

World Coffee Challenge 2023



Official Rules

Article 1: Purpose

Grow and Connect, hereinafter the Organizer, located at 1 rue des Forgerons, 58200 Cosne-Cours-sur-Loire, France, organizes the World Coffee Challenge, hereinafter the Contest, under the host of Chocomad 2023 in Madrid (Spain).

This contest is open to all coffee producers in the world, regardless of the type of coffee (Arabica or Robusta), of local, regional or national origin as long as it is roasted at origin.

Article 2: The Mission

The main objectives of the Competition are:

- promote coffee roasted at origin
- encourage local initiatives that promote better quality, better social and environmental practices
- encourage the expression of the particularities of terroirs and agri-food traditions, as well as the transmission of experiences; raise awareness of the interest of geographical designations in coffee territories to protect and improve locally processed products
- help producers communicate with consumers and adapt to new market trends (direct to consumer, good agricultural practices, CSR)
- educate the consumer about roasted coffee at origin, and its organoleptic qualities

Article 3: Conditions of participation

Coffees admitted to compete

Any coffee can participate in the Contest, provided that it can be certified that the coffee is directly linked to an identifiable coffee territory (clearly established traceability) and it can be corroborated that the roasting has been carried out on the farm, the region or at least in the country of this territory.

Cost of participation

The cost of participation is based on the number of tastings desired by each participant:

- €250.00 HT for the first tasting.
- €100.00 HT for each additional tasting up to 9.
- €1000.00 HT for ten tastings.

After registration, the participant can choose whether each tasting is done as cupping or espresso.

These costs must be paid at the time of registration. Coffees whose registration fees have not been paid will not be admitted to the competition.

Article 4: The Jury

The Organizer brings together a jury of 5 to 6 members. This jury will be composed of coffee professionals (baristas, distributors, etc.) and taste professionals - sensory analysis (chefs, sommeliers, informed consumers).

The Chair of the jury gives her approval on the constitution of the jury and on the operation of the tasting that she will supervise and validate.

Article 5: The Tasting

The Organiser shall establish a pre-competition classification to classify each coffee in its category and may, if necessary, in particular in case there are too many participants for the jury to taste during the allocated days, pre-select in agreement with the president of the jury.

This pre-selection will take place at least one day after the deadline for receipt of the samples and at most 3 days before the tasting.

Tasting conditions:

Coffees are enjoyed using two methods: bowl tasting ("cupping") and/or espresso coffee.

Cupping: the baristas at the service of the Jury will make the infusions according to the following criteria:

- Neutral water, temperature between 90°C and 95°C
- Uniform grinding for all participating coffees
- Water volume and coffee weight: 10 g per 150 cl of water
- Preparation time (infusion): 5 minutes

Espresso tasting: the baristas at the service of the Jury will make the infusions according to the following criteria:

- through a machine to be as close as possible to consumer habits (model Nivona 680)
- on equal terms for all coffees to ensure objectivity

Categories

The coffees are classified by the organizers of the Contest under the control and validation of the President of the jury in predefined categories on condition that they have sufficient candidates to justify it.

The organization of the Contest reserves the right, if there were no samples per category, to create an extra category that would encompass these samples with little representation but of high quality.

Context of the Tasting

The tasting will take place in Spain a few days before Chocomad 2023.

The tasting will be done in a well-lit and spacious salt that is calm and free of any aroma. During the tasting, the room should be quiet and without distractions so that participants can pay their full attention to the samples.

The President of the Jury assisted by one of the members of the Technical Committee will proceed to a sequential organization of the tasting so that the jurors can fully appreciate the specific qualities of each coffee.

Absolute anonymity is a fundamental principle of the Contest. During the tasting, the jurors remain silent (without comment), and give their notes individually. After the tasting, the juries will agree on the award of the prizes. The jury is sovereign and its opinion cannot be appealed.

Each jury will have at its disposal the necessary elements for the tasting.

If necessary, in case of doubt with a sample, the President of the Jury may request a 2nd tasting, possibly using a new cup, either to decide between very close coffees, or that "abnormal" flavors have been perceived.

Evaluation

Each member of the jury will rate the coffees in competition using a previously defined tasting sheet.

Each feature will be rated from 1 to 10 according to its evaluability.

Each of the tasting sheets is delivered to the Organizer in order to calculate the arithmetic mean of the scores given to each characteristic of each of the coffees to obtain the final score.

Article 6: Samples and information

Of each participating coffee sample, at least four 8 bags of at least 225 grams of coffee beans will be provided.

Each participant undertakes to provide the organizers of the Contest with all the information necessary for their registration:

- **Variety** of your coffee
- The **geographical denomination** or terroir (farm(s), altitude, region, city, harvest)
- The process and fermentation techniques used (natural, washing, honey-honey)
- If the coffee is **labeled** (organic, sustainable...) provide a certificate that dates back less than a year

Calendar:

-Deadline for registration to the contest: October 14, 2023

-Deadline for the receipt of samples and the transmission of information: October 25, 2023

-> Shipping address of the samples

Alternative Café
12 Place de la Bastille
75011 Paris
France

Samples must be submitted to arrive by October 25, 2022. The roasting date of each coffee sample must be optimal on the part of the participants; they should consider that the tasting will be on October 29 and 30. They must also be preserved optimally (the organization is not responsible for the poor processing and packaging of the sample by the participant).

Samples received late, which have not been correctly registered or do not correspond to the registration, will not be presented for tasting or returned.

The delivery of samples will be made under the responsibility and at the expense of the competitors. The Organizer shall in no way be liable in case of destruction, loss, theft, delay or damage in the delivery of samples.

The samples will be stored in a suitable room with the ideal conditions of light temperature and hygrometry. Such samples shall be kept for one year to allow any checks in cases of fraud.

Article 7: Distinctions

1. Coffee Category Awards

The categories of the tasting will be made according to the type of coffee (Arabica, Robusta or mix) and the type of method (wash, honey, natural or mix). The number of prizes or diplomas will depend on the number of samples submitted. The categories with more than ten samples will have two prizes, and the categories with more than twenty samples three prizes.

If there is not a minimum "3" samples per category, some coffees could participate in a unique category that makes sense.

The "espresso" tasting will have its own category. For the same reason, the number of prizes or diplomas depending on the number of samples submitted.

2. Awards for special categories

On the other hand, other prizes will be agreed in the following categories:

- Regional coffees: from a specific region, if a minimum number of samples from several producers in the same region is presented
- Very special coffees: grown in certain areas under exceptional conditions, or with original processing processes
- Estate coffees: produced on a single farm, they come from a single estate
- Sustainable Coffees. Cultivated by communities with a serious commitment to the protection of the environment, with clean production, conservation of the biodiversity of their areas and that promote the social development of the coffee families that produce them.
- Organic coffees: grown without the use of synthetic chemicals such as fungicides, herbicides, insecticides

The number of awards or diplomas will also be based on the number of samples submitted.

In addition, exceptional prizes will be agreed by the jury:

- "Women Coffee" Award: must have been verified when registering: roasted, cultivated, managed or other company jobs where women must be represented and involved at least 50% of the way
- Special distinction "CSR" (Corporate Social Responsibility) and environment: a summary of 20 lines must be provided along with photos or documentation that justify your action.
- Special Prize of the Jury

Article 8: Awards Ceremony

The Awards Ceremony will take place on November 3rd within the framework of Chocomad 2023 in Madrid, under the auspices of the technical director of the Jury, as well as the management bodies of Chocomad and Grow and Connect.

This ceremony may be reproduced in some countries of origin, in the event that a Delegate or Embassy of that country has in his possession the prizes and trophies of the winners in said contest (at the request and at the expense of the participants in question).

Article 9: Obligations of participants

Participation in the World Coffee Challenge 2023 implies full and total acceptance of the rules of this contest.

The coffees presented must comply with the sanitary standards in force in their country of origin.

The participant must be up to date with the payment of the participation costs of the coffees registered on the date of the contest

Use of information: the producer agrees that his name and the name of the farm / company will be mentioned during the communication in the communication environment of the event and during the awards ceremony, if he has been distinguished.

Article 10: Benefits for participants

Each participant in the contest is assigned:

- 1 post on the social networks of the contest to announce your participation and present it (provided that the participant transmits a photo or a message easily usable by our communication teams)
- Promotion of their brand and coffees on the World Coffee Challenge stand at Chocomad.
- A presence in the official Roasted@Origin book, with two dedicated pages.

Each winner in the contest is assigned:

- 1 trophy, 1 diploma and an NFT in the blockchain (digital certificate) to attest to your award
- Right to use the prize of your roasted coffee with the year of the award to illustrate it with the award obtained

Intellectual Property and Use of Prizes

Follow-up will be done: if participants claim to have a prize they did not obtain or of any unjustified use of a distinction considered fraudulent, the abusive company that breaches these rules will be subject to legal proceedings.

Typified sanctions: immediate withdrawal of mentions of the company on the contest website, prohibition of participating in the Contest for 5 years, prohibition of referring to the obtaining of all the prizes that you would have won.

Article 11: Force majeure

Forces of greater cause, which are beyond the control of the Organizer and prevent the proper functioning and development of the Contest, will not be considered the responsibility of said Organization. The organizer reserves the right to cancel the Contest, modify the dates initially planned, shorten it, extend it, modify the conditions or the course of the Contest in case of force majeure (pandemic, epidemic, fire, flood, natural disaster, strike, terrorist act, ...), or other event beyond its control or justified need. Their liability could not be compromised by this fact and no compensation can be requested from the participants.

Participation in the World Coffee Challenge implies the express and unreserved acceptance of these rules. These standards are available in three languages to facilitate their correct understanding: French, English and Spanish. In case of dispute in relation to the Organizer, the competent court will be taken, the French version of the rules will prevail and French law will apply.

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