



2012 World Latte Art Championship Official Rules and Regulations

Written and approved by the WCE Competitions Operations Committee
Rules and Regulation Subcommittee, VERSION: 2012.10.14

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1.0 CONDITIONS OF PARTICIPATION

1.1 PARTICIPANTS

1.1.1 National Qualifications

The World Latte Art Championship (WLAC) is open to qualified national champions as determined by a World Coffee Events (WCE) sanctioned national championship produced by the relative WCE Licensed National Body. The WLAC is open to one (1) competitor from each nation representing a WCE Licensed National Body, hereafter referred to as “national champion”. (To learn more about how to become a WCE Licensed National Body please read the WCE Ltd. Organizational Structure & Governance.)

1.1.2 Age requirement

Competitors must be at least 18 years of age at the time of competing in any World Coffee Events (WCE) sanctioned event.

1.1.3 Nationality

Competitors must hold a valid passport of the country they represent or have 24 months of documented employment or scholastic curriculum in the country they represent. If participation is based on the 24 months of documented employment or scholastic curriculum rather than passport, a portion of this must have been in the previous 12 months prior to national competition. Competitors can only compete to represent one country per WLAC Competition Year.

1.1.4 Multiple Passports

In case of multiple passports, the contestant must choose one country and qualify through this respective sanctioned national championship.

1.1.5 Judging and Conflict of Interest

No competitor at any level of competition (be they entered for Regional, National or International events) shall judge any other WLAC event (be that for Regional, National or International events). If a person has judged a WLAC event in the same WLAC year (from the conclusion of one years’ event through to the conclusion of the next) they shall not be eligible for entry into the same event. Failure to comply will result in disqualification from said events.

The same rules apply for those who participate as a calibration barista for judges calibrations in the same competition. WCE is very clear on its standings regarding Conflicts of Interest and if any concerned party deems they may require some clarification then the onus is placed wholly on that affected party to query their position by emailing info@worldcoffeeeevents.org. Failure to pre-emptively and promptly declare a position could result in disqualification from events.

1.1.6 Substitutions

If any National Champion is unable to participate in the WLAC, that country’s licensed body may substitute an alternate competitor from its national competition in descending order of succession, beginning with its second place finisher. All requests for substitutions must be received in writing by the WCE at info@worldcoffeeeevents.org and approved by its Managing Director prior to competition.

1.1.7 Expenses

Licensed National Bodies are required to pay the champion’s flight and hotel accommodations to the WLAC for the purpose of representing their country for the duration of the competition. Above and beyond this, Competitors are responsible for their own expenses related to the competition, including, but not limited to: *additional* travel and accommodation needs, local transport, and additional personnel. The WLAC is not liable for any of the competitor’s expenses. If a competitor cannot afford these expenses, it is their responsibility to find a sponsor, or outside party to cover these expenses.

1.2 APPLICATION

1.2.1 Competitor Registration Form

Competitors must complete the WLAC Competitor Registration Form online at <http://worldlatteart.org/> no less than six weeks prior to the WLAC event. This form includes a space to upload a scanned copy of the required valid passport or other accepted credentials (as described in Section 1.1.2 “Nationality”). Approved National Champions will receive confirmation by email in approximately two weeks after receipt of all required registration documentation.

1.2.2 Last Date to Apply

Competitors must submit the online competitor registration form and valid passport or legal documentation six weeks prior to the WLAC. In the event the national competition is held less than six weeks prior to WLAC Event, national champions must submit the registration form and passport/documentation within 5 days of conclusion of their national competition. Failure to meet these requirements could result in exclusion from competing in the WLAC.

1.3 COMPETITOR QUESTIONS

All competitors are responsible for comprehensive knowledge of current WLAC Rules & Regulations and score sheets. No exceptions or accommodations will be made for competitors who claim to not understand the WLAC Rules & Regulations or score sheets. All WLAC documents may be downloaded from the WLAC website. Questions can be directed to info@worldcoffeevents.org. Competitors are encouraged to ask questions prior to arriving at the WLAC. Competitors will also have the opportunity to ask questions during the official Competitors Meeting held prior to the start of the competition.

1.4 TERMS AND CONDITIONS

Upon submitting a WLAC Competitor Registration Form, competitors acknowledge that they understand the following terms & conditions. Please note that these terms and conditions include individual responsibilities and requirements of representation imposed on the winner of the WLAC.

- A. The winner of the World Latte Art Championship (WLAC) is a representative of the World Coffee Events, Ltd., the Specialty Coffee Association of America (SCAA) and the Specialty Coffee Association of Europe (SCAE).
 - i. Upon entry in the WLAC and in exchange for the opportunity to win, each competitor in the WLAC undertakes that they will:
 - ii. Permit the WCE, SCAA and SCAE to use the competitor's name and image in any format without charge for the purpose of promotion of the WLAC, SCAA or the SCAE.
 - iii. Without limiting the generality of clause (a), the formats referred to in clause (a) may include: photographic, video, print, Internet, or any electronic media.
 - iv. Actively work to uphold the good reputation of the WLAC, the SCAA and the SCAE when fulfilling these terms and conditions.
- B. Each competitor must read and abide by the Competitor Code of Conduct document found on the WLAC website.
- C. The winner of the WLAC must read and abide by the Champion Code of Conduct found on the WLAC website.

2.0 THE COMPETITION

2.1 SUMMARY

- A. The championship is comprised of two separate rounds: a preliminary round and a final round.
- B. During the preliminary round there are two components: one in the bar area where a single creative pattern is produced, and the other on stage where two identical free-pour lattes and two identical designer lattes are produced.
- C. The highest-scoring six competitors will compete in the final round entirely on stage. In the final round competitors will produce six drinks: two identical free-pour macchiato, two identical free-pour lattes, and two identical designer patterns.

2.3 NATIONAL COMPETITION

For ease of conducting National Competitions, organizers may choose to select their champion by holding a competition based only on the Preliminary Round (2.3 & 2.4) of the WLAC.

2.4 PRELIMINARY ROUND – BAR AREA

- A. Each competitor will produce a latte of their own design utilizing free-pour techniques, and/or etching, or similar techniques. Surface decoration (such as chocolate powder) may also be used. Highest points will be awarded for superb creativity that highlights the full extent of the baristas skills (free pour, etching, artistic talent, ingenuity etc.)
- B. Surface decoration may include food coloring but only on the surface of the drink. Using food coloring, or any other flavoring, throughout the drink will result in a zero score being given. The practice of dusting the surface of the crema with chocolate powder before pouring in the milk is permissible as it is considered that the chocolate largely remains on the surface of the final drink.
- C. Competitors may use their own cups in this section, although the cup selected should still be feasible to be served to a customer.
- D. The final drink should still be feasible to serve to a customer. If the judging panel feels that this is not the case then a zero score will be given. For example this may be because a dish rather than a cup or glass has been used, or inedible decoration has been used.
- E. Competitors only are allowed in the bar area during the 10 minutes. Spectators, photographers, etc. are to be kept at a suitable distance as to not interfere with the barista working.
- F. Competitors will have 20 minutes preparation time before their 10 minutes starts.
- G. The competitor has up to ten (10) minutes to produce their design and present it onto a designated mark for the photographer. The photographer will use a standardized format to take the pictures for all competitors.
- H. Within the ten minutes the competitor may take as many attempts as they require to produce their drink, but must present only one drink to the photographer. It is the responsibility of the competitor to present the drink to the photographer while still fresh. The photographer will then capture an image of the drink within the following 30 seconds or less. If the competitor does not present a drink within the ten minutes then a zero will be scored for this section.
- I. A timekeeper will advise the competitor when there are 5 minutes, 3 minutes, 1 minute and 30 seconds of time remaining. Once the drink is presented to the photographer then the time will be stopped.
- J. The photographs will be judged by a panel of a minimum of 4 judges: 3 certified WLAC judges and 1 judge who may be chosen for their artistic expertise (chef, artist, designer etc.), who may not have coffee expertise.
- K. The judges will assess the photographs of the drinks on their overall visual appeal and creativity.

- L. Each judge will assign the individual photographs a score from 0-6 for both visual appeal and creativity. All 4 judge scores will be added together and then multiplied by 5, for a maximum of 240 points per competitor.
- M. Competitors are required to use the coffee and milk provided by the WLAC, or will not be scored.
- N. No photo or picture of the pattern is required beforehand.
- O. Photographs may be used by WCE as appropriate for promoting baristas skills.
- P. Competitors must use the grinders and machines provided for the competition. It will not be permissible to use your own. These grinders will be set to an approximate setting but is up to the barista to fine-tune this setting to their personal requirements within the 5 minutes preparation time.
- Q. Judging of the Art Bar photographs may or may not take place at the same time as judging the Stage Area section of the Preliminary round.

2.5 PRELIMINARY ROUND – STAGE AREA

- A. Each competitor has five (5) minutes to prepare their station and six (6) minutes competing time. No cleaning time is allocated although competitors are requested to remove their personal equipment from the stage quickly after their performance.
- B. Competitors must use the grinders and machines provided for the competition. It will not be permissible to use your own. These grinders will be set to an approximate setting but is up to the barista to fine tune this setting to their personal requirements within the 5 minutes preparation time.
- C. Competitors are required to make four (4) drinks: two (2) identical free pour lattes and two (2) identical designer pattern lattes (which may incorporate etching, or similar techniques, and surface decoration).
- D. The official championship latte cups will be used for all drinks in this section. Competitors may NOT use their own cups. Failure to comply will lead to the visual scores relating to that drink being scored zero.
- E. Etching on the “free pour” Lattes would result in a zero score being given for the visual elements of that drink.
- F. Competitors are required to provide a printed photograph of each pattern. The quality of the photograph is not assessed but should clearly show the pattern to be attempted (artistic representations of the pattern and pictures on electronic devices will NOT be accepted). Failure to produce an acceptable picture will lead to a zero (0) score being awarded in the “Two patterns and presented picture identical” section.
- G. There shall be two (2) competitors performing at a time, therefore competitors cannot bring their own music and are not expected to give an extensive verbal presentation to the judges and/or audience. Hospitality skills and instruction, if required, should still be considered when serving the judges though.
- H. There will be a panel of four (4) judges: two (2) visual judges, one (1) technical and one (1) head judge.
- I. Competitors are required to use the coffee and milk provided by the WLAC.
- J. The competitor’s time will be stopped when the last drink has been served to the Judges.
- K. The Head Judge will taste each free pour latte and the score will be recorded on the Head Judge score sheet, on a scale from 0-6 for overall taste balance. Taste Balance is defined as a harmonious balance of rich sweet milk and espresso.
- L. The highest scoring free pour Latte taste balance will be awarded Best Tasting Latte award.
- M. In the event of a tie between taste balance scores, the free pour Latte with the highest combined total visual score from both visual judges will be the winner.

2.6 FINAL ROUND

- A. There will be five (5) minutes preparation time and eight (8) minutes competing time. No cleaning time is allocated although competitors are requested to remove their personal equipment from the stage quickly after their performance.
- B. Competitors are required to make six (6) drinks: two (2) identical free pour espresso macchiato, two (2) free pour identical latte and two (2) identical designer pattern lattes (which may incorporate etching, or similar techniques, and surface decoration). Competitors may NOT use their own cups. Failure to comply will lead to the visual scores relating to that drink being scored zero.
- C. Etching on the “free pour” Lattes would result in a zero score being given for the visual elements of that drink.
- D. Competitors are required to provide a printed photograph of each pattern. The quality of the photograph is not assessed but should clearly show the pattern to be attempted (artistic representations of the pattern and pictures on electronic devices will NOT be accepted). Failure to produce an acceptable picture will lead to a zero (0) score being awarded in the “Two patterns and presented picture identical” section.
- E. There shall be one (1) competitor performing at a time, though competitors are not expected to give an extensive verbal presentation to the judges and/or audience. Hospitality skills and instruction, if required, should still be considered when serving the judges.
- F. There will be 1 panel of four (4) judges: two (2) visual judges, one (1) technical and one (1) head judge.
- G. Competitors are required to use the coffee and milk provided by the WLAC.
- H. Competitors must use the grinders and machines provided for the competition. It will not be permissible to use your own. These grinders will be set to an approximate setting but is up to the barista to fine tune this setting to their personal requirements within the 5 minutes preparation time.

3.0 BEVERAGE DEFINITIONS

3.1 PRELIMINARY ROUND – ART BAR - LATTE

- A. Competitors may use their own cup/glass in this section. The vessel should still be feasible to serve to a customer in a commercial environment. If the Head Judge considers this is not the case then a zero score will be given.
- B. The drink shall be made of coffee and milk only. These will be provided by the WLAC and competitors will not be permitted to use their own. Use of your own coffee and milk will result in a zero visual score being awarded for the offending drink/s.
- C. Competitors may choose to use either a single or double espresso or ristretto for each latte.
- D. Surface decoration, such as chocolate powder or syrup, is acceptable. This should not affect the flavor of the main body of the drink. Surface decoration may include food coloring but only on the surface of the drink. Using food coloring, or any other flavoring, throughout the drink will result in a zero score being given. The practice of dusting the surface of the crema with chocolate powder before pouring in the milk is permissible as it is considered that the chocolate largely remains on the surface of the final drink.

3.2 PRELIMINARY ROUND – STAGE AREA – FREE-POUR LATTE

- A. The official competition latte cup dimensions will be provided to competitors by WCE prior to the event. This cup must be used or a zero visual score will be awarded for that drink.
- B. The drink must be made of coffee and milk only. Coffee and milk will be provided by the WLAC and competitors will not be permitted to use their own coffee or milk. Failure to do so will result in a zero visual score for that drink.
- C. Competitors may choose to use either a single or double espresso or ristretto for each latte.
- D. No etching or surface decoration is allowed and will result in a zero visual score being given for that drink.

3.3 PRELIMINARY ROUND – STAGE AREA – DESIGNER-PATTERN LATTE

- A. The official competition latte cup dimensions will be provided to competitors by WCE prior to the event. This cup must be used or a zero visual score will be awarded for that drink.
- B. The drink shall be made of coffee and milk only. These will be provided by the WLAC and competitors will not be permitted to use their own. Failure to do so will result in a zero visual score for that drink.
- C. Competitors may choose to use either a single or double espresso or ristretto for each latte.
- D. Surface decoration, such as chocolate powder or syrup, is acceptable. This should not affect the flavor of the main body of the drink. Surface decoration may include food coloring but only on the surface of the drink. Using food coloring, or any other flavoring, throughout the drink will result in a zero visual score being given for this drink. The practice of dusting the surface of the crema with chocolate powder before pouring in the milk is permissible as it is considered that the chocolate largely remains on the surface of the final drink.

3.4 FINALS ROUND – FREE POUR LATTE

- A. The official competition latte cup dimensions will be provided to competitors by WCE prior to the event. This cup must be used or a zero visual score will be awarded for that drink.
- B. The drink must be made of coffee and milk only. Coffee and milk will be provided by the WLAC and competitors will not be permitted to use their own coffee or milk. Failure to do so will result in a zero visual score for that drink.
- C. Competitors may choose to use either a single or double espresso or ristretto for each latte.
- D. No etching or surface decoration is allowed and will result in a zero visual score being given for that drink.

3.5 FINALS ROUND – FREE POUR ESPRESSO MACCHIATO

- A. The official competition latte cup dimensions will be provided to competitors by WCE prior to the event. This cup must be used or a zero visual score will be awarded for that drink.
- B. The drink must be made of coffee and milk only. Coffee and milk will be provided by the WLAC and competitors will not be permitted to use their own coffee or milk. Failure to do so will result in a zero visual score for that drink.
- C. Competitors may choose to use either a single espresso or ristretto for each macchiato.
- D. No etching or surface decoration is allowed and will result in a zero visual score being given for that drink.

3.6 FINALS ROUND – DESIGNER PATTERN LATTE

- A. The official competition latte cup dimensions will be provided to competitors by WCE prior to the event. This cup must be used or a zero visual score will be awarded for that drink.
- B. The drink shall be made of coffee and milk only. These will be provided by the WLAC and competitors will not be permitted to use their own. Failure to do so will result in a zero visual score for that drink.
- C. Competitors may choose to use either a single or double espresso or ristretto for each latte.
- D. Surface decoration, such as chocolate powder or syrup, is acceptable. This should not affect the flavor of the main body of the drink. Surface decoration may include food coloring but only on the surface of the drink. Using food coloring, or any other flavoring, throughout the drink will result in a zero visual score being given for this drink. The practice of dusting the surface of the crema with chocolate powder before pouring in the milk is permissible as it is considered that the chocolate largely remains on the surface of the final drink.

4.0 COMPETITION PROCEDURE

4.1 COMPETITION STAGE AREA

- A. The competition space will consist of a stage with four (4) competition stations.
- B. Each competitor will be assigned a start time and station number.
- C. Each competitor will be given the following time at their assigned station, made up of the following segments:
 - i. 5 minutes preparation time
 - ii. 6 minutes performance time in the preliminary, 8 minutes performance time in the final round.
 - iii. No clean-up time is allocated
- D. Competitors will compete two at a time judged by two sets of judges. After the first two competitors then two new competitors will compete judged by a further two sets of judges. Scores WILL NOT be condensed into marks out of 10 and presented after the performance. Full scores will now be announced at the end of the competition.
- E. The competitor's scores from each round will not carry over to the next round.
- F. At the conclusion of the preliminary round there will be a ceremony where the six finalists are announced. The finalists will perform in reverse order of score in the semi-final round.

4.2 ART BAR

- A. The competition space will consist of a bar area that can be viewed by the public, with two (2) work stations. A barrier should exist around the bar to allow the competitor to work unhindered by spectators and photographers etc., although still allowing good vision for them.
- B. Each competitor will be assigned a start time and station number.
- C. Each competitor will be given the following time at their assigned station, made up of the following segments:
 - i. 20 minutes to bring their equipment to the work station and prepare the grinder.
 - ii. A maximum of 10 minutes to present their pattern to the photographer.
 - iii. No clean-up time is allocated

5.0 MACHINERY, ACCESSORIES & RAW MATERIALS

5.1 ESPRESSO MACHINE

Competitors must use the espresso machine supplied for the WLAC by the official WLAC espresso machine sponsor. The WLAC-provided espresso machine has a fixed technical configuration and cannot be altered by the competitors. The espresso machine will be calibrated to the following specifications: The temperature will be set between 90.5-96 degrees Celsius (195-205 degrees Fahrenheit), and the pump pressure set between 8.5 and 9.5 bars (atmospheres).

5.1.1 Disqualification

Competitors may not change, adjust or replace any element, setting, or component of the espresso machine. Any changes or adjustments made may be grounds for disqualification (i.e. the portafilters, insert baskets, temperature, pressure, steam wand tips, etc.). Any damage to the competition equipment due to misuse or abuse is grounds for disqualification at the discretion of the presiding head judge.

5.2 GRINDER

Competitors must use the official WLAC grinder provided during their performance.

5.3 MILK

Competitors are required to use WLAC-provided milk during their performance. Provided milk will be whole milk.

5.4 COFFEE

Competitors are required to use WLAC-provided coffee during their performance. The WCE will take steps to ensure that the sponsored coffee is suitable to present excellence in Latte Art. The Head Judge should confirm that the coffee conforms to these standards.

5.5 ADDITIONAL EQUIPMENT

- A. Competitors are encouraged to minimize the equipment they use for their performance. No tablecloths, napkins or decoration is required for the judges table. Trays for carrying the drinks and a menu card are permissible.
- B. Non-required decoration may cause competitors to lose points in the "professional performance" section of the visual score sheet, at the Head Judges' discretion.

5.6 PROVIDED EQUIPMENT & SUPPLIES

Each competitor's stage station will be equipped with the following:

- Machine Table (For espresso machine, grinder and blender) L: 1,80m-2,0m W: 0,90m-1,00m H: 0,90m
- [Optional] Work Table L: 2,50m-2,70m W: 0,60m H: 0,90m
- Presentation Table (Judges' table) L: 1,80m-2,0m W: 0,50m-0,60m H: 1,00m
- Espresso Machine
- Grinder
- Knock Box
- Milk
- Coffee
- Trash Can

5.7 RECOMMENDED EQUIPMENT & SUPPLIES

Competitors are required to bring all additional necessary supplies for their presentation. Competitors should make allowances for breakage during travel and/or during the competition. Competitors are responsible for and in charge of their own equipment and accessories while at the competition. The WLAC, volunteers and event staff are not responsible for the safety of items left in the competitors' preparation room or competition area.

The list of supplies the competitor may bring include the following:

- Tamper
- Shot glasses
- Steaming pitchers
- Cups & Saucers (for Art Bar latte)
- Spoons
- Any specific utensils required
- Bar towels/clean cloths (for practice and the competition)
- Cleaning supplies (counter brush, grinder brush, etc.)
- Tray(s) (for serving drinks to the judges)
- Waiter's Cart

6.0 COMPETITOR INSTRUCTIONS PRIOR TO PREPARATION TIME

6.1 COMPETITORS' ORIENTATION MEETING

Prior to the start of the WLAC, a Competitors' Orientation Meeting will take place. This meeting is mandatory for all competitors. During this meeting, the WLAC Event Manager and presiding Head Judges will make announcements, explain the competition flow, cover the competition schedule, lead a tour of the stage, and back stage areas. This will be an opportunity for competitors to ask questions to the WLAC Event Manager and/or presiding Head Judges.

6.2 PREPARATION PRACTICE ROOM

There will be a staging area designated as the competitors' preparation/practice room. This area will be reserved for the competitors, volunteers and any WLAC officials. WLAC judges, press/media, competitor's family members and supporters may not be present in this area without consent from the WLAC Event Manager. Competitors will be able to store their equipment, accessories, ingredients, etc. in this room. Refrigerators will be provided for any ingredients that need to stay cold. This room will also include a dishwashing station for competitors to use to wash glass and barware. Competitors are responsible for cleaning their own dishes and glassware, and keeping track of these items. Runners and event staff are not responsible for breakage or loss of dishes or competitor items.

6.2.1 Practice Time

The preparation/practice room will have espresso machines and grinders identical to the competition equipment on stage. Each competitor will have 30 minutes of scheduled practice time. Practice times will be scheduled based on competition time (i.e. the first scheduled competitors will have the earliest scheduled practice times). Competitors will be emailed a practice schedule prior to arriving at the WLAC. If a competitor is unable to attend his/her assigned practice time, s/he is responsible for switching with another competitor or finding an alternate time. The WLAC does not guarantee access to practice space outside of assigned practice time slot.

6.3 COMPETITION MUSIC

WLAC shall reserve the right to provide and play music during competitors' routines. Competitors may not supply or select their own music.

6.4 BE ON TIME

Competitors should be in the preparation/practice room a minimum of 30 minutes prior to his/her scheduled 5 minutes of Preparation Time. Any competitor who is not onsite at the start of his/her 5 minutes of preparation time may be disqualified.

6.5 STATION SET-UP

The head runner will be responsible for ensuring that each competitor's station is set as the competitor has requested prior to his/her preparation time (i.e. the head runner will make sure each competitor's grinder is placed to the right or the left of the espresso machine per the competitor's request).

6.6 SUPPORTERS/ASSISTANTS NOT ALLOWED ON STAGE

No person(s) other than the competitor, his/her interpreter and WLAC volunteers and officials may be on stage during the competitor's preparation, performance and clean-up time.

7.0 PREPARATION TIME

7.1 BEGIN PREPARATION TIME

Each competitor will have 5 minutes of preparation time. Once the prior competitor begins their competition time, the next scheduled competitor may begin his/her preparation time upon advisement from the WLAC Event Manager and/or the preparation timer. The purpose of the preparation time is to set up the station and prepare the bar for competition.

Once the competitor has arrived at his/her assigned station and agreed that the station is set to his/her specifications, the official preparation timekeeper will ask the competitor if he/she is ready to begin. Before the competitor is allowed to touch anything at his/her station, the competitor must press the start button on the remote control attached to the clock to begin his/her 5 minutes of preparation time. The designated official preparation timekeeper will begin a stopwatch the moment the competitor presses the start button on the remote control.

7.2 JUDGES' PRESENTATION TABLE

Tablecloths, water, napkins and decoration are not required and will result in points lost for hospitality at the discretion of the Head Judge, dependent on the severity of the infringement. This rule is designed to help the competitors by preventing them purchasing and transporting unnecessary equipment.

7.3 PRACTICE SHOTS

Competitors are allowed and encouraged to pull practice shots during their preparation time. "Pucks" (also known as "cakes") are allowed to be left in the portafilters at the start of the competitor's competition time.

7.4 PRE-HEATED CUPS

Cups can be preheated during the competitor's preparation time. However, no water may be present in cups at the start of the competitor's competition time. At no point may there be cups with liquid in them on top of the espresso machine.

7.5 END OF PREPARATION TIME

Competitors will not be allowed to exceed their designated preparation time. The timer will give the competitor a four minute, and thirty second warning during his/her preparation time. At the end of the competitor's preparation time, the official preparation timekeeper will call "time" and ask the competitor to step away from the station.

8.0 COMPETITION TIME

8.1 INTRODUCTION BY THE MASTER OF CEREMONIES

During the Stage performances, once the 5 minute preparation time has elapsed and the judges are ready, the Master of Ceremonies will introduce the competitors.

8.1.1 Interpreter

Competitors may bring their own interpreter. When speaking to the competitor the interpreter is only allowed to translate what the Master of Ceremonies has said. When a competitor speaks, the interpreter is only allowed to translate exactly what the competitor has said. No additional competition time will be allotted with the use of an interpreter.

8.2 BEGIN COMPETITION TIME

The Master of Ceremonies will inform the competitor to start competition time. Before the competitor introduces himself/herself to the judges, the competitor must press the start button on the remote control attached to the clock to begin his/her competition performance time. The designated competition timekeeper will begin a stopwatch the moment the competitor presses the start button on the remote control. In the absence of a clock the competitor will be asked to raise their hand to start the time.

Tracking time elapsed during the competition performance time is the responsibility of the competitor, though he/she may ask for a time check at any point. In the semi-final round in the stage area the competition timekeeper will give the competitor a three minute, one minute, and thirty second remaining warning during his/her 6 minutes of competition time. During the first round the competition timekeeper will give the competitor a five minute, three minute, one minute, and thirty second remaining warning during his/her 6 minutes of competition time. During the final round the competition timekeeper

will give the competitor a five minute, three minute, one minute, and thirty second remaining warning during his/her 8 minutes of competition time. The timekeeper is required to give these warnings as they happen, and may be given to the competitor while s/he is speaking.

Please note: If the clock has malfunctioned for any reason, competitors may not stop his/her time. In the case that the clock has malfunctioned, the timekeeper's time is the official time for the competition. The competitor will receive the same warnings noted above.

8.3 SERVE REQUIRED BEVERAGES

All drinks must be served at the judges' presentation table.

See 2.0 THE COMPETITION and 3.0 BEVERAGE DEFINITIONS.

8.4 RUNNERS CLEAR THE SERVED DRINKS

After each set of drinks has been served to and evaluated by the judges, a runner will clear the drinks from the judges' presentation table upon the head judge's signal. If a competitor has special instructions for the runner he/she will need to explain these instructions to the WLAC Event Manager and the runner before the start of his/her competition time. The runner will make every effort to avoid impeding the competitor but it is the competitor's responsibility to navigate his or her station successfully. Also see section 8.5 below.

8.5 STATION PERIMETERS

Competitors may only utilize the work area provided by the WLAC: the machine table, optional work table, and presentation table. The introduction of any other furniture and/or equipment that is placed directly on or over the competition area floor (i.e., a stand, table, dumbwaiter, bench, etc.) will result in automatic disqualification. Competitors may not utilize any space under any competition tables for storage.

8.6 END COMPETITION TIME

Competition time will be stopped when the competitor presents their final drink to the judges. It is the competitor's responsibility to clearly present their drinks to the judges to allow this time to be recorded accurately. This is particularly important if any final preparation is made at the judges table. The Head Judge reserves the right to enquire if the final presentation has been made if this distinction is unclear and record that time.

The maximum timeframe (without penalty) for the competition/presentation is 10 minutes in the semifinal art bar, 6 minutes in the preliminary stage area, and 8 minutes in the final round. Competitors will not be penalized or rewarded for finishing early.

8.7 COMMUNICATION AFTER THE COMPETITION TIME

Competitors may not continue to talk to the judges once their competition time has ended. Any conversation after the competitor's competition time will not count towards his/her total score. Competitors may continue to talk to the Master of Ceremonies after the competition time has ended; however, the judges will not consider any conversation or explanation given after the competition time.

8.8 OVERTIME PENALTIES

- A. If the competitor has not finished his/her presentation during the allotted 6/8 minute period, he/she is allowed to proceed until the presentation is completed.
- B. If the competitor exceeds the time limit allowed the competitor's final score for that performance will be reduced by 1 point for every 5 seconds (or fraction of 5 seconds) beyond the time limit.
- C. The maximum amount of points that can be deducted from a competitor's total score is 24 points.
- D. Any competitor whose performance period exceeds 8 minutes in the preliminary stage round and 10 minutes in the final round will be disqualified.

8.9 COACHING

Coaching from the sidelines is not allowed at any point during the preparation and/or competition time. Doing so may result in disqualification. The WLAC does encourage cheering from the sidelines by supporters, the audience and other team members. However, they are not allowed to assist the competitor in any way. (Please note: Coaches, supporters, friends, or family members are not allowed on stage while the competition is in progress.)

9.0 TECHNICAL ISSUES

- A. During the preparation and/or competition time, if a competitor feels there is a technical problem with:
 - i. The espresso machine (including power, steam pressure, control system malfunction, lack of water or drain malfunction)
 - ii. The grinder
 - iii. Any additional electrical equipment (excluding the competition clock)
 - iv. The audio visual equipment (such as the competitor's microphone)...the competitor should raise his/her hand, call "technical time out" and ask for the Event Manager (during preparation time) or for the head judge (during competition time), and the time will be stopped. The official timekeeper will make note of time when "technical time out" is called. It is the competitor's responsibility to ensure the timekeeper is aware of making note of "technical time out" being called.
- B. If the event manager/head judge agrees there is a technical problem that can be easily resolved, they will decide the appropriate amount of time for the competitor to be credited. Once the technician has fixed the problem, the competitor's time will resume.
- C. If the technical problem cannot be solved in a timely manner, the event manager/head judge will make the decision whether or not the competitor should wait to continue his/her performance or stop the performance and start again at a reallocated time.
- D. If a competitor must stop his/her competition time, the competitor along with the head judge and Event Manager will reschedule the competitor to compete in full again at a later time.
- E. If it is determined that the technical issue is due to competitor error or the competitor's personal equipment, the head judge may determine that no additional time will be given to the competitor, and the preparation or competition time will resume without time being credited.
- F. Unfamiliarity with competition equipment is not grounds for a technical timeout.
- G. Inconsistency or variation between group heads requiring adjustment is only grounds for technical timeout during preparation time.

9.2 OBSTRUCTIONS

- A. If any individual, such as volunteers, judges, audience members, or photographers are of an obvious hindrance to a competitor, then the competitor will be given additional time. The head judge is responsible for overseeing this and will decide how much additional time should be credited.
- B. If the judges' presentation table has not been cleared within a reasonable amount of time after each set of drinks has been served, then the competitor will be credited time for the delay this error has caused. It is the head judge's responsibility to oversee this issue.

9.3 FORGOTTEN ACCESSORIES

- A. If a competitor has forgotten some of his/her equipment and/or accessories during his/her preparation time, the competitor may exit the stage to retrieve the missing items; however his/her preparation time will not be stopped.
- B. If a competitor has forgotten some of his/her equipment and/or accessories during his/her competition time, he/she must inform the head judge that they have forgotten an item(s) offstage and then retrieve the missing item(s) himself/herself. The competition time will not be stopped.
- C. Nothing may be delivered to the competitor or competitor's station by runners, supporters, team members or audience members.

10.0 CLEAN-UP TIME

Once a competitor has finished his/her competition time, he/she should begin cleaning up the station. If a competitor brought his/her own electrical equipment, the station runner can help the competitor remove these items from the station. Competitors are expected to remove all their personal equipment and supplies and thoroughly wipe down their station. The judges do not evaluate the cleanup time.

11.0 POST COMPETITION

11.1 SCOREKEEPING

11.1.1 WLAC Official Scorekeeping

The WLAC official scorekeepers are responsible for adding all scores and for keeping all scores confidential.

11.1.2 Competitors' Total Score

The competitor's total score will be tallied by adding the total of the technical score sheets and the visual score sheets, and any time penalty subtracted from the total. Please note the head judge score sheet does not count towards the competitor's total score. Art Bar visual score sheets will be added to the total of the Preliminary Round technical and visual score sheets to determine who advances to the finals.

11.1.3 Tie Scores

If there is a tie between two or more competitors the official scorekeepers will total all the visual points only to decide the winner.

11.2 DE-BRIEFING

Following the awards ceremony, competitors will have an opportunity to review their score sheets with the judges.

- A. Competitors will not be allowed to keep his/her original score sheets.
- B. Following the WLAC, the WLAC Event Manager will e-mail competitors a copy of his/her score sheets.

12.0 COMPETITOR PROTEST AND APPEALS

12.1 COMPETITOR-RELATED ISSUES

12.1.1 Protest

If a competitor has an issue or protest to make regarding the WLAC during the competition, the competitor should contact the WLAC Event Manager. The Event Manager will then determine whether the issue can be resolved on-site at the WLAC, or whether the issue will require a written appeal following the WLAC.

If the WLAC Event Manager decides that the issue and/or protest can be solved on-site at the WLAC, the WLAC Event Manager will contact the involved party or parties to ensure fair representation. The competitor's issue and/or protest will be discussed and a decision will be made jointly, on-site, by the WLAC Event Manager and the Chairs of the Judges Certification Committee and the Rules and Regulations Committee. The WLAC Event Manager will inform the competitor of the decision.

12.1.2 Appeal

If a competitor has a complaint that cannot be resolved on-site or the competitor wishes to appeal a decision made on-site, the WLAC Event Manager will ask the competitor to submit his/her formal complaint and/or appeal in writing to the WLAC Advisory Board. The decision by the WLAC Advisory Board is final.

The complaint and/or appeal letter must include the following:

- 1) Competitor name
- 2) Date
- 3) A clear and concise statement of the complaint
- 4) Date and time references (if applicable)
- 5) Competitor's comments and suggested solution
- 6) Party/Parties involved
- 7) Competitor's contact information

Any written complaints and/or appeals that do not include this information will not be considered. Competitors should submit his/her written complaint and/or appeal to the WLAC Event Manager via email within 24 hours of the offending incident or the decision given.

12.1.3 Appeals reviewed by the WCE Advisory Board

The WCE Advisory Board will review written complaints and appeals within 30 days of receipt. The WCE Advisory Board Chair will contact the competitor in writing via email with the final decision.

12.2 JUDGE/JUDGING-RELATED ISSUES UPON REVIEWING SCORESHEETS

12.2.1 Protest

If a competitor objects to his/her scores given by one or more judges, the competitor can meet with their Head Judge during the competitor debriefing to explain his/her protest. The Head Judge will discuss the competitor's protest onsite with the judges who judged the competitor along with one representative each of the WCE Training Committee and WCE Certification Committee. The WCE Training Committee and Certification Committee will make a decision on-site and a representative of the WCE Training Committee or Certification Committee will inform the competitor of the decision.

12.2.2 Appeal

If the competitor does not agree with the decision, he/she may appeal the decision in writing to the WCE Advisory Board. The decision by the WLAC Advisory Board is final.

The appeal letter must include the following:

- 1) Competitor name
- 2) Date
- 3) A clear and concise statement of the complaint
- 4) Date and time references (if applicable)
- 5) Competitor's comments and suggested solution
- 6) Party/Parties involved
- 7) Competitor's contact information

Any written protests/appeals that do not include this information will not be considered. Competitors should submit his/her written complaint or appeal to the WLAC Event Manager via email within 24 hours of the debriefing or the decision given.

12.2.3 Appeals reviewed by the WCE Advisory Board

The WCE Advisory Board will review written complaints and appeals within 30 days of receipt. The WCE Advisory Board Chair will contact the competitor in writing via email with the final decision.

13.0 JUDGING CRITERIA

13.1 COMPETITION AREA

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

13.2 BEVERAGE PRESENTATION

Points will be awarded based on the visual presentation of the drinks.

13.3 TECHNICAL SKILLS

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

13.4 PERFORMANCE

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

13.5 TASTE BALANCE

- A. The Head Judge will taste each free pour latte and the score will be recorded on the Head Judge score sheet, on a scale from 0-6 for overall taste balance. Taste Balance is defined as a harmonious balance of rich sweet milk and espresso.
- B. The highest scoring free pour Latte taste balance will be awarded Best Tasting Latte award.
- C. In the event of a tie between taste balance scores, the free pour Latte with the highest combined total visual score from both visual judges will be the winner.

13.6 EVALUATION SCALE

There are two types of scores: the Yes/No Score, and numeric scores (0-6). The evaluation scales are the same for both technical and visual judges.

Yes = 1 No = 0

Unacceptable = 0 Acceptable = 1 Average = 2 Good = 3 Very Good = 4 Excellent = 5 Extraordinary = 6

A. Yes/No Score

The competitor receives one point for a score of Yes on this item, and zero points for a score of No.

B. Numeric Score

Available scores range from 0 to 6 Half points are permissible. Judges are encouraged to use the full range of scores (e.g. if no visible pattern is seen a zero may be appropriate). Low numbers indicate a poorer presentation and vice versa. Certain questions may be weighted by being multiplied by x 2, or x 4.

14.0 TECHNICAL EVALUATION PROCEDURE

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

14.1 TECHNICAL SKILLS - ESPRESSO – PART I

Please note the technical skills standards are the same for all beverages in both the Preliminary and Final Rounds (differing only by the number of drinks assessed in each round).

No technical evaluation will be made of the Preliminary Round in the Bar area.

Espresso	FREE POUR LATTE		FREE POUR DESIGNER BEVERAGE	
	YES	NO	YES	NO
Flushes the group head	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dry/clean filter basket before dosing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acceptable spill/waste when dosing/grinding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Consistent dosing and tamping				
Cleans portafilters (before insert)				
Insert and immediate brew				
Extraction time (within 3 seconds variance across all drinks served)				
TOTAL (0-7)				

14.1.1 Flushes the grouphead

The flushing of the group head must occur prior to each extraction (either after removal of the portafilter from the group or just before re-insertion.) If the group head was flushed prior to the extraction of the served beverages, the judge will mark “Yes”.

14.1.2 Dry/clean filter basket before dosing

If the filter basket was dried and cleaned prior to the served beverages, the judge will mark “Yes”.

14.1.3 Acceptable spill/waste when dosing/grinding

Spill/waste is ground coffee that was not used during the competition/performance time. (Spill/waste can be found in the dosing chamber, in the knock box, on the counter, in the trash, on the floor, etc.) Waste that is created by beverages that are not served does not count towards a competitor’s total waste. Acceptable spill/waste is up to 2.5 grams of unused coffee per beverage category. Wasting more than 2.5 grams of coffee per beverage category should result in 0 points. A reasonable (not excessive) amount of coffee ground for the purposes of purging grounds from the grinder is not included in waste.

14.1.4 Consistent dosing/tamping

There are different methods for dosing coffee. Consider shot volume and shot times in this evaluation.

The competitor should be demonstrating a consistent method for dosing and tamping. The competitor should evenly distribute the coffee grounds, followed by leveled tamping of adequate pressure. Cultural differences should be taken into consideration.

14.1.5 Cleans portafilters (before insert)

Cleans basket rim and side flanges of portafilter before insert into the machine. If okay, the judge will mark “Yes”.

14.1.6 Insert and immediate brew

The competitor should start the extraction immediately after inserting the portafilter into the machine without any delay, if done; the judge will mark “Yes”.

14.1.7 Extraction time (within 3 second variance)

Technical judges will time all shots extracted and determine whether shot extraction times are within a 3-second variance. If the extraction time is within a 3.0-second variance of each other for all the competitor’s drinks (both for the free pour latte and designer latte, the judge will mark, yes under each drinks category, and vice versa. Extraction time begins when the competitor activates the machine’s pump. Shot times for shots that are not served are not included in this score.

14.2 TECHNICAL SKILLS – MILK FROTHING – PART II

Milk				
	YES	NO	YES	NO
Empty/clean pitcher at start				
Purges steam wand before steaming				
Cleans steam wand after steaming				
Purges steam wand after steaming				
Clean pitcher/Acceptable milk waste at the end				
TOTAL (0-5)				

14.2.1 Empty/clean pitcher at start

The competitor should pour cold, fresh milk into a clean pitcher, which must not have been filled during the preparation time. The pitcher should be clean on both inside and on the outside.

14.2.2 Purges steam wand before steaming

The competitor should purge the steam wand before inserting it into the milk pitcher.

14.2.3 Cleans the steam wand after steaming

The steam wand should be cleaned with a dedicated bar towel.

14.2.4 Purges the steam wand after steaming

The competitor should purge the steam wand after steaming the milk.

14.2.5 Clean pitcher/acceptable milk waste at end

The pitcher should be more or less empty after the drinks have been prepared. Acceptable waste is no more than 89 mL/ 3 fl. oz. per steam pitcher used.

14.3 TECHNICAL SKILLS – HYGIENE – PART III

Hygiene		
Hygiene (cleans the steam wand, clean pitcher, milk cloth use)	(0-6pts) x 2	
TOTAL (0-12)		

14.3.1 General hygiene throughout presentation

The judge will determine this score based on the competitor’s hygiene throughout their entire presentation.

14.3.2 Proper usage of cloths

When the competitor’s presentation time begins, the competitor must have a minimum of 3 cloths and each should have a purpose. The judges must evaluate the usage of these cloths. The competitor should use one for the steam wand, one for cleaning the filter basket and one for the workstation.

In order to receive a “No” in this area, the competitor would need to:

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

14.4 TECHNICAL SKILLS – PERFORMANCE - PART IV

Performance		
Workspace organised and clean at start and in the end	(0-6pts)	
Overall impression (use of grinder, well extracted espresso, milk techniques, machine cleanliness)	(0-6pts) x 4	
TOTAL (0-42)		

14.4.1 Workspace organized and clean at start and end

- The cleanliness and organization of the competitor’s work station (work table, prep table, top of machine) will be evaluated on a scale between 1 and 6. If the area is messy, a 1 can be given.
- It is permissible to have a small amount of coffee grounds around the grinder. The competitors are allowed to work, therefore we do not score zero due to some coffee around the grinder.
- Verify the competitor’s ability to organize the working area in a practical and efficient way.
- Too much pre-preparation should be marked down (i.e. milk in the pitchers, etc.)
- A minimum of 3 clean cloths should be available when the performance time starts. The cloths must be clean and have a purpose (i.e. one for the steam wand, one for drying/cleaning baskets, one for bar clean up. A towel on the competitor’s apron/person is included in this count.)
- The cups should be warming. The cups should be placed on the top of the espresso machine, unless the competitor is using his/her own device to warm the cups. There should be no water in the cups at the start of the competitor’s competition time. If there is any water in the cups on top of the espresso machine at any time, the competitor will receive a score of zero (0) on each of the technical score sheets.
- Competitors may have pucks in the portafilters at the start of his/her competition time. This will not count against clean area at start up.
- Clean working area at end. It is permissible to have a small amount of coffee grounds around the grinder. The competitors are allowed to work, therefore we do not score zero due to some coffee around the grinder.
- If an accident should occur (i.e. a competitor spills one of the drinks), the competitor should have it cleaned up by the end of his/her performance time.
- Cleaning while working (removing spent grounds, wiping tables) will help the competitor’s score.
- All wares and tools (tamper, cups, trays, pitchers, etc.) are included in this evaluation including items on the espresso machine and work tables.
- Spent pucks are allowed to be in the portafilters at the end of performance and are not part of this score.

14.4.2 Overall impression

The Overall Impression of the competitor’s **technical performance** will be evaluated on a scale between 0 and 6 Elements to be considered should include:

- A. The competitor's overall workflow and use of tools, equipment and accessories.
- B. The competitor should display an understanding of the correct use and operation of the espresso machine.
- C. The competitor should display an understanding of the correct use and operation of the grinder – including the management of coffee in and through the grinder. The competitor should have adjusted the grind during his/her preparation time. Competitors should be grinding coffee for each shot or set of shots.
- D. The competitor is trying to achieve extraction times within a 3 second variance and shot volume of 25-35 mls (30 mls +/- 5 ml).
- E. The technical judges are responsible for inspecting the spent puck of coffee inside the portafilter and must relate the state of the puck to the competitors understanding of the grinder and consistency of dosing and tamping skills. Judges must look for: levelness of tamp, indications of channeling or holes, and consistency of pucks (in group shots).
- F. The technical judges will evaluate the competitor's work-flow throughout the presentation, including: the organization and placement of tools, cups and accessories; the competitor's movement and flow in and around the work station; the cleanliness and maintenance of the station (equipment, counters, towels, pitchers); the management of coffee and milk.
- G. A zero (0) will be awarded in this category in the case that any liquid or ingredients are placed on top of the machine.
- H. Clean portafilter spouts/Avoided placing spouts in dosing chamber
- I. The competitor needs to remove any water or grounds on the portafilter spouts by cleaning the spouts. Rinsing, using a towel, and wiping with fingers are all acceptable methods for achieving clean spouts.
- J. During leveling, the competitor should not place portafilter spouts directly over the dosing chamber. (This could allow water to contaminate the dosing chamber.)
- K. The competitor should display an understanding of the correct use and operation of the steam wand in creating the required quality of textured milk.

15.0 VISUAL EVALUATION PROCEDURE

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

Please note the visual standards are the same for all beverages in both the Preliminary and Final Rounds (differing only by the number of drinks assessed in each round)

15.1 PRELIMINARY/SEMI-FINAL ROUND – CREATIVE DESIGN – BAR AREA

The addition of a preliminary in the bar area is to allow the competitors to push the boundaries in their creativity and artistic aesthetics without the stresses of being judged on stage. Patterns presented should be an inspiration for baristas worldwide and be an impressive representation of the baristas skills for the general public.

- A. The photographs will be judged by a panel of a minimum of 4 judges, 3 certified WLAC judges and 1 judge who may be chosen for their artistic expertise (chef, artist, designer etc.) although who may not have coffee expertise.
- B. The judges will assess the photographs of the drinks on their overall visual appeal and creativity.
- C. Each judge will assign the individual photographs a score from 0-6 for both visual appeal and creativity. All 4 judge scores will be added together and then multiplied by 5, for a maximum of 240 points per competitor.

15.2 VISUAL EVALUATION – STAGE AREA – PART I

Drinks will be evaluated using the following protocol by all visual judges. It is important that visual judges follow this protocol consistently.

Visual			
	POINTS	FREE POUR LATTE	FREE POUR DESIGNER BEVERAGE
Two patterns and presented picture identical (0 if no picture presented)	(0-6 pts) x 2		
Contrast between ingredients	(0-6 pts)		
Harmony, size and position among patterns within cups	(0-6 pts)		
Creativity of the pattern	(0-6 pts) x 2		
Successfully achieved level of difficulty	(0-6pts) x 2		
Visual Foam Quality	(0-6pts) x 2		
Overall appealing look	(0-6pts) x 2		
Total visual score per drink	(0-72 pts)		

15.2.1 Two patterns and presented picture identical

Judges will assess the similarity of the two presented patterns to the presented picture. It is the only category where judges will review both presented drinks rather than the drink specifically presented to them. Competitors are demonstrating their skill to replicate their intended pattern.

6pts would only be awarded to two drinks that were identical to the presented picture, whatever the quality of the design in the presented picture (The section is marking the similarities rather than the quality of the pattern itself). 3 pts would be awarded if one drink was identical to the presented picture and the other bore no resemblance to the picture at all. 0 pts would be awarded if both drinks bore no resemblance to the picture at all. 1-.5 pts can be used where the drinks show some similarities to the presented picture.

15.2.2 Contrast between ingredients

Judges will review only the drink presented to them. High points will be awarded to patterns demonstrating sharp contrast between the rich colors of the crema and the clean white milk foam. Unintentional mixing/blurring of the contrast will reduce this score.

Judges should take under consideration areas of mixed crema and milk foam that are intentionally created by the competitor as a requirement of the desired pattern.

15.2.3 Harmony, size, and position among pattern within cups

Judges will review only the drink presented to them. Judges will be assumed to be right handed, unless the competitor asks the judges to determine different, and so patterns should be presented orientated with the cup handle at 3 o'clock.

Judges will review if the size of the pattern is suitable to the cup it is presented in.

Judges will review if the pattern is aesthetically positioned in the cup. If the pattern involves several elements, are these elements positioned and balanced aesthetically with each other.

15.2.4 Creativity of the pattern

Judges will review only the drink presented to them. Creativity may be demonstrated in a number of ways, highest points will be given for presenting an aesthetic original design that pushes the boundaries in latte art skills. Lower points may also be given for the creative style in which an established pattern is presented. Judges are looking to recognize fundamental latte art skills, such as free pouring, and give higher points when these skills are taken to new levels and enhanced with further techniques (on those drinks categories that allow).

Judges are scoring the drink presented, not the photograph; if the competitor is unsuccessful in creating their planned pattern then they should expect lower scores.

15.2.5 Successfully achieved level of difficulty

Judges will review only the drink presented to them. In scoring this section Judges should envision a grid with difficulty on the x axis and successfully achieved on the y axis. High score should only be awarded to difficult patterns successfully achieved and vice versa. Points should go to reward what is actually presented in the cup; if a competitor attempts a very difficult pattern but fails to represent that pattern at all in the presented drink then a low score should be expected.

Difficulty	1	4.5	6
	1	4	4.5
	1	3	4

Successfully Achieved

15.2.6 Visual quality of foam

Judges should assess the visual quality of the foam, for a bubble free, smooth, glossy rich consistency. Judges should draw back a small section of the foam with a tea spoon to assist in the judging. Care should be taken to leave the pattern intact where possible when doing this.

15.2.7 Overall appealing look

Judges will review only the drink presented to them. Judges should review the look of the drink in its totality based on its personal impact on them. To score this section it may be worth considering how a customer, rather than a coffee professional, may score the presented pattern.

15.3 VISUAL EVALUATION – STAGE AREA – PART II

Competitors will be evaluated using the following protocol by all visual judges. It is important that visual judges follow this protocol consistently.

Performance		
Professional performance (Hospitality skills, confidence, flair)	(0-6pts) x 4	
Total performance for all drinks	(0-24 pts)	

15.3.1 Professional Performance

Judges will review two areas within this section, the competitor's performance and hospitality skills. The competitor's performance will include how they project to the audience, and the confidence, flair and style, they display in the production of the drinks.

Hospitality skills will include the service skills, warmth, personality, body language, professionalism and tone they exhibit in their service to the judges.

Competitors will be competing together and therefore will not have microphones and their own music; it is therefore not expected for them to give a detailed verbal presentation.

16.0 DISHONEST BEHAVIOR BY A WLAC OFFICIAL

If in the unlikely event that the Head Judge or any other WLAC personnel discovers or suspects potential dishonest behavior by a WLAC judge during a competitor's evaluation then the following will apply:

- A. The Head Judge will request the return of all the competitor's score sheets from the official score keeper surrounding the suspicious evaluation.
- B. The Head Judge will call a meeting with the WLAC judge(s) concerned, the WLAC Executive Director, and the WLAC Certification Committee Chair to evaluate the situation.
- C. The WLAC Executive Director and the WLAC Certification Committee Chair will then rule upon the matter in a closed meeting.
- D. If the matter of dishonesty is extensive, the WLAC Certification Committee Chair has the power to rule that the WLAC judge will be excluded from judging in any future WLAC sanctioned competitions.

16.2 APPEAL

If the WLAC judge in question does not agree with the decision, he/she may appeal the decision in writing to the WLAC Advisory Board. The decision by the WLAC Advisory Board is final.

The appeal letter must include the following:

- 1) Name
- 2) Date
- 3) A clear and concise statement of the complaint
- 4) Date and time references (if applicable)
- 5) Comments and suggested solution
- 6) Party/Parties Involved
- 7) Contact Information

Any written protests/appeals, which do not include this information, will not be considered. Judges should submit his/her written complaint or appeal to the WLAC Event Manager via email to info@worldcoffeeeevents.org within 24 hours of the debriefing or the decision given.

16.3 APPEALS REVIEWED BY WCE ADVISORY BOARD

The WLAC Advisory Board will review written complaints and appeals within 30 days of receipt. The WLAC Advisory Board Chair will contact the competitor or judge in writing via email with the final decision.