



JULIUS MEINL BARISTA CUP 2024

TERMS AND CONDITIONS

1 GENERAL INFORMATION AND APPLICABILITY

- 1.1 Julius Meinl Austria GmbH (the “**ORGANISER**”) will host the Julius Meinl Barista Cup 2024 (the “**CHALLENGE**”). Insofar competition rounds (STAGE 1, STAGE 2 and/or STAGE 3) of the Challenge take place in different countries, they are locally exclusively organized by the respective local organisers listed in [Annex 1](#).
- 1.2 The CHALLENGE is organised and conducted for the purpose of promoting the ORGANISER, its group companies and their respective activities, expert image, products and offers.
- 1.3 The CHALLENGE is conducted in three stages: the first (online) competition round (the “**STAGE 1**”), the second (local) competition round (the “**STAGE 2**”), and the third (final) round (the “**STAGE 3**”). The participation in the CHALLENGE is free of charge.
- 1.4 These Terms and Conditions along with its Annexes (the “**TERMS**”) apply to the CHALLENGE and shall be legally binding on each participant of the CHALLENGE (the “**PARTICIPANT**”). By submitting the registration for the CHALLENGE the PARTICIPANT agrees to these TERMS and warrants that he has the legal capacity to enter into and agree to be bound by these TERMS.
- 1.5 The ORGANISER reserves the right to modify, suspend, or terminate the CHALLENGE, or amend these TERMS, at his sole discretion. Any changes will be communicated to PARTICIPANTS in a timely manner. Additional terms and conditions may apply to individual stages of the CHALLENGE. This shall include, in particular, also the conditions of participation.
- 1.6 The Data Privacy Statement ([Annex 6](#)) is an integral part of these TERMS and has to be accepted in connection with these TERMS.

2 CONDITIONS OF PARTICIPATION AND WITHDRAWAL OF PARTICIPATION

- 2.1 The CHALLENGE is open to all employees who are baristas in a café, restaurant, hotel or bar that officially offers and serves Julius Meinl coffee. The employment relationship must exist throughout the whole course of the CHALLENGE.
- 2.2 The CHALLENGE is not open to any employees of the ORGANISER or any third parties who are involved in the CHALLENGE as advisers or consultants, jury-members etc. or, in each case, any members of their immediate families (including their spouse, parents, grandparents, children, brothers, sisters, uncles, aunts and cousins).
- 2.3 The PARTICIPANT must at least be 18 years old when submitting the application form.
- 2.4 The PARTICIPANT must be a resident of the country where the PARTICIPANT takes part in the CHALLENGE.
- 2.5 The PARTICIPANT can only participate in STAGE 1 (see Section 5.1) and STAGE 2 (see Section 5.3.4) of the CHALLENGE in his/her country of residence.
- 2.6 The ORGANISER is expressly entitled to reject a PARTICIPANT’s application without giving a reason. In particular, the ORGANISER reserves the right to disqualify and/or exclude the PARTICIPANT from the CHALLENGE at any time, especially if:
 - 2.6.1 he/she has provided wrong (personal) data in the application form (see Section 3.1);



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- 2.6.2 there are strong reasons for the ORGANISER to believe that the PARTICIPANT may have violated or is violating these TERMS or any other binding regulations.
- 2.7 The participation in the CHALLENGE is strictly personal and not transferable. The PARTICIPANT must participate in all stages of the CHALLENGE himself/herself and may not use the help of any third party.
- 2.8 The ORGANISER reserves the right to require proof that the PARTICIPANT meets the eligibility requirements for the CHALLENGE (see Section 2.1 – 2.4). Failure to provide proof of the eligibility requirements may also result in disqualification from the CHALLENGE and the forfeit of any prizes awarded. All decisions of the ORGANISERS are final and binding and not subject to appeal.
- 2.9 The general evaluation criteria for all STAGES of the CHALLENGE are listed in Annex A.

3 ONLINE REGISTRATION

- 3.1 The PARTICIPANT must complete the registration process online on the webpage of the local company prior to the cut-off-date (see Annex 1) by submitting in particular the following (personal) information:
- employer's name and address,
 - first name and last name,
 - e-mail-address,
 - country of residence,
 - contact phone number
- 3.2 It is the responsibility of the PARTICIPANT to ensure that the submission is complete, accurate, and adheres to any specified format or guidelines. Incomplete or improperly formatted submissions may be disqualified and excluded from the CHALLENGE at the discretion of the ORGANISER.
- 3.3 By submitting an application, PARTICIPANT acknowledges that he/she has read, understood, and agree to be judged based on the criteria listed in these TERMS and the discretion of a jury appointed by the ORGANISER.

4 CLOTHING

- 4.1 The PARTICIPANT may be provided by the ORGANISER with clothing (shirts and aprons) for the CHALLENGE.
- 4.2 The PARTICIPANT is obliged to wear the clothing provided in accordance with the ORGANISER's oral and written instructions.
- 4.3 Only Julius Meinl and any other sponsor logos expressly admitted by the ORGANISER may be worn by PARTICIPANTS during the CHALLENGE.

5 FIRST COMPETITION ROUND – STAGE 1

- 5.1 STAGE 1 is held online after the online registration process (see Section 3) and separately for each country listed in Annex 1 on the webpage of the local company and prior to the cut-off-date (see Annex 1).
- 5.2 The PARTICIPANTS are evaluated and scored by a jury (see Section 5.3) in two categories: (i) Latte Art & Barista Skills, and (ii) Signature Drink. All steps must be fulfilled by completing



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the online-form on the webpage of the local company and prior to the cut-off-date (see Annex 1).

5.2.1 Latte Art & Barista Skills:

The PARTICIPANT is required to submit a single, good-quality and short video (maximum length of the video: 3 minutes) demonstrating their skills in the following tasks:

- preparing an espresso shot at a portafilter machine;
- frothing milk;
- free pouring the milk into the espresso shot to create latte art.

Espresso and Cappuccino have to comply with the coffee beverage definitions listed in [Annex 3](#).

Only one video can be uploaded. The PARTICIPANT has to ensure that the video is clear, well-lit, and allows for a detailed assessment of proficiency in each task.

The purpose is to provide a comprehensive view of the PARTICIPANT's coffee preparation skills, from the initial espresso shot to the final presentation of latte art.

The detailed evaluation criteria regarding the Latte Art & Barista Skills is listed in the Judging Sheet of STAGE1 ([Annex 2](#)).

5.2.2 Signature Drink

The PARTICIPANT is required to submit the following:

- a recipe of a liquid beverage containing espresso (including drink name, ingredients, amounts and preparation instructions)
- photo of the drink described in the recipe

Only one recipe and one photo can be uploaded.

The Signature Drink should demonstrate the PARTICIPANT's creativity and skill in creating an individual espresso-based beverage that is both visually appealing and perceived harmony of ingredients.

The detailed evaluation criteria regarding the Signature Drink is listed in the Judging Sheet of STAGE 1 ([Annex 2](#)).

5.3 STAGE 1 JURY

5.3.1 The jury of STAGE 1 consists of up to five qualified members with expertise in the field of coffee (the "**STAGE 1 JURY**"). The ORGANISER is free to choose all jury members, including the head-judge, at his sole discretion. In the event of the absence of a jury member, the ORGANISER may replace the respective member with any other suitable person.

5.3.2 The STAGE 1 JURY will be headed by one head-judge leading the judgement process. STAGE 1 JURY will assess each application based on merit only.

5.3.3 The STAGE 1 JURY will draft a list of up to ten (10) PARTICIPANTS for each country listed in [Annex 1](#) based on the performance in STAGE 1 and the fulfilment of the obligation under section 3.2, with the best PARTICIPANT ranked first, the second best ranked second and so on (the "**STAGE 1 WINNER(S)**"). In case of a tie between PARTICIPANTS, the STAGE 1 JURY shall



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decide jointly which PARTICIPANT best exemplifies coffee expertise and advanced barista skills. In the event of a tie between the jury-members, the head-judge has a casting vote.

5.3.4 All decisions by STAGE 1 JURY are final and binding and may not be appealed. The STAGE 1 JURY does not justify a or explain its decision and the PARTICIPANT has no right to receive any feedback.

5.4 The STAGE 1 WINNERS will be notified via e-mail in due course.

5.5 If a STAGE 1 WINNER accepts the invitation but subsequently becomes unable to participate in the rest of the CHALLENGE, he/she has to promptly notify the ORGANISER. In such event the ORGANISER reserves the right to extend an invitation to the next-highest-scoring PARTICIPANT of the respective country to participate in the CHALLENGE.

6 INFORMATIONAL MEETING AND DRAWING OF LOTS

6.1 Before the start of STAGE 2, there will be informational meetings with the STAGE 1 WINNERS. The date and location of the meeting will be announced to the respective PARTICIPANTS in advance. The participation will be possible either online or in person. These meetings are mandatory for all STAGE 1 WINNERS. Non-participation in the informational meeting without any reasonable justification may lead to disqualification.

6.2 The purpose of the informational meeting is to provide the STAGE 1 WINNERS with the necessary information for STAGE 2. In particular, the ORGANISER will explain the rules and the detailed process of STAGE 2.

6.3 During the informational meeting, the order of the performances in STAGE 2 will be decided by drawing lots.

7 SECOND (LOCAL) COMPETITION ROUND – STAGE 2

7.1 STAGE 2 is held as a local event in each country listed in [Annex 1](#) and within the time periods stated in [Annex 1](#). The ORGANISER reserves the right to combine two or more countries in the same region (e.g. Arabian peninsula or Iberian peninsula) to one single local event of STAGE 2.

7.2 Only STAGE 1-WINNERS are eligible to participate in STAGE 2 (the “**STAGE 2 PARTICIPANTS**”).

7.3 The STAGE 2 PARTICIPANTS are evaluated and scored by a Jury (see Section 7.8) in three competition categories: “Espresso”, “Cappuccino”, and “Signature Drink” according to the coffee beverage definitions listed in [Annex 3](#).

7.4 The STAGE 2 PARTICIPANTS will serve one beverage from all named competition categories to each sensory judge. The STAGE 2 PARTICIPANTS may produce as many drinks as they want. Only the drinks served to the sensory judges (see Section 7.8.1) will be evaluated.

7.5 The detailed evaluation criteria, including the technical and sensory evaluation criteria, is listed in the Judging Sheets of STAGE 2 ([Annex 4](#)).

7.6 The detailed provisions regarding the equipment and tools and coffee beans which have to be used by the STAGE 2 PARTICIPANTS are further described in [Annex 4](#).

7.7 Timing and time penalties:



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7.7.1 Each STAGE 2 PARTICIPANT will be given 38 minutes at their assigned station, made up of the following segments:

- Table Set Time: 7 min.
- Preparation Time: 12 min.
- Competition/Performance Time: 12 min.
- Clean-Up Time: 7 min.

7.7.2 A timer displaying the time will be clearly visible for the jury members and STAGE 2 PARTICIPANTS. A timekeeper will alert the STAGE 2 PARTICIPANT when each allotted time slot (see Section 7.7.1) ends.

7.7.3 If a STAGE 2 PARTICIPANT does not finish the single steps within the allotted time slots (see Section 7.7.1), he/she may complete the performance under a one-point deduction for every second exceeding the time limits stated above up to a maximum penalty of minus 60 points (1 minute). STAGE 2 PARTICIPANTS taking more than sixty extra seconds will be disqualified from STAGE 2.

7.8 STAGE 2 JURY

7.8.1 The jury of STAGE 2 consists of 4 (four) members, who are business partners and/or employees of the ORGANISER/business partners in the respective country listed in [Annex 1](#) (the “**STAGE 2 JURY**”). There are two sensory judges, one technical judge, and one head-judge. The ORGANISOR is free to choose all jury members, including the head-judge, at his sole discretion. In the event of the absence of a jury member, the ORGANISER may replace the respective member with any other suitable person.

7.8.2 The STAGE 2 JURY will be headed by one head-judge leading the judgement process. STAGE 2 JURY will assess each performance based only on merit.

7.8.3 The STAGE 2 JURY will judge the STAGE 2 PARTICIPANTS based on the Judging Sheets of STAGE 2 ([Annex 4](#)).

7.8.4 In the event of a tie between two or more STAGE 2 PARTICIPANTS, the Sensory “Espresso” score (further describes in [Annex 4](#)) of the STAGE 2 PARTICIPANTS will be decisive. The STAGE 2 PARTICIPANT with the highest Sensory “Espresso” score wins the ranking and is ahead of any other STAGE 2 PARTICIPANT with the same total score. If the tied STAGE 2 PARTICIPANTS have the same Sensory “Espresso” score, the STAGE 2 PARTICIPANT with the higher total sensory “Cappuccino” score (further described in [Annex 4](#)) is ahead of any other STAGE 2 PARTICIPANT. If the tied STAGE 2 PARTICIPANTS have the same sensory “Espresso” and the same sensory “Cappuccino” scores, the one with a higher “Head Judge” score (further described in [Annex 4](#)) is to be ranked first. In the event of a final tie between the PARTICIPANTS, the STAGE 2 JURY shall decide jointly which PARTICIPANT best exemplifies coffee expertise and advanced barista skills. In the event of a tie between the jury-members, the head-judge has a casting vote.

7.8.5 The STAGE 2 JURY will declare one winner (the “**STAGE 2 WINNER**”) and one second-placed based on the highest total score in the evaluations in all three categories. Each local event of STAGE 2 will have one STAGE 2 WINNER and one second-placed.

7.8.6 All decisions by STAGE 2 JURY are final and binding and may not be appealed. The STAGE 2 JURY may justify or explain its decision and the PARTICIPANT has no right to receive any feedback.



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- 7.8.7 The STAGE 2 WINNERS shall receive information on the date and schedule of STAGE 3 by the ORGANISER in due time after STAGE 2 has been completed in each country within the time periods stated in [Annex 1](#).
- 7.8.8 If a STAGE 2 WINNER accepts the invitation but subsequently becomes unable to participate in the rest of the CHALLENGE, he/she has to promptly notify the ORGANISER. In such event the ORGANISER reserves the right to extend an invitation to the next-highest-scoring PARTICIPANT of the respective country to participate in the CHALLENGE.

8 INFORMATIONAL MEETING AND DRAWING OF LOTS

- 8.1 Before the start of STAGE 3, there will be informational meetings with the STAGE 2 WINNERS. The date and location of the meeting will be announced to the respective PARTICIPANTS in advance. These meetings are mandatory for all STAGE 2 WINNERS. However, participation will be possible either online or in person. These meetings are mandatory for all STAGE 2 WINNERS. Non-participation in the informational meeting without a reasonable justification may lead to disqualification.
- 8.2 The purpose of the informational meeting is to provide the STAGE 2 WINNERS with the necessary information for STAGE 3. In particular, the ORGANISER will explain the rules and final terms and conditions of STAGE 3 as well as the detailed process of STAGE 3.
- 8.3 During the informational meeting, the order of the performances in STAGE 3 will be decided by drawing lots.

9 GRAND FINALE – STAGE 3

- 9.1 STAGE 3 will be held in Vienna, Austria, on the 19th of September 2024 or another date to be determined at the sole discretion of the ORGANISER.
- 9.2 Only STAGE 2 WINNERS can participate in STAGE 3 (the “**STAGE 3 PARTICIPANTS**”).
- 9.3 The STAGE 3 PARTICIPANTS are evaluated and scored by a Jury (see Section 9.7) in three competition categories: “Espresso”, “Cappuccino” and “Signature Drink” according to the coffee beverage definitions listed in [Annex 3](#). The STAGE 3 PARTICIPANTS will serve one beverage from all named competition categories to each sensory judge. The STAGE 3 PARTICIPANTS may produce as many drinks as they want. Only the drinks served to the sensory judges (see Section 7.8.1) will be evaluated.
- 9.4 The detailed evaluation criteria, including the technical and sensory evaluation criteria, is listed in the Judging Sheet of STAGE 3 ([Annex 5](#)).
- 9.5 The detailed provisions regarding the equipment and tools and coffee beans which have to be used by the STAGE 3 PARTICIPANTS are further described in [Annex 5](#).
- 9.6 Timing and Time penalties:
- 9.6.1 Each STAGE 3 PARTICIPANT will be given 38 minutes at their assigned station, made up of the following segments:
- Table Set Time: 7 min.
 - Preparation Time: 12 min.
 - Competition/Performance Time: 12 min.



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- Clean-Up Time: 7 min.

9.6.2 A timer displaying the time will be clearly visible for the jury members and STAGE 3 PARTICIPANTS. A timekeeper will alert the STAGE 3 PARTICIPANT when each allotted time slot (see Section 9.6.1) ends.

9.6.3 If a STAGE 3 PARTICIPANT does not finish the single steps within the allotted time slots (see Section 9.6.1), he may complete the performance under a one-point deduction for every second exceeding the time limits stated above up to a maximum penalty of minus 60 points (1 minute). STAGE 3 PARTICIPANTS taking more than sixty extra seconds will be disqualified from STAGE 3.

9.7 STAGE 3 JURY

9.7.1 The jury of STAGE 3 consists of 4 (four) members with expertise in the field of coffee selected by the ORGANISER (the “**STAGE 3 JURY**”). There are two sensory judges, one technical judge, and one head-judge. The ORGANISER is free to choose all jury members, including the head-judge, at his sole discretion. In the event of the absence of a jury member, the ORGANISER may replace the respective member with any other suitable person.

9.7.2 The STAGE 3 JURY will be headed by one head-judge leading the judgement process. STAGE 3 JURY will assess each performance based only on merit.

9.7.3 The STAGE 3 Jury will judge the STAGE 3 PARTICIPANTS based on the Judging Sheet of STAGE 3 ([Annex 5](#)).

9.7.4 In the event of a tie between two or more STAGE 3 PARTICIPANTS for the “Espresso” category, the “Cappuccino” score (further described in [Annex 5](#)) of the STAGE 3 PARTICIPANTS will be decisive. The STAGE 3 PARTICIPANT with the highest “Espresso” score wins the ranking and is ahead of any other STAGE 3 PARTICIPANT with the same total score. In the event of a tie between two or more STAGE 3 PARTICIPANTS for the “Cappuccino” category, the “Espresso” score (further described in [Annex 5](#)) of the STAGE 3 PARTICIPANTS will be decisive. The STAGE 3 PARTICIPANT with the highest sensory “Cappuccino” score wins the ranking and is ahead of any other STAGE 3 PARTICIPANT with the same total score. If the tied STAGE 3 PARTICIPANTS have the same “Espresso” and the same “Cappuccino” scores, the one with a higher “Head Judge Total impression” score (further described in [Annex 5](#)) is to be ranked first. In the event of a final tie between the PARTICIPANTS, the STAGE 3 JURY shall decide jointly which PARTICIPANT best exemplifies coffee expertise and advanced barista skills. In the event of a tie between the jury-members, the head-judge has a casting vote.

9.7.5 The STAGE 3 JURY will declare one winner (the “**STAGE 3 WINNER**”) based on the highest total score in the evaluations in all three categories (further described in [Annex 5](#)), and one category winner for the categories “Espresso” and “Cappuccino” based on the highest score in the evaluations in the respective category (the “**CATEGORY WINNERS**”). The STAGE 3 JURY will also declare a second-placed and third-placed for the total score in the evaluations in all three categories, and the categories “Espresso” and “Cappuccino”.

9.7.6 The category winner and a second-placed and third-placed in the category “Signature Drink” will be elected by all guests present at STAGE 3 via a vote with a QR-Code. Each Signature Drink will be displayed with a photograph and an accompanying description. The winner will be the one with the most votes cast in the category “Signature Drink” (the “**GUEST WINNER**”). Each guest has one vote.



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9.7.7 All decisions by STAGE 3 JURY are final and binding and may not be appealed. The STAGE 3 JURY may justify or explain its decision and the PARTICIPANT has no right to receive any feedback.

10 PRIZES

10.1 The prizes are not awarded in the event of a breach of these TERMS or if the PARTICIPANTS violates the interests of the ORGANISER. Clause 7.8.8 applies *mutatis mutandis*.

10.2 STAGE 2 PRIZE

10.2.1 The prize for STAGE 2 WINNERS in each country listed in Annex 1 is the participation in STAGE 3 and a trip and stay in Vienna for two to three nights (2 to 3) at the expense of the ORGANISER to participate in STAGE 3. The STAGE 2 PRIZE is also awarded to a member of the management team of the café, restaurant, hotel or bar, where the STAGE 2 WINNER is employed (the "TRAVEL BUDDY").

10.2.2 The details (flight connection, type of accommodation, etc.) are determined by the ORGANISER at his sole discretion. The ORGANISER will provide the respective information about the trip and stay in Vienna (e.g. travel dates, schedule) in due time after STAGE 2.

10.2.3 The STAGE 2 WINNERS and their TRAVEL BUDDIES shall cooperate with the ORGANISER to duly organise the STAGE 2 PRIZE.

10.2.4 If a STAGE 2 WINNER does not claim the STAGE 2 PRIZE at the date and schedule set by the ORGANISER, the STAGE 2 PRIZE is deemed to be consumed and fulfilled. In such event, the second-placed (see Section 7.8.5) is deemed as the new STAGE 2 WINNER and will be contacted by the ORGANISER in due time to receive the STAGE 2 PRIZE.

10.3 STAGE 3 PRIZES

10.3.1 The prize for STAGE 3 will be awarded to the STAGE 3 WINNER, the CATEGORY WINNERS and the GUEST WINNER.

10.3.2 The STAGE 3 PRIZE is a trip to Honduras at the expense of the ORGANISER. The destination may be changed at the discretion of the ORGANISER. The details (country, flight connections, type of accommodation, etc.) are determined by the ORGANISER at his sole discretion. The ORGANISER will provide the respective information about the trip and stay in the country of origin of the ORGANISER's coffee (e.g. travel dates, schedule) in due time after STAGE 3.

10.3.3 The STAGE 3 WINNER, the CATEGORY WINNERS and the GUEST WINNER shall cooperate with the ORGANISER to duly organise the STAGE 3 PRIZE.

10.3.4 In case one PARTICIPANT reaches multiple titles at STAGE 3 (e.g. PARTICIPANT is CATEGORY-WINNER "Espresso" and CATEGORY-WINNER "Cappuccino" at the same time), the respective WINNER can claim the STAGE 3 PRIZE only once.

10.3.5 If the STAGE 3 WINNER, a CATEGORY-WINNER or the GUEST-WINNER does not claim the STAGE 3 PRIZE at the date and schedule set by the ORGANISER, the STAGE 3 PRIZE is deemed to be consumed and fulfilled. In such event, the second-placed in the respective category (see Section 9.7.5, 9.7.6,) is deemed as the new STAGE 3 WINNER, CATEGORY WINNER or GUEST WINNER and will be contacted by the ORGANISER in due time to receive the STAGE 3 PRIZE.

10.4 The prizes cannot be exchanged for their monetary values.



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11 COPYRIGHT AND INTELLECTUAL PROPERTY

- 11.1 By participating, each PARTICIPANT in the CHALLENGE transfers to the ORGANISER and the local companies listed in Annex 1 the rights of ownership and use of the video work and/or photos, i.e. his/her content without any restrictions (e.g. regarding timing and territorial use) and with the right to grant sub-licenses to third parties. This includes photos and videos taken by the PARTICIPANT himself and also for photos and videos taken by the ORGANISER and/or local companies (Annex 1) during or in connection with the CHALLENGE. Use includes the right to publish, copy, process, adapt and distribute the published content in its entirety or in individual parts, as well as the right to compile the entire video work or its parts or photos into a unique video (film) organized by the ORGANISER and the local companies listed in Annex 1, all for promotional purposes at the discretion of the ORGANISER and the local companies listed in Annex 1. The PARTICIPANT is obliged to take care and is responsible that there are no other people in the video or photo that he takes, or if other people are present, that he has their written consent to record, participate in this CHALLENGE and for all rights identical to those that the ORGANISER and the local companies listed in Annex 1 receive in whatever form from the PARTICIPANT. No minors may be recorded or present on the video.
- 11.2 By submitting any content, including but not limited to drink recipes, presentation materials, and images, PARTICIPANT grants the ORGANISER and the local companies listed in Annex 1 a perpetual, non-exclusive, transferable, sub-licensable worldwide and royalty free licence to use, reproduce, display, and distribute the submitted content for the purposes of organizing, promoting, and reporting on the CHALLENGE. This includes, but is not limited to, showcasing the content on the CHALLENGE website, social media channels, promotional materials, and related media and also other marketing activities of the ORGANISER and the local companies (Annex 1).
- 11.3 By submitting a recipe for the "Signature Drink" category (see Section 5.2.2), each PARTICIPANT agrees that the ORGANISER and his affiliated companies may use, reproduce, and display the submitted recipes for promotional and marketing purposes. The PARTICIPANT will be named and cited for his/her creations whenever the recipes are used for promotional activities outside the CHALLENGE. The PARTICIPANT hereby grants the ORGANISER and the local companies (Annex 1) the unrestricted right to use the recipe free of charge.

12 LIABILITY

- 12.1 PARTICIPANTS are required to use caution and common sense when participating in the CHALLENGE and respect and ensure safety for themselves and others.
- 12.2 The ORGANISERS make no representation or warranties of any kind regarding the nature or quality of any prizes which are provided. All prizes are provided on an 'as is' and 'as available' basis and any conditions, warranties or other terms implied by law are hereby excluded to the fullest extent permitted by law.
- 12.3 The ORGANISERS accept no responsibility or liability for any damage, loss or injury suffered by any PARTICIPANT as a result of entering or participating in the CHALLENGE or accepting any prize which shall be entirely at the PARTICIPANT's own risk, provided that nothing in these TERMS shall exclude the ORGANISER's liability for:
- 12.3.1 death or personal injury caused by negligence;



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12.3.2 fraud or fraudulent misrepresentation; or

12.3.3 any other liability that cannot be excluded by law.

12.4 The PARTICIPANTS agree to indemnify, defend, and hold harmless the ORGANISER as well as its employees, volunteers, officials and other representatives, whose services the ORGANISER uses in connection with the CHALLENGE or with whom the ORGANISER has contractual relationships as a result of the PARTICIPANT's participation in the CHALLENGE, from and against all claims, liabilities, losses, or damages of any kind, whether physical or personal (including attorneys' fees) arising out of, connected with, or as a result of the CHALLENGE, or as a result of the PARTICIPANT's non-compliance with these TERMS or other statutory provisions.

13 COSTS

Each PARTICIPANT shall bear its own costs and expenses related to the CHALLENGE, unless expressly stated otherwise in these TERMS.

14 APPLICABLE LAW

These TERMS shall – to the extent legally permissible – be governed by and interpreted and construed in accordance with the laws of the Republic of Austria without giving effect to its rules on conflict of laws and the UN Sales Convention.

15 MISCELLANEOUS

15.1 If any provision of these TERMS is found to be wholly or partially void, ineffective, or unenforceable, the validity and enforceability of all remaining provisions shall not be affected. The void, ineffective, or unenforceable provision shall be replaced, to the extent permitted by law, by a valid, effective, and enforceable provision that comes closest to achieving the economic purpose intended by the void, ineffective, or unenforceable provision in terms of measure, time, place, or scope. The same applies to any gaps in these TERMS.

15.2 Assignment of Rights and Obligations

Rights and Obligations related to the CHALLENGE shall be exclusively exercised by the PARTICIPANT and cannot be assigned to a third party without the prior written consent of the ORGANISER.

ANNEXES:

Annex A Evaluation Scales and Procedures

Annex 1 List of participating countries, local organisers, webpages, timelines

Annex 2 Judging Sheet STAGE 1

Annex 3 Coffee Beverage Definitions



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Annex 4 Judging Sheet STAGE 2 (incl. Technical Evaluation Criteria, Sensory Evaluation Criteria, Head Judge Total Impression Evaluation Criteria) as well as Equipment and Tools, Coffee Beans

Annex 5 Judging Sheet STAGE 3 (incl. Technical Evaluation Criteria, Sensory Evaluation Criteria, Head Judge Total Impression Evaluation Criteria) as well as Equipment and Tools, Coffee Beans

Annex 6 Data Privacy Statement



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Evaluation Scales and Procedures

EVALUATION SCALES

Applicants and competitors will be evaluated using the following scales:

Yes/No

The competitor receives 1 point for a score of “Yes”, and zero points for a score of “No”.

Numeric (Latte Art): 0-3

Competitors receive a score from 0 to 3 for each the factors *Contrast*, *Harmony*, *size & position in cup*, *Foam Quality* and *Identification of pattern* according to the criteria outlined in the table below. Half points are not permissible.

| | Contrast | Harmony, size & position in cup | Foam Quality | Identification of pattern |
|---|--|--|--|--|
| 0 | None to evaluate | None to evaluate | None to evaluate | None to evaluate |
| 1 | The contrast is poor, hindering the clear delineation of the pattern. A significant portion of the white foam appears to be integrated with the crema. | For a right-handed drinker, when the handle is positioned at 3 o'clock, the pattern appears upside-down. | Level 4-5 according to SCA foam quality standards. | Pattern cannot be clearly identified, |
| 2 | There is some marbling between the white foam and brown crema, although the pattern can be clearly identified. Areas of beige can be seen where the crema and foam have mixed. | For right-handed drinkers, the pattern is presented with its base between 4 and 8 o'clock within the cup. The size of the pattern is slightly too small or too big for the space available. The pattern is poorly positioned in the cup (e.g. touching the rim). If multiplate patterns are poured, they are unbalanced albeit clearly identifiable. | Level 2-3 according to SCA foam quality standards. | Pattern can be clearly identified. |
| 3 | Clean white foam sharply contrasts against the rich colour of the crema. This sharp contrast is demonstrated throughout most of the pattern. | For right-handed drinkers, the pattern is presented with its base at 6 o'clock (tolerance between 5 and 7 o'clock) and the handle at 3 o'clock. The size of the pattern suits the size of the cup, big enough to fill the space whilst leaving space for a frame of crema. If multiple patterns are poured, they should be complimentary and attractive. | Level 1-2 according to SCA foam quality standards. | Pattern can be clearly identified and is attractive. |



SCA FOAM QUALITY STANDARDS

| | |
|---------|---|
| Level 1 | <ul style="list-style-type: none"> • Micro-foam has been produced. • Smooth, shiny, and moist. • No visible bubbles. |
| Level 2 | <ul style="list-style-type: none"> • Micro-foam has been produced. • Smooth and moist. • Very few small bubbles (<0.5mm diameter). |
| Level 3 | <ul style="list-style-type: none"> • Micro-foam has been produced. • Smooth and moist. • Micro-foam texture with many small (<1mm diameter) and very few larger (1-2mm diameter) bubbles. |
| Level 4 | <ul style="list-style-type: none"> • Many large (>1mm + diameter) bubbles are present. • Texture is uneven/dull/dry. |
| Level 5 | <ul style="list-style-type: none"> • Many large (>1mm + diameter) bubbles are present. • Very dry and uneven looking like it has been placed on by standard spoon/spatula rather than poured. |

Numeric (Quality): 0-6

The competitor's performance will be evaluated on a scale of 0 to 6. Low numbers indicate poorer performance, and higher scores indicate a better performance with each point corresponding to the quality level outlined in the table below. Half points are permissible in the range of 1 to 6.

| | |
|---|------------------|
| 0 | None to evaluate |
| 1 | Insufficient |
| 2 | Average |
| 3 | Good |
| 4 | Very Good |
| 5 | Excellent |
| 6 | Outstanding |

Numeric (Overall Impression): 0-3

The Numeric (Overall Impression) scale is used by the head judge to evaluate a competitor's overall impression in each category. The judge takes the criteria used by the sensory and technical judges into account for their evaluation. Half points are not permissible.

| | |
|---|--|
| 0 | None to evaluate |
| 1 | Overall impression in the range of acceptable to average. |
| 2 | Overall impression in the range of good to very good. |
| 3 | Overall impression in the range of excellent to extraordinary. |



More than a moment

EVALUATION PRODECURES

APPLICATION SCORESHEET

Latte Art Evaluation

Judges will award points from 0-3 according to the Numeric (Latte Art) scale.

Barista Skills Evaluation

The judges are looking for applicants that demonstrate mastery of the technique and craft in coffee preparation and latte art. Judges will evaluate the applicant's overall movement and flow at the workstation and use of tools, equipment, and accessories.

The applicant's proficiency in *workflow and station management* will be awarded a score from 0-6 according to the Numeric (Quality) scale.

Signature Drink Evaluation

The signature drink should demonstrate an applicant's creativity and skill to create a coffee-based beverage that is visually appealing with exceptional taste. The signature beverage must be liquid and contain at least one shot of espresso (30ml +/- 5mL). The flavour of espresso must be present in the drink. It is permitted to use alcohol in the signature beverage.

The applicant's proficiency in the 3 areas of *presentation, recipe creativity, and harmony of ingredients* will be awarded a score from 0-6 according to the Numeric (Quality) scale. Half points may be awarded.

SENSORY SCORESHEET

Espresso Evaluation

a) Visual Appeal

Judges will evaluate the presence of the crema in the vessel. To be awarded a "Yes", the crema must cover the whole surface of the espresso, without any holes or broken areas.

b) Quality of Taste Experience

Judges will evaluate the quality of Taste Experience using the Numeric (Quality Scale) against a benchmark established prior to the commencement of the competition and award scores from 0-6.

Cappuccino Evaluation

a) Visual Appeal of Latte Art

Judges will award scores from 0-3 according to the Numeric (Latte Art) scale.

b) Quality of Taste Experience

Judges will evaluate the quality of Taste Experience using the Numeric (Quality Scale) against a benchmark established prior to the commencement of the competition and award scores from 0-6.

Signature Drink Evaluation

Judges will evaluate the Signature Drink using the Numeric (Quality Scale) and award scores from 0-6.

→ Well Explained & Introduced: The competitor must explain their signature beverage to the judges. To receive a high score, the explanation should include the ingredients, preparation methods and flavours and aromas of the drink. The competitor may instruct the judges on how to drink the beverage (e.g. sip, stir) if they wish. If no instructions are given, the judges will individually choose how to evaluate the signature beverage.



More than a moment

- Presentation & accuracy: Judges will evaluate the presentation of the drink for creativity and visual appeal. In addition, they will assess the taste of the drink compared to the description and explanation of the beverage provided for accuracy.
- Taste Experience: Judges will evaluate how well the taste components of the beverage fit together and complement each other in the total consumption experience. Signature Drinks that create new and/or unique experiences may receive higher points. Signature Drinks that mimic the flavour of an espresso may not necessarily receive higher points. If the beverage is unbalanced, or a taste component detracts from the experience of the beverage, the score will be reduced.

TECHNICAL SCORESHEET

All criteria included on the technical scoresheet will be evaluated using the Yes/No evaluation scale. The competitor receives 1 point for a score of “Yes”, and zero points for a score of “No”. The criteria that each competitor must fulfill to receive a “Yes” is outlined below.

Espresso Evaluation

- Flushes the grouphead: must occur after the removal of the portafilter and prior to each extraction.
- Dry/clean filter basket before dosing: filter basket must be completely dry and clean prior to dosing.
- Acceptable spill/waste when dosing/grinding: refers to ground coffee left unused during the competition/performance. Spill/waste of more than 5 grams of unused coffee per beverage category will result in a 0 score.
- Consistent dosing & Tamping: the competitor should evenly distribute the coffee grounds, followed by levelled tamping of adequate pressure.
- Cleans portafilters (before insert): the competitor must clean the basket rim and side flanges of the portafilter before inserting into the machine.
- Insert & immediate brew: the competitor must begin the extraction immediately after inserting the portafilter into the machine without any delay.
- Extraction time (20 – 30 seconds): the extraction time must be within a range of 20 to 30 seconds.

Cappuccino Evaluation

Technical skills: same as technical Espresso Evaluation criteria above.

Milk:

- Empty/clean pitcher at start: the pitcher must not have been filled during the preparation time. The competitor should pour cold, fresh milk into a clean pitcher.
- Purges the steam wand before steaming: the competitor should purge the steam wand before insertion into the milk pitcher.
- Cleans steam wand after steaming: the steam wand should be cleaned with a dedicated steam wand towel.
- Purges the steam wand after steaming: the competitor should purge the steam wand after steaming the milk.
- Acceptable milk waste at end (less than 60ml): the pitcher should be empty after the milk beverage has been prepared. Milk waste less than 60ml is acceptable.

Signature Drink Evaluation

Same as technical Espresso Evaluation criteria above.

Technical Evaluation

- a) Station Management/Clean working area at end: the technical judge will evaluate whether the competitor fulfills the following criteria to an acceptable standard:



More than a moment

- Overall workflow demonstrates proficiency and expertise.
 - Correct use and operations of espresso machine and grinder.
 - Clean and well-maintained workstation (equipment, counters, towels and pitchers) and orderly management of coffee and ingredients (milk, signature beverage ingredients).
 - Any spills that occurred are cleaned up during the competition time.
 - No liquids or ingredients should be placed on top of the machine.
- b) Cleans portafilter spouts:
- The competitor should remove any water of grounds on the portafilter spouts by cleaning the spouts. This can be achieved by rinsing, using a towel and/or wiping with fingers.
- c) General hygiene throughout presentation: Judges will assess the competitors' sanitary practices throughout the entire presentation. Examples of unacceptable practices include touching the hands to the face, mouth or floor and then using the hands for beverage preparation.
- d) Proper usage of cloths: Judges will assess the competitors correct and sanitary usage of cloths. The competitor should use one cloth for the steam wand, one for cleaning the filter basket and one for the workstation. Examples of unsanitary practices include using a cloth that has been dropped on the ground, mixing cloths for different uses, touching the cloth to the face or mouth.

HEAD JUDGE SCORESHEET

Espresso Evaluation

The Numeric (Overall Impression) scale is used by the head judge to evaluate a competitor's overall impression in the Espresso category and award a score from 0-3.

Cappuccino Evaluation

The Numeric (Overall Impression) scale is used by the head judge to evaluate a competitor's overall impression in the Cappuccino category and award a score from 0-3.

Signature Drink Evaluation

The Numeric (Overall Impression) scale is used by the head judge to evaluate a competitor's overall impression in the Signature Drink category and award a score from 0-3.

Technical Evaluation/Station Management

The Numeric (Quality) scale is used by the head judge to evaluate a competitor's technical skills and station management. The judge will consider the criteria used for *Technical Evaluation* on the Technical Scoresheet when awarding the score from 0-6.

Within Timeframe

If a competitor does not finish within the allotted time slots, he/she may complete the performance under a one-point deduction for every second exceeding the time limits stated above up to a maximum penalty of minus 60 points (1 minute). Competitors that take more than sixty extra seconds will be disqualified.



More than a moment

Annex 1

List of participating countries

The deadline for online registration may be set by the local company, however, must not be later than 31.05.2024.

The participation period for STAGE 1 may be set by the local company, however, must not be later than 30.06.2024.

The participation period for STAGE 2 may be set by the local company, however, must not be later than 31.07.2024.

| Country | Local Organiser | Registration Link | Cutt-off Date Online Registration | STAGE 1 participation time period | STAGE 2 participation time period |
|----------------|---|---|-----------------------------------|-----------------------------------|-----------------------------------|
| Austria | Julius Meinl Austria GmbH, Vienna | https://juliusmeinl.com/at/barista-cup | 14.04.2024 | 15.04.2024 - 21.04.2024 | 10.06.2024 - 14.06.2024 |
| Bosnia | Julius Meinl BH d.o.o., Ljubuški | https://juliusmeinl.com/ba/barista-cup | 05.05.2024 | 06.05.2024 - 10.05.2024 | 27.05.2024 - 07.06.2024 |
| Croatia | Julius Meinl Bonfanti d.o.o., Samobor | https://juliusmeinl.com/hr/barista-cup | 03.04.2024 | 04.04.2024 - 06.04.2024 | 20.04.2024 |
| Czech Republic | Julius Meinl Coffee Intl., a.s., org. sl. | https://juliusmeinl.com/cz/barista-cup | 30.04.2024 | 1.5.2024 - 15.5.2024 | 10.06.2024 - 14.06.2024 |
| Georgia | Premium Trading Ltd. | https://juliusmeinl.ge/barista-cup | 31.05.2024 | 01.06.2024 - 15.06.2024 | 16.06.2024 - 31.07.2024 |



More than a moment

| | | | | | |
|----------|---|---|------------|-------------------------|-------------------------|
| Germany | Julius Meinl Deutschland GmbH, Ratingen | https://juliusmeinl.com/de/barista-cup | 15.05.2024 | 15.05.2024 - 22.05.2024 | 17.06.2024 - 30.06.2024 |
| Hungary | Julius Meinl Hungary Kft, Budapest | https://juliusmeinl.com/hu/barista-cup | 30.04.24 | 01.05.2024 - 15.05.2024 | 15.05.24 - 30.06.2024 |
| Italy | Julius Meinl Italia SpA, Altavilla Vicentina | https://juliusmeinl.com/it/barista-cup | 30.04.2024 | 01.05.2024 - 08.05.2024 | 30.05.2024 - 06.06.2024 |
| Moldova | SC "Provitus Grup" SRL | https://juliusmeinl.com/md/barista-cup | 31.05.2024 | 01.06.2024 - 15.06.2024 | 16.06.2024 - 31.07.2024 |
| Poland | Julius Meinl Polska Sp. z o. o, Piotrkówek Mały | https://juliusmeinl.com/pl/barista-cup | 30.04.2024 | 01.05.2024 - 31.05.2024 | 17.05.2024 - 14.06.2024 |
| Romania | Julius Meinl Romania SRL, Tg. Secuiesc Jud. Covasna | https://juliusmeinl.com/ro/barista-cup | 30.04.2024 | 01.05.2024 - 30.06.2024 | 01.07.2024 - 15.07.2024 |
| Slovakia | Julius Meinl Coffee Intl. a.s., Bratislava | https://juliusmeinl.com/sk/barista-cup | 01.05.2024 | 02.05.24 - 09.05.24 | 07.06.2024 |
| UAE | Julius Meinl General Trading LLC, Dubai | https://juliusmeinl.com/ae/barista-cup | 20.04.2024 | 22.04.2024 - 04.05.2024 | 20.05.2024 - 08.06.2024 |
| USA | Julius Meinl North America LLC, Pompano Beach | https://juliusmeinl.com/us/barista-cup | 19.05.2024 | 20.05.2024 - 01.06.2024 | 17.06.2024 - 21.06.2024 |



More than a moment

Judging Sheet STAGE 1

| | |
|-----------------|-------|
| Applicant Name: | Date: |
| Judge Name(s): | |

APPLICANT SCORE SHEET

VIDEO DRINK EVALUATION

Latte Art Evaluation

| | |
|---------------------------|----|
| Contrast | /3 |
| Harmony, Size & Position | /3 |
| Foam Quality | /3 |
| Identification of Pattern | /3 |

Barista Skills Evaluation

| | |
|-------------------------------|----|
| Workflow & Station Management | /6 |
|-------------------------------|----|

SIGNATURE DRINK EVALUATION

| | |
|------------------------|----|
| Presentation | /6 |
| Recipe Creativity | /6 |
| Harmony of ingredients | /6 |

TOTAL SCORE

/ 36



More than a moment



More than a moment

APPLICATION EVALUATION PROCEDURE

APPLICATION EVALUATION PROCEDURE

Latte Art Evaluation

Judges will award points from 0-3 according to the Numeric (Latte Art) scale. A score of 0 may be awarded if there is none to evaluate. Latte Art is defined as a pattern produced by pouring steamed milk into an espresso shot. The assessment of Latte Art centres on the overall quality and visual appeal, not creativity. Participants are not awarded points for intricate and/or complex latte art designs; rather, emphasis is placed on their proficiency in executing a selected pattern.

Barista Skills Evaluation

The judges are looking for applicants that demonstrate mastery of the technique and craft in coffee preparation and latte art. Judges will evaluate the applicant's overall workflow and use of tools, equipment, and accessories as well as their movement and flow at the workstation.

The applicant's proficiency in *workflow and station management* will be awarded a score from 0-6 according to the Numeric (Quality) scale. Half points may be awarded.

Signature Drink Evaluation

The signature drink should demonstrate an applicant's creativity and skill to create a coffee-based beverage that is visually appealing with exceptional taste. The signature beverage must be liquid and contain at least one shot of espresso (30ml +/- 5mL). The flavour of espresso must be present in the drink. It is permitted to use alcohol in the signature beverage.

The applicant's proficiency in the 3 areas of *presentation, recipe creativity, and harmony of ingredients* will be awarded a score from 0-6 according to the Numeric (Quality) scale. Half points may be awarded.



More than a moment

Coffee Beverage Definitions

Espresso

Espresso is a 1 fl. oz. beverage (30mL +/- 5mL, including crema) made from ground coffee, poured from 1 side of a double portafilter in 1 continuous extraction.

Coffee is the accumulation of roasted product of the seed of the fruit of a plant of the genus Coffea.

All judges must be served a full espresso. If the shot does not comply with the espresso definition, then taste and/or tactile scores will reflect the resulting sensory experience. Espresso may be prepared with various amounts of coffee.

Espresso will be brewed on the sponsored machine with brewing temperature set between 90.5-96 degrees Celsius (195-205 degrees Fahrenheit). Individual group heads may be set to different temperatures within this range. However, each beverage course should be served at a consistent temperature. Competition Bodies are required to use only one temperature across group heads.

The espresso machine brewing pressure will be set between 8.5 and 9.5 bars.

A 20-30 second extraction time is required.

Crema should be present when espresso is served, with no break in coverage.

Espresso must be served in a Julius Meinl espresso cup from which judges must be able to drink as required without any functional detriment to their ability to score accurately; this includes but is not exclusive to: vessel being too hot, unable to hold and drink from vessel safely, judges unable to execute espresso evaluation protocol. Espresso must be served to the judges with an appropriate spoon, napkin, and unflavoured water.

Nothing other than ground coffee and water may be placed in the portafilters, otherwise the beverage will receive 0 points on all scores available on the technical and sensory scoresheets in the Espresso category.

Cappuccino

A cappuccino is a combination of 1 single shot of espresso (per the definition of espresso in the "Espresso" section) and steamed milk, which should produce a harmonious balance of rich, sweet milk and espresso.

It is recommended that competitors use cow's milk for their milk beverages. In the event a competitor intends to use an alternative milk product, they are required to formally notify the organizer and request approval well in advance of the competition date. Cappuccinos should be served with latte art. Latte art is defined as a pattern produced by pouring steamed milk into an espresso shot. Latte art expression may take any pattern the competitor chooses. Competitors are required to inform the judges of their intended pattern (e.g. heart, tulip) at the beginning of their competition time.

Cappuccinos must be served in a Julius Meinl Cappuccino cup from which judges must be able to drink as required without any functional detriment to their ability to score accurately; this includes but is not exclusive to vessel being too hot, unable to hold and drink from vessel safely. If there is a functional detriment to a judges' ability to score, the "Attention to Details" score will be impacted.



No additional ingredients or toppings, including but not limited to sugar, spices, or powdered flavourings will be allowed. This also applies to ingredients that are already present in milks, as they are available. No additions may be made. If added, the competitor will receive 0 points in the “Taste” category.

Milk Beverages must be served to the judges with a napkin and unflavoured water.

Nothing other than ground coffee and water may be placed in the portafilters, otherwise the milk beverage will receive 0 points on all scores available on the technical and sensory scoresheets in the Cappuccino category.

Signature Beverage

A signature drink demonstrates a competitor’s creativity and skill to create an appealing and individual espresso-focused beverage.

The signature drink should be a liquid beverage; the judges must be able to drink it.

Each signature beverage must contain a minimum of 1 espresso shot (per the definition of espresso in the “Espresso” section) otherwise the competitor will receive a score of 0 points for “Taste Experience” on the sensory scoresheets in the signature beverage category for that corresponding beverage.

Espresso used in the signature beverage must be prepared during the competitor’s performance time, otherwise the signature beverage will receive a score of 0 for “Taste Experience” on the sensory scoresheets in the Signature Drink category.

A predominant taste of espresso must be present, otherwise the “Taste Experience” score will reflect the resulting sensory experience.

The signature beverage may be served at any consumable temperature.

Ingredients containing alcohol are permitted for use in the Signature Drink category. Competitors are advised to ensure that the presence of alcohol within their beverages does not overpower the overall taste, maintaining a balanced flavour profile.

All ingredients must be disclosed upon request. Competitors must bring the original packaging of all ingredients used in their signature beverage for inspection by judges to verify ingredients. If the competitor does not provide original packaging when asked, the signature beverage will receive 0 points in all categories available on the sensory scoresheets in the signature beverage category.

Signature beverage ingredients should be prepared and assembled on-site during the competition time. The preparation of a signature beverage is captured in the “Well explained, introduced, and prepared” category on the sensory scoresheet. Preparation in advance of the competition time is necessary for certain ingredients (e.g., a 24-hour infusion) and is accepted.

Nothing other than ground coffee and water may be placed in the portafilters, otherwise the signature beverage will receive 0 points in all categories available on the technical and sensory scoresheets in the signature beverage category.



More than a moment

Judging Sheet STAGE 2**SENSORY SCORE SHEET****ESPRESSO EVALUATION**

Visual Appeal

| | YES | NO |
|-------|-----|-----------|
| Crema | | |
| | | /1 |

Quality of Taste Experience

| | |
|------------|-------------|
| Taste | /6 |
| Balance | /6 |
| Body | /6 |
| Aftertaste | /6 |
| | / 24 |

CAPPUCCINO EVALUATION

Visual Appeal of Latte Art

| | |
|---------------------------|-------------|
| Contrast | /3 |
| Harmony, Size & Position | /3 |
| Foam Quality | /3 |
| Identification of Pattern | /3 |
| | / 12 |

Quality of Taste Experience

| | |
|------------|-------------|
| Taste | /6 |
| Balance | /6 |
| Body | /6 |
| Aftertaste | /6 |
| | / 24 |

SIGNATURE DRINK EVALUATION

| | |
|-----------------------------|-------------|
| Well explained & introduced | /6 |
| Presentation & accuracy | /6 |
| Taste Experience | /6 |
| | / 18 |

**SENSORY
SCORE****/ 79**

More than a moment

TECHNICAL SCORE SHEET

Espresso Evaluation

| | YES | NO |
|---|-----|----|
| Flushes the grouphead | | |
| Dry/clean filter basket before dosing | | |
| Acceptable spill/waste when dosing/grinding | | |
| Consistent dosing & tamping | | |
| Cleans portafilters (before insert) | | |
| Insert & immediate brew | | |
| Extraction time (20-30 seconds) | | |
| | /7 | |

Extraction Time

seconds

Cappuccino Evaluation

Technical Skills

| | YES | NO |
|---|-----|----|
| Flushes the grouphead | | |
| Dry/clean filter basket before dosing | | |
| Acceptable spill/waste when dosing/grinding | | |
| Consistent dosing & tamping | | |
| Cleans portafilters (before insert) | | |
| Insert & immediate brew | | |
| Extraction time (20-30 seconds) | | |
| | /7 | |

Extraction Time

seconds

Milk

| | YES | NO |
|---|-----|----|
| Empty/clean pitcher at start | | |
| Purges the steam wand before steaming | | |
| Cleans steam wand after steaming | | |
| Purges the steam wand after steaming | | |
| Acceptable milk waste at end (less than 60ml) | | |
| | /5 | |



More than a moment

Signature Drink Evaluation

| | YES | NO |
|---|-----------|----|
| Flushes the grouphead | | |
| Dry/clean filter basket before dosing | | |
| Acceptable spill/waste when dosing/grinding | | |
| Consistent dosing & tamping | | |
| Cleans portafilters (before insert) | | |
| Insert & immediate brew | | |
| Extraction time (20-30 seconds) | | |
| | /7 | |

Extraction Time

| |
|---------|
| seconds |
|---------|

Overall Technical Evaluation

| | YES | NO |
|--|-----------|----|
| Station Management/Clean working area at end | | |
| Cleans portafilter spouts | | |
| General hygiene throughout presentation | | |
| Proper usage of cloths | | |
| | /4 | |

**TECHNICAL
SCORE**

/ 30



More than a moment

HEAD JUDGE SCORE SHEET

Espresso Evaluation

/3

Cappuccino Evaluation

/3

Signature Drink Evaluation

/3

Technical Evaluation/Station Management

/6

Within Timeframe of 12 Minutes: YES / NO

Total time:

If "No" total seconds over time: _____ seconds.

Negative Points: _____ (60 max.)

**HEAD
JUDGE
SCORE**

/ 15

| TECHNICAL SCORE 1 | SENSORY SCORE 1 | SENSORY SCORE 2 | HEAD JUDGE SCORE | MINUS POINTS | TOTAL SCORE |
|----------------------|--------------------|--------------------|---------------------|-----------------|--------------------|
| /30 | /79 | /79 | /15 | | |



More than a moment

Equipment and Tools, Coffee Beans

Equipment and Tools

Competitors may only use the espresso machine and grinder(s) supplied by the organiser.

Competitors may not change, adjust or replace any element of the espresso machine without permission from the organiser.

Competitors may not change any technical configuration of the grinder, with the exception of the grind particle size and dose from the external controls.

Each competitor station will be equipped with the following: Espresso Machine, 1 Grinder, 1 Knock Box, Milk (details available in advance of the competition), Trash Can, 1 Waiter's Cart (for use during preparation and clean-up time), Julius Meinl espresso cups, Julius Meinl cappuccino cups, Julius Meinl water glasses, Julius Meinl coffee beans, Julius Meinl Napkins, Julius Meinl serving tray and Table.

Competitors must compete with the coffee beans supplied by the Organiser.

Competitors are required to bring all additional necessary supplies for their presentation. Competitors are responsible for and in charge of their own equipment and accessories while at the competition.

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

- Additional electrical equipment (maximum two items)
- Additional battery-operated equipment (as long as not in violation of any other stated restrictions)
- Tamper
- Shot glasses
- Steaming pitchers
- Milk (option to use ORGANISER-provided milks)
- Cup/Glasses for signature drink
- Spoons
- Any specific utensils required
- All equipment/accessories required for the Signature Beverage
- Water (for 2 sensory judges)
- Bar towels/clean cloths (for practice and the competition)
- Cleaning supplies (counter brush, grinder brush, etc.)
- All accessories for judges' presentation table
- Waiter's cart (option to use ORGANISER-provided cart)

Coffee Beans

Competitors must compete using the same Julius Meinl coffee bean product in all 3 categories. The ORGANISER will notify competitors of the Julius Meinl coffee bean product to be used in due time before the competition.



More than a moment

Judging Sheet STAGE 3**SENSORY SCORE SHEET****ESPRESSO EVALUATION**

Visual Appeal

| | YES | NO |
|-------|-----|----|
| Crema | | |
| | | /1 |

Quality of Taste Experience

| | |
|------------|-------------|
| Taste | /6 |
| Balance | /6 |
| Body | /6 |
| Aftertaste | /6 |
| | / 24 |

CAPPUCCINO EVALUATION

Visual Appeal of Latte Art

| | |
|---------------------------|-------------|
| Contrast | /3 |
| Harmony, Size & Position | /3 |
| Foam Quality | /3 |
| Identification of Pattern | /3 |
| | / 12 |

Quality of Taste Experience

| | |
|------------|-------------|
| Taste | /6 |
| Balance | /6 |
| Body | /6 |
| Aftertaste | /6 |
| | / 24 |

SIGNATURE DRINK EVALUATION

| | |
|-----------------------------|-------------|
| Well explained & introduced | /6 |
| Presentation & accuracy | /6 |
| Taste Experience | /6 |
| | / 18 |

**SENSORY
SCORE****/ 79**

More than a moment

ESPRESSO
SENSORY
SCORE

CAPPUCCINO
SENSORY
SCORE

| | |
|-----|-----|
| /25 | /36 |
|-----|-----|



More than a moment

TECHNICAL SCORE SHEET

Espresso Evaluation

| | YES | NO |
|---|-----|----|
| Flushes the grouphead | | |
| Dry/clean filter basket before dosing | | |
| Acceptable spill/waste when dosing/grinding | | |
| Consistent dosing & tamping | | |
| Cleans portafilters (before insert) | | |
| Insert & immediate brew | | |
| Extraction time (20-30 seconds) | | |
| | /7 | |

Extraction Time

seconds

Cappuccino Evaluation

Technical Skills

| | YES | NO |
|---|-----|----|
| Flushes the grouphead | | |
| Dry/clean filter basket before dosing | | |
| Acceptable spill/waste when dosing/grinding | | |
| Consistent dosing & tamping | | |
| Cleans portafilters (before insert) | | |
| Insert & immediate brew | | |
| Extraction time (20-30 seconds) | | |
| | /7 | |

Extraction Time

seconds

Milk

| | YES | NO |
|---|-----|----|
| Empty/clean pitcher at start | | |
| Purges the steam wand before steaming | | |
| Cleans steam wand after steaming | | |
| Purges the steam wand after steaming | | |
| Acceptable milk waste at end (less than 60ml) | | |
| | /5 | |



More than a moment

Signature Drink Evaluation

| | YES | NO |
|---|-----------|----|
| Flushes the grouphead | | |
| Dry/clean filter basket before dosing | | |
| Acceptable spill/waste when dosing/grinding | | |
| Consistent dosing & tamping | | |
| Cleans portafilters (before insert) | | |
| Insert & immediate brew | | |
| Extraction time (20-30 seconds) | | |
| | /7 | |

Extraction Time

seconds

Overall Technical Evaluation

| | YES | NO |
|--|-----------|----|
| Station Management/Clean working area at end | | |
| Cleans portafilter spouts | | |
| General hygiene throughout presentation | | |
| Proper usage of cloths | | |
| | /4 | |

**TECHNICAL
SCORE**

/ 30

**ESPRESSO
TECH.
SCORE**

**CAPPUCCINO
TECH.
SCORE**

/7

/12



More than a moment

HEAD JUDGE SCORE SHEET

Espresso Evaluation

| |
|----|
| /3 |
|----|

Cappuccino Evaluation

| |
|----|
| /3 |
|----|

Signature Drink Evaluation

| |
|----|
| /3 |
|----|

Technical Evaluation/Station Management

| |
|----|
| /6 |
|----|

Within Timeframe of 12 Minutes: YES / NO

Total time:

If "No" total seconds over time: _____ seconds.

Negative Points: _____ (60 max.)

**HEAD
JUDGE
SCORE**

| |
|-------------|
| / 15 |
|-------------|

| TECHNICAL SCORE 1 | SENSORY SCORE 1 | SENSORY SCORE 2 | HEAD JUDGE SCORE | MINUS POINTS | TOTAL SCORE |
|----------------------|--------------------|--------------------|---------------------|-----------------|--------------------|
| /30 | /79 | /79 | /15 | | |



More than a moment

TOTALS

ESPRESSO CATEGORY SCORE

| ESPRESSO SENSORY SCORE 1 | ESPRESSO SENSORY SCORE 2 | ESPRESSO TECHNICAL SCORE | OVERALL TECHNICAL SCORE | ESPRESSO HEAD JUDGE SCORE | TECH EV: & ST. MGMT HEAD JUDGE SCORE | MINUS POINTS | TOTAL ESPRESSO SCORE |
|--------------------------|--------------------------|--------------------------|-------------------------|---------------------------|--------------------------------------|--------------|----------------------|
| /25 | /25 | /7 | /4 | /3 | /6 | | |

CAPPUCCINO CATEGORY SCORE

| CAPPUCCINO SENSORY SCORE 1 | CAPPUCCINO SENSORY SCORE 2 | CAPPUCCINO TECHNICAL SCORE | OVERALL TECHNICAL SCORE | CAPPUCCINO HEAD JUDGE SCORE | TECH EV: & ST. MGMT HEAD JUDGE SCORE | MINUS POINTS | TOTAL CAPPUCCINO SCORE |
|----------------------------|----------------------------|----------------------------|-------------------------|-----------------------------|--------------------------------------|--------------|------------------------|
| /36 | /36 | /12 | /15 | /3 | /6 | | |



More than a moment

Equipment and Tools, Coffee Beans

Equipment and Tools

Competitors may only use the Rancillio espresso machine and Fiorenzato grinder(s) supplied by the organiser.

Competitors may not change, adjust or replace any element of the espresso machine without permission from the organiser.

Competitors may not change any technical configuration of the grinder, with the exception of the grind particle size and dose from the external controls.

Each competitor station will be equipped with the following: Espresso Machine, 1 Grinder, 1 Knock Box, Milk (details available in advance of the competition), Trash Can, 1 Waiter's Cart (for use during preparation and clean-up time), Julius Meinl espresso cups, Julius Meinl cappuccino cups, Julius Meinl water glasses, Julius Meinl coffee beans, Julius Meinl Napkins, Julius Meinl serving tray and Table.

Competitors must compete with the coffee beans supplied by the Organiser.

Competitors are required to bring all additional necessary supplies for their presentation. Competitors are responsible for and in charge of their own equipment and accessories while at the competition.

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

- Additional electrical equipment (maximum two items)
- Additional battery-operated equipment (as long as not in violation of any other stated restrictions)
- Tamper
- Shot glasses
- Steaming pitchers
- Milk (option to use ORGANISER-provided milks)
- Cup/Glasses for signature drink
- Spoons
- Any specific utensils required
- All equipment/accessories required for the Signature Beverage
- Water (for 2 sensory judges)
- Bar towels/clean cloths (for practice and the competition)
- Cleaning supplies (counter brush, grinder brush, etc.)
- All accessories for judges' presentation table
- Waiter's cart (option to use ORGANISER-provided cart)

Coffee Beans

Competitors must compete using the same Julius Meinl coffee bean product in all 3 categories. The ORGANISER will notify competitors of the Julius Meinl coffee bean product to be used in due time before the competition.



More than a moment

PRIVACY STATEMENT

PREAMBLE

When processing your personal data, we observe all data protection regulations, in particular all provisions of the EU General Data Protection Regulation (“GDPR”) and all other applicable regulations. In this statement we set out which of your personal data will be processed by us, disclose the purposes for which personal data is processed and the legal basis upon which your personal data is processed and how you can exercise your rights under the GDPR, where applicable.

1 CONTROLLERS FOR THE PROCESSING OF PERSONAL DATA

The controllers for the processing of personal data within the meaning of the GDPR are:

Julius Meinel Austria GmbH
Julius Meinel Gasse 3-7
1160 Vienna
Austria
e-mail: privacy@meinl.group

and

the local company in your country listed in Data Privacy Annex 1.

2 PURPOSES AND LEGAL BASIS OF THE PROCESSING

If you are a participant of the JULIUS MEINL BARISTA CUP 2024 as described in the Terms and Conditions, we will process your personal data. Your personal data is required for your participation in the JULIUS MEINL BARISTA CUP 2024. We process the following personal data you provide during the registration/application process:

- name and address of your local company,
- first name and last name,
- e-mail-address and contact details
- photos / videos of you during the JULIUS MEINL BARISTA CUP 2024,
- name, recipe and ingredients of the signature drinks

If you are a judge of the JULIUS MEINL BARISTA CUP 2024 as described in the Terms and Conditions, we will process your personal data. Your personal data is required for your contribution as a judge in the JULIUS MEINL BARISTA CUP 2024. We process the following personal data you provide during the application process:

- first name and last name,
- e-mail-address and contact number
- photos / videos of you during the JULIUS MEINL BARISTA CUP 2024,
- CV



The legal basis for processing of this personal data is your consent (Article 6 [1] point a GDPR), you hereby give, and our legitimate interest (Article 6 [1] point f GDPR) in the organization and execution of the JULIUS MEINL BARISTA CUP 2024 (e.g. stage-winners, prizes, etc.) and the participant administration (including contacting the participants). In addition, the personal data is processed and stored for marketing purposes in order to promote the JULIUS MEINL BARISTA CUP 2024 and the participants via print media, online media and other advertising channels.

3 TRANSFER OF DATA TO THIRD PARTIES

In general, we transfer your personal data only to third parties, if and to the extent that there is a valid legal basis for this transfer.

If necessary, your personal data will be e.g. transferred to the following (categories of) recipients:

- Third party suppliers (e.g. external judges, event agencies)
- Distribution partners of Julius Meinl Austria GmbH and other direct and indirect subsidiaries of JULIUS MEINL Industrieholding GmbH, Vienna
- Organizational partners for the prizes (travel agencies, hotels, etc.),
- Marketing agencies in connection with Julius Meinl Austria GmbH and other local companies (see Annex 1) and other direct and indirect subsidiaries of JULIUS MEINL Industrieholding GmbH, Vienna

4 DURATION OF THE PROPOSED PROCESSING OPERATION

In any case, we process your personal data for the duration of the JULIUS MEINL BARISTA CUP 2024. In addition, your personal data will be stored for 3 years for the respective purposes (mentioned in Section 2) in connection with the JULIUS MEINL BARISTA CUP 2024. If we are obliged to store your personal data for a longer period due to statutory retention obligations, your personal data may also be stored for the period stipulated by the retention obligations. The personal data may also be stored for as long as this is necessary for the assertion, exercise or defense of legal claims.

If we do no longer require your personal data, we erase or render them anonymous to ensure that you can no longer be identified.

5 YOUR RIGHTS IN CONNECTION WITH YOUR PERSONAL DATA

You may exercise your rights against each individual controller.

You have the right to information on your personal data processed by us (Article 15 GDPR). If we process inaccurate or incomplete personal data, you have the right to rectification or completion of such data (Article 16 GDPR).

You may also request us to delete personal data, which have been processed unlawfully. Please note that you may exercise this right only in respect of inaccurate, incomplete or unlawfully processed personal data or other cases in which the legal requirements for exercising this right are met (Article 17 GDPR).

You have also the right to obtain from the controller restriction of processing of personal data concerning you (Article 18 GDPR).

You have the right to receive the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit



More than a moment

those personal data to another controller without hindrance from the controller to which the personal data have been provided (Article 20 GDPR).

In particular, you have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you which is based on our legitimate interests. If our legitimate interests do not prevail or the processing serves the assertion, exercise or defense of legal claims, we will no longer process your personal data (Article 21 GDPR).

Regarding your consent you have the right to withdraw your consent at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal (Article 7 GDPR).

6 PROVISION OF PERSONAL DATA

The provision of personal data is necessary for the purposes mentioned in Section 3. If the personal data is not provided or not provided to the extent required, a participation in the JULIUS MEINL BARISTA CUP 2024 is not possible.

7 AUTOMATED DECISION-MAKING / PROFILING

We do not use automated decision-making or profiling.

8 RIGHT TO LODGE A COMPLAINT WITH A SUPERVISORY AUTHORITY

If you consider that we are unlawfully using your personal data, you may lodge a complaint with the Data Protection Authority in your country according to Annex 1.

9 MISCELLANEOUS

We reserve the right to update this data privacy statement from time to time to reflect legal and/or technical changes and/or requirements or any changes to our business (activity). We will take reasonable efforts to inform you of such updates immediately.



More than a moment

Privacy Statement Annex 1 - Data Protection Authorities

| Country | Local Company | Data Protection Authority |
|--|---|---|
| Austria | Julius Meinl Austria GmbH, Vienna | Österreichische Datenschutzbehörde Barichgasse 40-42 1030 Vienna Austria Phone: + 43 1 52 152 0 E-Mail: dsb@dsb.gv.at |
| Croatia | Julius Meinl Bonfanti d.o.o., Sveta Nedelja | Croatian Personal Data Protection Agency Selska cesta 136 10000 Zagreb Croatia Phone: + 385 1 4609 000 E-Mail: azop@azop.hr |
| Czech Republic | Julius Meinl Coffee Intl. a.s., Prague | The Office for Personal Data Protection Pplk. Sochora 27 170 00 Praha 7 Czech Republic Phone: +420 234 665 111 E-Mail: posta@uouu.cz |
| Germany (North-Rhine-Westfalia) | Julius Meinl Deutschland GmbH, Ratingen | Landesbeauftragte für Datenschutz und Informationsfreiheit Nordrhein- Westfalen Postfach 20 04 44 40102 Düsseldorf Germany Phone: +49 211 / 38424 0 E-Mail: poststelle@ldi.nrw.de |
| Hungary | Julius Meinl Hungary Kft, Budapest | National Authority for Data Protection and Freedom of Information Falk Miksa utca 9-11 H-1055 Budapest Hungary Phone: + 36 1 391 1400 E-Mail: ugyfelszolgalat@naih.hu |
| Italy | Julius Meinl Italia SpA, Altavilla Vicentina | Garante per la Protezione dei Dati Personali |



More than a moment

| | | |
|-----------------|---|--|
| | | Piazza Venezia n. 11 I - 00187 Roma Italy Phone: + 39 06 69 6771 E-Mail: protocollo@gdpd.it |
| Poland | Julius Meinl Polska Sp. z o. o, Piotrkówek Mały | Urząd Ochrony Danych Osobowych ul. Stawki 2 PL 00-193 Warszawa Poland Phone: + 48 22 53 10 300 E-Mail: kancelaria@uodo.gov.pl |
| Romania | Julius Meinl Romania SRL, Tg Secuiesc Jud. Covasna | The National Supervisory Authority For Personal Data Processing 28-30 G-ral Gheorghe Magheru Bld., District 1, post code 010336 Bucharest Romania Phone: +40 318 059 211 E-Mail: ansdpdc@dataprotection.ro |
| Slovakia | Julius Meinl Coffee Intl. a.s., Bratislava | Office for Personal Data Protection of the Slovak Republik Hraničná 12 820 07, Bratislava 27 Slovak Republic Phone: +421 2 323 132 14 E-Mail: statny.dozor@pdp.gov.sk |



More than a moment