

# World Latte Art Championship Rules

## Summary of the new format for 2011

The World Latte Art Championship (WLAC) has been updated for 2011 to make it more interesting and challenging for competitors and more engaging for spectators. It will be explained in details in the following rules.

The workstation - will be equipped with the sponsored espresso machine, a grinder along with one standard espresso blend. As the years before the WLAC will provide cups for Latte and Macchiato.

And the milk will also be provided. The participant will be able to come the WLAC with only his milk pitcher, edging tools, if he/she prefers his personal tamper, and the cups he will use for the designing pattern at the Bar and on Stage in the semi-finals.

The taste have been taking out of the judging, since all the participants are using the same ingredient, same machinery and cups, so the focus is more on the art and skills of the barista to make the Latte Art. The technical part of making the drinks will be judged by the official technical rules from WBC - World Barista Championship.

The championship will be held in two days in Maastricht in Holland 22<sup>nd</sup>-24<sup>th</sup> of June 2011. One day will be for the both parts of the semifinals and one day will be for the finals and award ceremony.

The WLAC is going to be split into two parts in the semifinals FREE POUR on stage- and LATTE FREESTYLE at the Bar.

### **SEMI-FINALS:**

#### **BAR: – FREESTYLE LATTE ART:**

The BAR will be built in the show area. The task is that the participants will have 10 minutes to make a LATTE FREESTYLE pattern that will be photographed by a professional photographer. No judges will be around but a time keeper will make sure that the participant is on time to deliver hers/his pattern. The audience will also be there and can look at the participant work on hers/his pattern.. The picture will be put in front of panel of judges and they will judge the pattern based of the photograph from visual point of view. The pictures of the pattern will be sorted from best to the worst  
The score for the LATTE FREESTYLE will be announced when the semifinal on stage are finished.

#### **STAGE- FREE POUR LATTE ART:**

The panel of 4 judges; 2 visual judges, 1 technical judge, and 1 head judge – The task is to make two (2) identical free pour Latte and two (2) identical free pour designer pattern, total

of 4 drinks served in maximum 6 minutes. The designer pattern can be in any drink or shape of a cup.

The picture of the both patterns is still necessary, and if not available there will be given 0 in one category of the visual score sheet.

The top six will go to the finals, which will take place on the 24<sup>th</sup> of June 2011

In the end of the semifinals the diploma will be given to the entire participant and then the top 6 announced

The finalists will spin the “WHEEL OF ART” 3 times, 1 time for each drink category. When the “WHEEL OF ART” is turned there will be few patterns that can be point out by the “WHEEL OF ART” all six participants have to agree about who will turn the wheel. It will be turned once for espresso-macchiato, once for Latte and once for the third category – THE ODD CUP. (The wheel has few shapes of cups and the wheel will choose the shape for the participants to use, could be triangle, square and so on) The participants will get practice time, and they will also get the ODD CUP to practice, before the Finals.

The third pattern in the ODD CUP will be by choice of the participant, and they will have to turn in a picture of the pattern.

### **FINALS**

There will be five (5) minutes preparation time, eight (8) minutes of competing time and no cleaning time. The task will be to make two (2) espresso macchiato, two (2) latte, and two (2) identical drinks in the surprise odd cup.

NOTE: Although we do want competitors to present a professional performance and elegant looking drinks we are trying to minimize the cost of entering. To this aim **points will be deducted** for any dressing of the judges table – table cloths, table decoration, water glasses etc are NOT required.

## **ARTICLE 1 NATIONAL CHAMPIONSHIPS**

All National Championships can be coordinated and carried out according to the World Latte Art Championship (WLAC) rules detailed in this document, but it is not mandatory

The standard WLAC competition format is comprised of having four (4) workstations on stage and one (1) competitor performing at time. Should such standard competition format be unachievable due to a limited number of participants and/or resources, a National Coordinator may modify the standard format as follows:

Given a limited number participants and/or resources, the National Coordinator may choose to have one up to four (1-4), workstations on stage.

The standard WLAC format is: semi-finals and then six (6) participants in the finals but

given the limited number of Participants and /or resources the National Coordinator may modify the standard format as follows:

If the number of participants is less than six (6) the National Coordinator may choose to have three (3) for finals or skip the finals by choosing winner from the semi-finals

The standard Judges teams in WLAC are two (2) teams but given the limited number of Participants and /or resources the National Coordinator can have one (1) team of Judges.

## **ARTICLE 2 STAGE AND THE BAR**

### **THE BAR:**

The Bar shall be within a design of the image of a bar, but in any shape. It shall be equipped with two (2) workstations

Each workstation shall be equipped with following equipments: one (1) professional espresso machine, one (1) professional coffee grinder, one (1) knock box and one (1) tamper.

### **THE STAGE:**

The stage can be in any shape, and can changed from one year to another. The drawing of the stage will be published at the website, each year.

The stage shall be equipped with four (4) workstations.

Each workstation shall be equipped with the following equipment: one (1) professional espresso machine, one (1) professional coffee grinder, one (1) knock box and one (1) tamper and one (1) preparation table.

The stage shall be equipped with four (4) judges' tables: one (1) with each workstation.

## **ARTICLE 3 FORMAT – SEMIFINALS AND FINALS**

### **SEMIFINALS:**

#### **THE BAR:**

Two (2) participants will have ten (10) minutes each, one for each workstation to prepare their signature pattern. They will choose the best pattern to be photographed by a professional photographer.

There will be no judges, but audience will be welcome to stay and watch the participant work on their pattern.

The timekeeper will make sure that the timeframe is by rules

The photographer will turn in the photograph to the four (4) judges

**THE STAGE:**

Each participant has five (5) minutes to prepare his station, six (6) minutes competing time, and no cleaning time, just to be quick in taking the left over tools, frothing pitchers and other personal things used in the performance.

There shall be one (1) competitors performing at time.

There shall be two (2) teams of judges scoring, one per performing barista. When the 1st competitor has finished competing, he will start emptying the workstation and the 1st team of judges will calibrate for 6 minutes. The 2nd competitor will start competing and the 2nd team of judges will start judging. After the 2nd competitor has finished competing, the 1st team of judges will present the scores for the 1st competitor and as soon as they have given out scores the 3rd competitor will start competing, and the 1s team of judges starts judging him. And so on.

The music shall be picked by participant and played for each participant.

If the participant does not have music, there will be back up music pick by the technical crew.

Headset microphones shall be provided to the participants. Participants are encouraged to address the judges at the judges' table to facilitate good service.

The participants shall explain their drinks in a languages of their choice

The Master of Ceremonies (MC) shall facilitate the competition and shall explain to the audience what each participant is preparing, introducing the participant and make the flow of the competition run as smoothly as possible.

After the performance of the semi-finalist, the top six (6) participants that will go into the finals will come together and turn the "WHEEL OF ART" and choice the pattern for the finals

**FINALS:**

**THE STAGE**

The six (6) top performing baristas shall participate in the competition-Final.

Each participant has five (5) minutes to prepare his station, eight (8) minutes competing time, and no cleaning time,

All finalists will make the same pattern for the Espresso Macchiato and Latte. Also all the

finalist will use the same ODD CUP (see explanation of ODD CUP, article 6) as the third category but they have to choose their own pattern that they want to present.

The “WHEEL OF ART” will be turned three (3) times, one time for each drink category.

Turned once to choose pattern for Macchiato, turned once for choosing pattern for Latte and turned once to choose the shape of the “ODD CUP” (see the explanation of ODD CUP, article 6)

The finalist will make two (2) identical pattern in espresso-macchiato, two (2) identical pattern in Lattes, two (2) identical pattern in “ODD CUP” (see the explanation of ODD CUP, article 6)

All finalists shall enter the competition with an equal score of zero (0).

There shall be one (1) competitor performing at any given time.

There shall be one (1) team of judges scoring the performing barista.

Competitor finalists shall perform in reverse order.

The barista with the highest score shall remain on stage until he/she is defeated by a higher-scoring competitor – As they are leading the championship

Each participant may personalize the music played during his/her performance.

Headset microphones shall be provided. Consequently, each participant shall be able to address the audience and explain what he/she is preparing. Participants are encouraged to address the judges at the judges’ table to facilitate good service.

## **ARTICLE 4 COMPETITION TASKS**

### **SEMIFINALS:**

#### **THE BAR**

The participant has maximum ten (10) minutes to prepare a signature pattern that will be taking picture of by a professional photographer.

The participant have to use given coffee and milk, but using edging tools and food coloring is optional.

The picture of the chosen pattern will be scored by a panel of judges from the the pictures of the pattern will be sorted from best to the worst. The score for the LATTE FREESTYLE will be announced when the semifinal on stage are finished.

### THE STAGE:

Each competitor shall have a maximum of six (6) minutes to prepare and serve to the judges table: two (2) identical “free pour” Lattes, two (2) identical “free pour” designing beverages

The two (2) identical “free pour” Lattes shall be served in designated cups using coffee and milk as the only ingredients and an espresso machine and grinder and as the only tools.

The two (2) identical “free pour” designing beverages shall be served in cups of the choice of the participants using coffee and milk as the only ingredients and an espresso machine and grinder and as the only tools.

Moving or shaking the cup while pouring the milk shall be permitted.

The competitor shall serve the two (2) pairs of beverages to the judges at the judges’ table separately, but in any order.

All patterns must be announced by each competitor in advance. Points shall be awarded for the patterns in the two drinks of a pair presented being identical, as well as being identical to the picture presented.

It is necessary that each competitor present a photograph for each drink and pattern to the judges and to the MC prior to beginning their performance (beauty shots are not necessary).

Photographs shall clearly depict the patterns to be produced (PHOTOGRAPHS ON CAMERAS OR MOBILE PHONES SHALL NOT IS ACCEPTED).

### **FINALS:**

#### THE STAGE

The entire six (6) finalists will make and serve the same pattern in two first categories, and for the third category they will use the same odd cup, but can choose the pattern.

The “WHEEL OF ART” will be turned three (3) times, one time for each drink

The finalist will make two (2) identical espresso-macchiato, two (2) identical Lattes, two (2) identical odd cup patterns.

### **ARTICLE 5 INGREDIENTS**

Coffee: There will be one standard espresso blend that all participants will use – no other espresso blend can be used

Milk: there will be one standard milk that all the participants will use – no other milk can be used.

Other ingredients: any edible decorative ingredient may be used for the surface only of the “FREESTYLE LATTE” in the semi finals prepared at the BAR. otherwise coffee and milk shall be the only ingredients allowed.

## **ARTICLE 6 CUPS**

Cups for the Latte and Espresso-Macchiato and the “odd cup” shall be provided by the competition organizers.

Cup for the designer pattern can be in any size and shape and is not provided, participant has to bring his/hers own cup to use.

The Latte cup shall be a TULIP SHAPE 220-250 ml. ACF cup. The inner surface at the top of the cup shall be 90 mm.

The Espresso-Macchiato cup shall be a TULIP SHAPE 80-90 ml. ACF cup. The inner surface at the top of the cup shall be 60 mm.

The “ODD CUP” shape can be in any shape, triangle, and square and more – it will be a surprise factor for the finalists. The ODD Cup will be provided and there will be training time given to practise.

The designer pattern in the Semi-finals can be in any shape, may be served in any cup or glass chosen by the participant, for the photograph.

## **ARTICLE 7 PERSONNEL & JUDGES**

Stage Manager: One (1) Stage Manager shall be responsible for the coordination and management of the stage.

Barista Coordinator: One (1) Barista Coordinator shall be identified as the contact person for all competing baristas. The Barista Coordinator shall organize the trolley traffic onto and off of the stage, make certain that all the baristas are prepared for their presentation, etc.

Timers: Two (2) Timers shall be responsible for set up times and cleaning times.

Runners: Two (2) Runners shall be responsible to clean the tables as soon as the judges have completed judging.

Master of Ceremonies: One (1) MC shall facilitate the competition and shall explain to the audience what each competitor is preparing.

Scorekeepers/Technical People: Two (2) Scorekeepers/Technical People shall be responsible for displaying all score information once communicated to the participant and audience by the team of judges.

Judges: The team of judges shall be comprised of one (1) Head Judge, two (2) Visual Judges and one (1) Technical Judge:

Head Judge: The Head Judge shall make certain that all participants and judges follow the competition rules as detailed in this document.

Visual Judges: The Visual Judges shall be responsible for judging the visual impression of the beverages.

Technical Judge. The Technical Judge shall be responsible for judging the technical impression of the beverages, looking at the standard WBC (world barista championship) standard of technical skills.

The Judges have to go through a judge's calibration that is organized by the organizing committee once a year. The judges have to pass a practical test and written test.

## **ARTICLE 8 SCORING**

The scoring for the Semi-final will be split in two (2) parts: a STAGE performance, and the FREESTYLE BAR performance.

The 6 participant with the highest score, added from the Stage and Bar performance will be in the finals.

Each judge shall provide a score from one (1) to ten (10) expressing their individual opinion of the beverages served according to the scoring criteria in Article 10.

The one (1) technical judge shall provide a score from one (1) to ten (10) point. at the standard WBC (world barista championship) standard of technical skills.

Points may be deducted for extra presentations (e.g. workstation décor such as tablecloths, flowers, etc.) as the main focus of this competition is on the beverages themselves. Only

such presentation items directly associated with the beverages (e.g. glasses, garnishes, saucers, trays, etc.) shall be required.

Scoring for each competitor shall be displayed publicly and immediately after judging is completed.

In the case of a tie, the competitor with the most detailed points shall win. The winner shall be considered as the barista with the highest score.

## **ARTICLE 9 TIME**

The clock shall start when signalled by the Participant.

The semi-finals- stage: An electrical timer will be visual and be controlled by the technical person, the head judge will also have the total time, and there will be a timekeeper beside the workstation of the competing participant.

The MC will announce the time four (4) times: after 3 minutes have passed, 4 minutes have passed, 5 minutes have passed, and 30 seconds are left.

The semi-finals – Bar: A timekeeper will announce the time after five (5) minutes, seven (7) minutes, and nine (9) minutes left, 30second left. And then the time will be stopped and the participant has to deliver the designer pattern for the photographer.

The finals – Stage: An electrical timer will be visual and be controlled by the technical person, the head judge will also have the total time, and there will be a timekeeper beside the workstation of the competing participant.

The MC will announce the time four (4) times: after 3 minutes have passed, 5 minutes have passed, 7 minutes have passed, and 30 seconds are left.

The clock shall stop when the final beverage has been placed in front of the judges.

Each competitor shall be allowed five (5) minutes to prepare his/her workstation; this includes testing the espresso machine and grinder. This time is both for Semi-finals and Finals.

No coffee or milk preparation shall be done in advance.

Each competitor shall have six (6) minutes to prepare and serve the four (4) beverages for the judges in the semi-finals. Each competitor shall have eight (8) minutes to prepare the six (6) beverages for the judges in the Finals.

No time will be given for cleaning his/her workstation – the station should be clean in the end of the performance – clean worker – clean station!

A time penalty of a half of a point (-0.5) shall be applied for each ten 10 seconds in

overtime. It shall be the responsibility of the Head Judge to subtract the penalty from the competitor's overall score, if applicable. Any competitor going overtime by two (2) minutes or more shall be disqualified.

## **ARTICLE 10 JUDGING CRITERIA**

The Visual Judges' scores shall be based on the following criteria:

For all sets of beverages:

Two (2) patterns and presented picture, identical (0 if no picture presented), in the finals there is no picture needed

Contrast between ingredients

Harmony, size and position among patterns within cups

Creativity of the pattern, in the finals there is no creativity judged.

Successfully achieved level of difficulty (only those difficult patterns which are successfully executed shall score a maximum ten (10/10) points, while the successful execution of those more simple patterns - such as a heart - shall be given a lower

Overall appealing look

Professional performance (Hospitality skills, confidence, flair)

The Technical Judge scores shall be based on the following criteria:

For all sets of beverages, use the WBC ( world barista championship technical rules) as a reference) :

Flushes the group head

Dry/clean filter basket before dosing

Acceptable spill/waste when dosing/grinding

Consistent dosing and tamping

Clean portafilters (before insert)

Insert and immediate brewing

Extraction time (within 3 seconds variance)

Workspace organised and clean at start and in the end

Empty/clean pitcher at start

Purges steam wand before and after steaming

Clean the steam wand before and after steaming

Clean pitcher/Acceptable milk waste at the end

Hygiene ( cleans the steam wand, clean pitcher, use of the milk cloth)

Overall drinks prepared professionally (use of grinder, well extracted espresso, milk techniques, machine cleanliness)