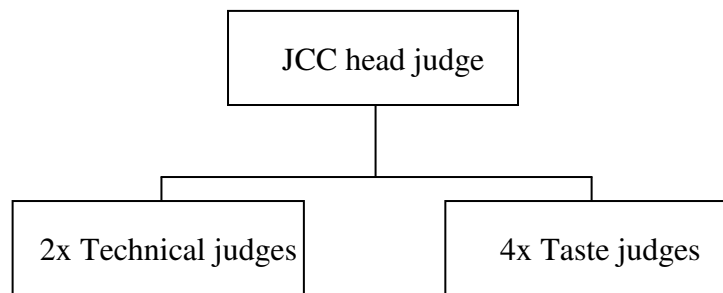


Fig. 2.1.3 Schematic organization of the JCC judges

Each participant is judged by two technical judges, four sensory judges, and one head judge in accordance with his/her responsibility (see the section below).

2.1.2.1 Tasks

Three types of judges will be responsible for completion of the following tasks. Those marked by an asterix (*) have permission to enter the stage during competition time:

- Head judge*
 - In charge of overall evaluation, calibration, etc.
 - Shadows one sensory judge during competition and has final authorization concerning critical decisions in the judge evaluation time (see section 1.3.6)
 - Makes sure all judging sheets are accurately completed
 - Completes the overall evaluation form and attaches it to the five judging sheets
 - Responsible for delivering a personal evaluation to the barista (according to section 2.8.)

- Two technical judges*
 - Evaluating the technical skills of the barista according to the WBC judge sheet (see appendix A.2.1).
 - Recording all espresso shot times

- Four sensory judges*
 - Evaluating the beverages' taste
 - Evaluating the personal presentation of the barista
 - Evaluating the beverage presentation (according to the WBC judge sheet in appendix A.2.0. at the serving table)

2.2 Other officials

The WBC requires officials in order to execute the competition. Fig. 2.2.1 sets a *minimum* of official posts which must be occupied; and assignment of additional officials is also possible.

2.2.1 Tasks

The descriptions of the posts are as follows (those officials with [*] have permission to enter the stage during competition time):

- Producer*
 - Assumes overall responsibility from the association holding the WBC
- Assistant
 - Helps the producer
 - Is in charge of publishing information concerning the baristas, officials and judges on a public board
- Technical*
 - Oversees technical details associated with a public event beyond the espresso machines, e.g. camera, light, sound, recording equipment, etc.
- Camera*
 - Operates the camera
 - Works together with technical person concerning the recording, sound, etc.
- Media coordinator
 - Services the media—TV, radio, Web, etc.
 - Holds a press conference
- Stage crew*
 - Fulfills functions as runners (cleaning the serving tables and competition area, washing baristas' equipment, etc.) operating the trolley or cart (see section 2.3)
- Barista coordinator
 - General help—only for the baristas.
- Sponsor coordinator
 - Provides information, transportation, and requirements for future needs for the sponsors.
- Master of ceremony
 - In charge of facilitating two ceremonies during the WBC, announcement of the baristas and the judges going into the final round, and the final victory ceremony (see also section 2.6)
 - Facilitates the distribution of awards/prizes/diplomas, etc, during awards ceremony.
 - Interviews the baristas during competition time (further information about the tasks are addressed in appendix A.3.0)

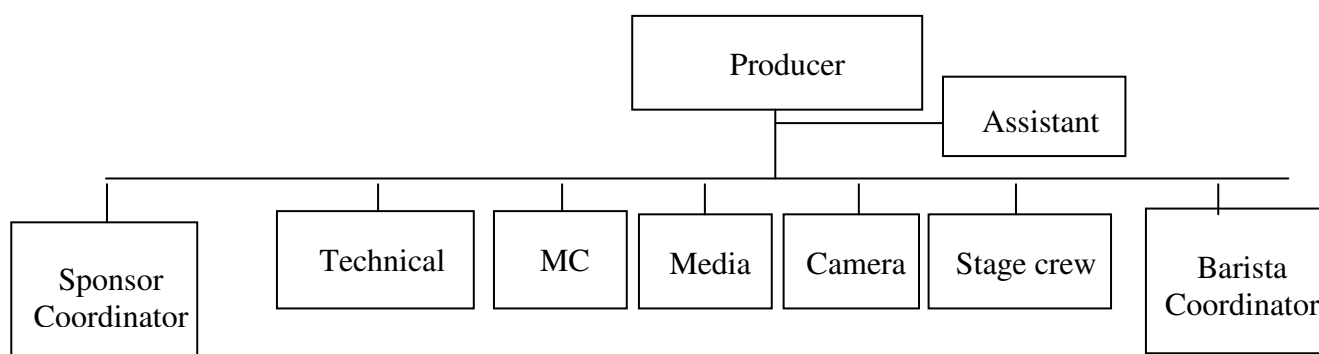


Fig. 2.2.1 Minimum official post during the WBC.

2.3 Raw materials, accessories and machinery

The entire competition area will have three identical customized espresso machines, one per each of three stations.

Besides the espresso machine, each station will contain at least the following equipment:

- A stable working station measuring 180 cm x 90 cm (the espresso machine is placed on this table)
- A refrigerator
- One ice machine
- One grinder
- One trolley/cart to be used during preparation time.
- Two electrical plugs for any additional personal equipment
- Sensory judge serving table

The individual competitor may use any raw material or accessory including coffee, syrup, cups, glasses, sugar, spices, milk products, herbs, grinders, etc. *No accessories are provided.*

Some basic materials (such as milk) will be provided by the organizers and their sponsors. The barista can voluntarily make use of these materials. It is recommended, however, that each barista bring all accessories needed for their presentation, such as cups, glasses, spoons, herbs, espresso, tray, grinders, etc.

2.3.1 Modifications on machinery

No modifications to equipment are allowed. This includes steam tips and filter baskets.

2.4 Information

Organizers agree to distribute timely information to ensure that baristas, officials, judges, and media have necessary information prior to and during competition. Barista black boards will be available in the training area. Media kits and time tables for all press, officials and judges will be provided as a common communication forum.

2.5 Results

There must be a designated master of ceremony. All presentation of results must be coordinated by the National Endorsed Body and the WBC. The finalists should be announced at competition stage no later than 30 minutes after the last competitor has presented.

Judging score sheets from the Championship are the property of the WBC Ltd. and must be forwarded to the WBC office.

2.6 Awards

The master of ceremony will coordinate the awards event with the NEB and the WBC.

2.7 Goals of WBC

The overall objective of the WBC is to generate an increased world market for specialty coffee beverages. The competition is therefore based on the choices the baristas make in everyday life.

2.8 Personal evaluation of the barista

Reference is made to the regulations of the Judges Certification Committee—latest information to be found on the WBC Website. www.worldbaristachampionship.com

2.9 Exemption

If the national champion abstains, or is unable to participate in the WBC, a runner up from the national championship may replace the champion. However, an exemption must be granted by the RRC prior to the event.

To obtain exemption, the national specialty coffee organization must fill out the *exemption form* (see appendix 1.1.2 or the WBC Website) and submit a complete *statement* which explains the alteration. Both are to be sent to the email address on the website for the Rules and Regulations Committee Chairman.

Together the two papers function as a valid application of exemption. If the WBC only receives *one* part, the application is invalid and denied further consideration.

The WBC must have the application in hand according to the time limit illustrated in section 2.12. Any applications for exemption which are not received within this time limit will be declined and returned.

If a national championship is not held in a nation due to the absence of a NEB, it is possible for a barista to compete in a national championship in a “neighbor” nation. If the barista wins, he/she may only represent that nation and an exemption must be filed and accepted.

2.10 Complaints

All complaints must be submitted in written form and contain the following general information:

- Complainant (person/nationality)
- A statement detailing the problem
- Time and date references
- Reference to all the persons involved, and specific details
- Complete contact information i.e. Phone number; fax number; email address; street address.

Any complaints which do not, as a minimum, include the details above, will be refused without further consideration.

It is possible to make two kinds of complaints:

1. Complaints during the WBC competition
2. General complaints (outside the WBC competition)

The specific procedures and details are presented below.

2.10.1 During the holding of the WBC

Complaints which *arise during* the actual competition of the WBC.

Complaints are given to the competition's Head Judge during the holding of the championship who should preferably be a JCC representative.

Together with a representative of the RRC, they will review the complaint and present the persons involved with an oral/written decision before the WBC competition is completed.

It is possible to turn in a complaint according to the time limits in section 2.12.

It is possible to appeal the decision after the WBC by making a *new general* complaint.

2.10.2 General

General complaints which

1. *arise outside* the actual competition of the WBC.
2. *appeals* on complaints during the holding of the WBC.

Complaints must be sent in writing to the Rules and Regulations Committee via the email address on the WBC website:
www.worldbaristachampionship.com

The committee must have the complaint in hand according to section 2.12. The committee will review the complaint during a meeting and announce its decision in writing to the persons involved, according to the time limits in section 2.12.

Decisions made by the RRC concerning *general* complaints cannot be appealed.

The RRC chairperson informs the RRC decision directly to the Executive Director of the WBC Ltd.

2.11 Renewal of the competitive standards of WBC

The dynamic coffee markets worldwide consist of many different processes, which intertwine with each other. Notwithstanding this complexity the WBC sets global standards.

The WBC acknowledges this complexity and dedicates much effort to the renewal of the legal standards concerning the competition of the WBC.

The Rules and Regulations Committee commits itself to evaluate the standards on the first meeting of the committee following each WBC according to the time limits in section 2.12.

The same section also defines the time limits concerning publication of potential changes or additions on the WBC Website. Changes and additions are to be implemented in the existing set of standards.

The NEBs are required to use the latest set of standards in their respective national championships in order to retain their endorsement.

2.12 Time limits

The WBC shall be organized during the period April to July every year. The host nations will be announced a minimum of 18 months in advance. The event shall circulate among the countries of the world, and the host nations will be selected by the WBC Ltd. board. The recommendations shall be based on a formal application from the host nation to the Executive Director, describing how the WBC shall be implemented and organized and open to participants from all nations.

All the time limits below are considered to “be in hand” of the respective committees, boards, etc. The time limits in Fig. 2.12. and in Table 2.12. are to be used.

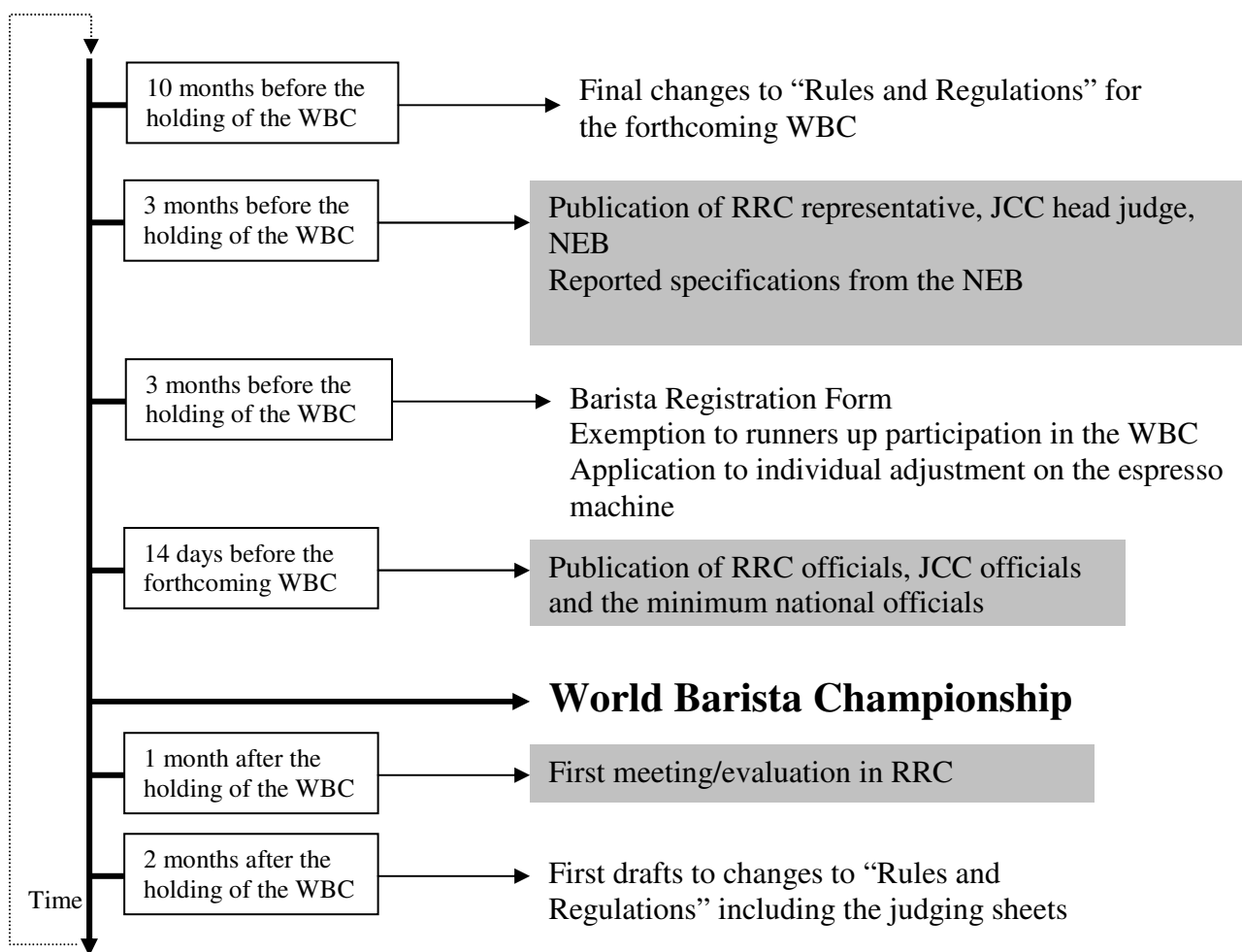


Fig. 2.12.1 Schematic illustration of the primary time limits towards the WBC

^cConcerning the objects listed in section 0.

¹¹Only the names of the persons referred to in section 2.2 should be published.

Subject	Time limit
Date and place for next WBC host nation	1½ year in advance of the event.
Complaints presented during the championship	Must be given to the RRC representative 1 hour before the victory ceremony
Complaints sent in during the year	1 month before the forthcoming meeting of the RRC
Decisions on complaints presented during the championship	Is announced during the WBC
Decisions on complaints sent in during the year	14 days after the last meeting of the RRC

Table 2.12.1 Other time limits concerning the WBC

2.13 Definitions

All the standards in the following section have reference to NEB regulations. The standards are furthermore adapted to the consideration of the RRC and the JCC.

Beverages:

2.13.1.1 Espresso

- Extracted from a double basket.
- One single espresso per cup.
- 7 grams of grounded coffee (± 2 grams) pr. single espresso.
- Approximately 25 ml ($\pm 0,5$ CL.) of water in 20 to 30 seconds.
- Served in a porcelain cup.
- Served with spoon, sugar and water.
- Hot beverage.

2.13.1.2 Cappuccino

- A single espresso base with prepared milk
- Recommended size: 150 ml. (± 30 ml.).
- Served without topping.
- Coffee taste is essential. Hot beverage.

2.13.1.3 Signature drink

- An espresso-based drink, alcohol free
- Any temperature beverage.
- The drink and its ingredients should be assembled on sight in the competition time.

2.13.1.4 Water quality

The water for the espresso machines will have the following standards.

Ph value : 5 Grains of hardness

P.p.mill. : 140 TDS

2.13.1.5 Power supply

Available at the competition area.

Voltage: 208

Amp.: 30

Watt: 4500

2.13.1.6 Milk

Milk products available at the competition area

Brand: TBA

Type of products: Whole Milk

Characteristic of the product:

2.13.1.7 Machines

Brand: La Marzocco

Type of baskets: Double

Water pressure: 9 bars

Steam Tip: 4 hole

2.13.1.8 Grinder

Brand: Mahlkonig & Mazzer Robur

Type: Conical

2.13.1.9 Other raw materials/accessories

Brand:

Type:

Recommendations from RRC

Information regarding all WBC endorsed bodies is to be found at www.worldbaristachampionship.com

If information is incorrect regarding your nation as it appears on the website, please contact the WBC Ltd.

A 1.0 Appendix - formula

A.1.0 Application forms

1.1.1 Barista Registration Form

1.1.2 Exemption form

1.1.3 Individual adjustment on the espresso machine

A.2.0 Judging sheets

A.2.1 Technical

A.2.2 Taste

A.2.3 Overall evaluation

A.3.0 Compère standards

A.4.0 Interpretation standards