



Discovering Creative Barista Challenging on New Coffee Drink Project

## 2018 WORLD SIGNATURE BATTLE

### Rules & Regulation

#### 1. Purpose

World Signature Battle is an on & off-line competition that presents new coffee trends, with an aim to discover creative baristas challenging on inventing unique drinks.

WSB not only discovers a sensational beverage recipe considering its taste and appearance, but also contributes to the continuous development & cultural exchange of the coffee industry in order to become a global festival.

#### 2. Schedule

**Application** July 16<sup>th</sup>(Mon)~August 16<sup>th</sup>(Thu), 2018

**Round of 32 (Online-vote)** August 28<sup>th</sup>(Tue)~September 4<sup>th</sup>(Tue), 2018

**Announcement (Round of 16)** September 13<sup>th</sup>(Mon), 2018

**Round of 16** November 8<sup>th</sup>(Thu), 2018

**Round of 8 ~ Final** November 9<sup>th</sup>(Fri), 2018

**Competition Venue** Specially prepared stage at the 17<sup>th</sup> Seoul Int'l Cafe Show (COEX)

**Orientation for Competitors** Further notice will be given soon

### 3. Rules & Regulation

**Required Exercises** 1 cup of PERFECT, 4 cups of Tasting

**Type of Competitoin** 1:1 Tournament (Recipe demonstration will be held simultaneously)

**Time** Competitor A – Preparation (5 minutes) ⇒ Competitor A – Demonstration (5 minutes) +  
Competitor B - Preparation(5 minutes) ⇒ Competitor B – Demonstration (5 minutes)

⇒ Evaluation/Announcement (5minutes) = 20 minutes in Total

**PERFECT** The visuals and performance based on the production process of the drink are evaluated by professional judges and audience assessment team

**TASTING** The taste of the drink is evaluated by professional judges. (No limits on the amount of drink)

**Equipment** Competitors are only required to use official equipment prepared by the organizing committee (Yet, personal cups for demonstration is permitted for use)

**Battle Order** Each competitors' turns will be determined by lot during the finals

**Identification** All competitors are required to bring their ID card during the Orientation day

**Competitor Presentation** Each competitor will do a presentation based on their motive of making the drink as well as the ingredients during the demonstration

**BGM Selection** If there is any personally preferred background music, pre-submit the music file to the organizing committee by OCT 27<sup>th</sup>(Fri) to check its copyright. If not submitted, basic background music will be offered in common.

● **Contact E-mail\_** [wcb@coffeetv.org](mailto:wcb@coffeetv.org)

### 4. Provided Equipment & Tools

**Espresso Machine** : Bezzera Arcadia De Display

**Espresso Grinder** : Ceado E37S

**Tamping Machine** : PUQ Press

**Syrup** : (TBD)

**Coffee** : (TBD)

**Water System** : (TBD)

**Milk** : (TBD)

**Official Blender** : (TBD)

**\* If you are planning to use another type of equipment, machinery or tool, please inform the organizing committee beforehand.**

## **5. Rules for Evaluation**

- Evaluation for World Signature Battle finals will be conducted by professional judges and audience assessment team.
- 1 group of professional judges will be consisted of maximum 4 people, technical judges will be consisted of maximum 2 people and audience assessment team will be consisted of 10 or less people.
- Votes from professional judges and audience assessment team will be added up by proportion of 7:3
- Professional judges shall evaluate the following criteria: workmanship, service, practicality of coffee drink, presentation, conformity & creativity of taste
- Audience assessment team shall evaluate the following criteria: competitor's performance on demonstration, appearance of the drink.
- Spirit(Liquor) are permitted for use at World Signature Battle 2017. Yet, competitors are not allowed to use fire on stage as well as for their recipe.

## **6. Prize/Award**

**1<sup>st</sup>** 5,000,000 KRW, Trophy

**2<sup>nd</sup>** 2,000,000 KRW, Trophy, [WSB 2019] Qualification for the final

**3<sup>rd</sup>, 4<sup>th</sup> place** a trophy

**Other special prize** Further notice will be given soon.

※ Winners are required to cover public charge and tax for their prize money.

※ After voting online, if you enter the final round, you will be able to support a \$1000 ticket to Seoul.

## **7. What to prepare (Competitors)**

**Every personal equipment and tools that are not provided at the competition. Competitors can bring their individual tools apart from official equipments provided by the organizing committee**

※ Participants are permitted to use ingredients and tools that does not violate the Food Sanitation Act

## **8. Other**

World Latte Art Battle organizing committee and COFFEE TV has copy rights for all contents of World Latte Art Battle, including image, photography and interview.