



A SPECIAL SCAE-ITALIA EVENT:

1st MEDITERRANEAN BARISTA CUP 2007 **HOST-SIC Show - Milan (Italy) - October 20-22, 2007**

"GET YOURSELF THE BEST BARISTA TEAM"

For the first time, during the Milan Exhibition, will held the First Mediterranean Barista Cup. The deep cross- team cooperation between Brasilia and its Barista School's Team BBA & 9BAR and the availability of the EXPO-CTS Exhibition, make it happen.

Aim of the Event:

Promoting teamwork and coffee knowledge as "the best way to spread the right coffee culture"
The area that Expo-CTS has given to Brasilia will be transformed into a Bar Replica to carry out in a real environment the competition

Unique Opportunities:

To participate to an International SCAE Competition during the International HOST-SIC
To participate in the work-shops with some of the world's leading baristas
To attend special events and conferences

Competition Theme:

To recreate a Bar Replica

Competition Rules:

1. The competition is open to Teams from all the Mediterranean Countries provided that they represent Companies that are SCAE Members. Entrants must be aged over 18 only.
2. Eligible Teams must be composed by: 1 Barista Manager + 2 Baristas
The Bar Manager is the responsible of the Client satisfaction.
The Baristas are the responsible of product and service quality.
Incomplete teams will not be admitted to the Competition.
3. The Competition Rules cover Competition Procedures and Judging Procedures. Additions and changes will likely be made. Intermediate versions will be distributed electronically as they are available, the final version will be distributed at the HOST show opening day, at Practice Day (October 20, Friday)
4. The Promoters of the Competition reserve the right to amend the rules or cancel the competition at any time without notice.
5. **To enter the competition**, entrants must email their completed entry form to:
(official entry form is enclosed).
Brasilia Barista Academy - 9 Bar
Contact Person: Miss Giada Cammerieri
info@9bar.it
Phone nr. +39 -0383- 372055
6. Personal details will not be passed to any other person or organisation without the entrant's permission, except for the purposes of running the competition.
7. Closing date for competition entries will be 20 days before the event or until the available places have been given away, whichever comes first.

8. Participants and winner agree to take part in publicity associated with the presentation of the competition or the prize as well as in post-Competition publicity.
9. All decisions by the judges are final; they cannot be appealed.
10. Protection of Intellectual Property: By submitting their entry, contestants are attesting that they have the necessary authorisation to use the contents of their proposals.
Do not enter the competition if you are in violation or uncertain of your rights, copyrights or other intellectual property.

All communications and awards will always be in Italian and English, regardless of the entrants' countries of origin or language.
In case the team do not speak English or Italian, the team should provide to have their own translator.

Description of the Competition:

Each team has to propose his own Bar Concept, they will dress their own professional clothes, they can play their music and using their tools to prepare the work area.

Each team will provide to have his coffee, the ingredients and the relevant instruments for the preparation of the beverages.

The Competition is divided into three rounds

The Participants prepare and serve to the Judges different kind coffee beverages listed in the menu only.

The Participants will have 10 minutes time before the competition's start to organize their working area

Competition Rounds:

October 20, 2007 2, at 2 pm.

SPEED BARISTA ROUND

Competition time limit: 10 minutes

Team of 3 persons: 2 Baristas+ 1 Bar Manager

Barista Bar manager

Judges: 4 judges, 2 visual and 2 sensorial Judges

The contenders have a time limit of 10 minutes to prepare and serve the highest number of espressos and cappuccinos.

Among the deliverables for this Round, competition participants will have to produce at least the following 6 espresso, taking into consideration that the Judges give to each Team:

1 point for one espresso

2 points for one cappuccino

3 points for each cappuccino with latte art.

Only the beverages served on bar top will be scored

During the Speed Barista Round:

- Every serving style is allowed
- Every barista must serve the beverage complete with sugar
- The MBC Organization will supply cups and glasses
- The MBC Organization will supply coffee machine equipments, grinder blenders and mixer
- Other material or tools will be positioned directly by the team
- The Participants will have 10 minutes before the competition's start to organize their working area
- Once this time is expired, any modification to the working area will be not permitted
- Competition time will start when the Bar Manager will raise their hand
- Visual Jury (2 judges) will judge cappuccino and espresso in according to WBC specs. Only espresso and cappuccino with a mark upper than 3, will be scored
- Total score will be multiply by 10
- Taste jury (2 judges) will taste cappuccino and espresso in a random way and they will be free to give an extra bonus up to 30 points

October 21, 2007 2, at 2 pm.

MULTI ORDER ROUND:

Competition time limit: 12 minutes

Team of 3 persons: 2 Baristas+ 1 Bar Manager

Judges: Nr. 4 judges

The contenders prepare and serve to the Judges nr. 8 espresso coffee based beverages listed in their menu and chosen by the Judges:

4 cappuccinos and 4 drinks.

The drinks have to be without alcohol and have 2 ingredients chosen by the contestants.

Every kind of material and technology are allowed.

Pastries could be served together with drinks.

COMPETITION JURY EVALUATION:

- 1- Product Quality : Quality as dictated by "Espresso Perfetto" and WBC Rules
- 2- Service excellence: The Baristas are the responsible of the service
- 3- Cleanliness: Appearance and cleanliness during the competition and the
4 bar area
- 5- Savoir-faire : The Savoir-faire with Customer is one of the must-have for a
6 Bar Manager
- 7- Teamwork: Open mindedness- team organization and team spirit
- Speed and Accuracy: The speed during the competition and the serve and accuracy will be also evaluated

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In this round, team will use their own cups to serve cappuccino and their own glasses

- The Participants will have 10 minutes before the competition's start to organize their working area
- Once this time expired, any modification to the working area will be not permitted.
- Competition time will begin at the moment the Bar Manager will raise his hand.
- One point penalty will be applied for every second of overtime

October 22, 2007 2, at 2 pm.

FREE CREATIVE ROUND:

Tradition, Creativity and Originality of the beverage

Competition time limit: 15 minutes

Team of 3 persons: 2 Baristas+ 1 Bar Manager

Judges: Nr. 4 judges

Each Team is encouraged to bring prepared solution with them.

Each Team propose its own menu combining relevant & new techniques with innovative proposal to design attractive solution emphasising his Country of Origin.

The contestant will prepare and serve a total number of 4 espresso coffee based drinks adding one typical ingredient from their Country, at least.

The drinks will be:

- 1 Hot drink with alcohol
- 2 Cold drink with alcohol
- 3 Hot drink without alcohol
- 4 Cold drink without alcohol

During the drink preparation the contenders have to explain the ingredient characteristics and the reason of using it for preparing their drink.

Contenders will have also to prepare 1 hot and 1 cold drink by using the products of the MBC's sponsors, which will be communicated during the Briefing Session of the Practice Day.

In this round, teams have to bring their own glasses to serve the 6 drinks

- The Participants will have 10 minutes before the competition's start to organize their working area
- Once this time expired, any modification to the working area will be not permitted
- Competition time will begin the moment the Bar Manager will raise his hand. Competition time limit: 15 minutes.
- One point penalty will be applied for every second of overtime