

# COMPAK GOLDEN BEAN NORTH AMERICA

-- 2016 --  
ONLINE ENTRY GUIDELINES



THE WORLD'S LARGEST  
ROASTING COMPETITION

**CASTAWAY**  
Portland, Oregon ••• 14-17 September 2016



### What is the Compak Golden Bean?

Celebrating more than 10 years as the world's largest coffee roasting competition, the Compak Golden Bean works to promote the growth and skill levels of coffee roasters while recognising and celebrating their achievements. The competition creates public and consumer awareness of higher quality products available in the marketplace. In addition to this, the Compak Golden Bean also offers unique networking opportunities for roasters via a platform to connect, learn and engage with each other.

### How can you participate?

There are two parts to the Compak Golden Bean that you can participate in. Part one is to enter your coffees into the competition. Part two is to attend the event, participate as a judge, learn from professional industry speakers and connect with like minded people.

### 10 Reasons why you should participate in the Compak Golden Bean.

- 1 Professional development
- 2 Industry recognition
- 3 Brand & profile building
- 4 Fresh industry perspective
- 5 Benchmark your product
- 6 Re-energise your goals
- 7 Market research
- 8 Platform to strengthen & improve your business insights
- 9 Invaluable feedback from peers and industry experts
- 10 Connect with likeminded people





Portland, Oregon ••• 14-17 September 2016

**TABLE OF CONTENTS**

**HOW TO ENTER** ..... 4

- Eligibility for Entry
- Coffee Categories
- Entry Fees
- Delivering your Entries
- Key Dates

**RULES AND GUIDELINES** ..... 5

- Rules of the Competition
- Contract Roasting for a Third Party
- Coffee Requirements

**BREWING PARAMETERS AND EQUIPMENT** ..... 6

**JUDGING** ..... 6

- Judging Procedures
- Calibrations Session
- Judging Criteria

**TROPHIES AND MEDALS** ..... 7

**ADVERTISING AND PROMOTION** ..... 8

- Publication of results
- Feedback
- Merchandise

**CONTACT**

<b>North America</b>	<b>Team North America</b>
<p>North America                      Golden Bean North America LLC                      1028 SE Water Avenue                      Suite 275                      Portland Oregon 97214                      P: +1 503 232 2222                      M: 310 463 1033 - Kristine Edwards                      M: 310 266 2827 - Sean Edwards                      M: 419 418 1017 - Brendo Shack                      E: info@goldenbeannorthamerica.com</p>	<p>Sean Edwards – Chief Executive Officer                      Kristine Edwards – Director of Administration &amp; Finance                      Matilda Edwards – Social Media                      Bruce Milletto – Director of Corporate Communications                      Matt Milletto – Social Director                      Greg Davis – Logistics Manager                      Brendo Schack – Communications                      (Competitor Q&amp;A)</p>





CASTAWAY  
Portland, Oregon  
14 - 17 Sept 2016

## HOW TO ENTER

### ▶ Eligibility for Entry

- Open to all North American coffee roasters (USA & Canada).
- Must be a commercial roaster.
- Beans must be roasted in North America.
- If entering Chain Store/Coffee Franchise categories, the business must have at least 3 stores under the same name.

### ▶ Your Entry Details

**Please read the information herein to familiarise yourself with the rules and format of the competition.**

- Complete this entry form online and receive confirmation of your payment.  
To do this, go to: <https://goldenbean.awardsplatform.com>
- Approximately 1 month prior to the event you will receive competition coffee bags and details for delivery of your entries. For more information see Delivering Your Entries below.
- Coffee entries must be received between Wed 31 Aug and Tue 13 Sep to be eligible for judging.
- Closing time and date for entries is 5pm on Tue 13 Sep.
- Coffee entries will be stored in a temperature controlled environment.
- It is the responsibility of the roaster to choose the delivery date of their coffee (within the window of dates advised) to ensure it is at its optimum on the days of judging.

### ▶ Coffee Categories

1. Espresso (Short Black)
2. Milk Based (Latte) - An espresso shot with stretched full cream milk
3. North American Grown (Milk Based)
4. Organic (Espresso)
5. Single Origin (Espresso)
6. Decaffeinated (Milk Based)
7. Pour Over Filter – Behmor Brazen Brewer
8. Chain Store / Coffee Franchise (Espresso) Must list Coffee Chain/Roaster with entry
9. Chain Store / Coffee Franchise (Milk Based) Must list Coffee Chain/Roaster with entry

### ▶ Entry Fee

\$85.00 per bag entered

### ▶ Delivering Your Entries

1. Approximately 1 month prior to the event we will send you competition coffee bags (one per category).
2. You will need to fill the bags with 1lb (500g) of the coffee for each of the categories you are entering.
3. Multiple entries per category are permitted. More entries per category means more chance of winning.
4. All beans to be provided whole.
5. Write the corresponding category number in the box provided on the bag.
6. If entering multiple coffees in one category, please mark entries with;  
A, B or C, to correspond with your entry form. eg - Category 1 Espresso: 1A, 1B, 1C etc
7. Staple your business card to each entered bag (this will be removed prior to the event)  
DO NOT write your business name on the coffee bags.
8. Send the coffee to the below address to be received between the Wed 31 Aug and Tue 13 Sep (by 5pm) to be eligible for judging.
9. Once we receive your entries they will be coded and stored correctly in a temperature controlled room ready for judging.



CASTAWAY  
Portland, Oregon  
14 - 17 Sept 2016

▶ **Please send your coffee for judging to:**

The Compak Golden Bean Roaster Competition  
1028 South East Water Avenue  
Suite 275 Portland Oregon 97214 **P:** +1 503 232 2222

▶ **Closing Day of Entry**

Coffee entries must be received between the  
Wed 31 Aug and Tue 13 Sep to be eligible for judging.  
Closing time and date for entries is 5pm on Tue 13 Sep.

▶ **Key Dates**

Entries open Thu 28 Apr 2016  
Entries close 5pm on Tue 13 Sep 2016  
Delivery dates Between Wed 31 Aug and Tue 13 Sep – till 5pm  
Judging dates Wed 14 Sep 2016 to Fri 16 Sep 2016 inclusive  
Green Bean Zone Saturday 17 Sep 2016

## RULES AND GUIDELINES

▶ **Rules of the Competition**

- Beans must be roasted in the country in which the competition is being held - North America (USA and Canada)
- Chain Store/Coffee Franchise must have at least 3 stores under the same name.
- Must be a commercial roaster.
- Beans must be provided whole.
- Multiple entries per category are permitted. More entries per category means more chance of winning.
- The same coffee can be entered into multiple categories.
- Coffee entries must be received between Wed 31 Aug and Tue 13 Sep (by 5pm) to be eligible for judging.
- The entry fee is calculated at \$85.00 per bag of coffee entered (not per category entered).
- Entries will not be accepted without payment.

▶ **Contract Roasting for a Third Party (Retailer, chain or franchise)**

- A roaster may submit coffees that they have roasted under contract for a third party. The roaster must have permission from and include the name and details of the third party on the entry form.
- A retailer, chain or franchise may submit coffees that have been roasted for them under contract. The retailer, chain or franchise must have permission from and include the name and details of the roaster on the entry.
- Both the roaster and the third party will be acknowledged in the announcements of results however the business that entered the competition will receive the trophy/medal if applicable.

▶ **Coffee Requirements**

(Coffee entries must be received between Wed 31 Aug and Tue 13 Sep (by 5pm) to be eligible for judging)

- One bag of coffee per entry: 1 x 1lb (500g) sample for judging
- Once received, the coffees are stored correctly in a temperature controlled room ready for judging.



CASTAWAY  
Portland, Oregon  
14 - 17 Sept 2016

## BREWING PARAMETERS AND EQUIPMENT

### ▶ Espresso categories - 1 to 6, 8 & 9

Classe 11 Xcelsius - 3 group

Brewhead set at 93.5 degrees

20g VST baskets

Ratio of 1:2

21.5gm-22gm in basket with a brew mass yield of between 40gm-43gm

Extracted over 28-34sec and split into two espresso shots to deliver

25 - 30 ml in each cup. Cups: Ceramic (demitasse)

### ▶ Milk categories – 2, 3, 6, 8 & 9

**Espresso** – shot as per above

**Cup size** – 8oz Detpak take out ripple cup

**Milk type** – full cream milk

### ▶ Filter - Pour Over – Behmor Brazen Plus (Category 7)

Brewer will be altitude calibrated at the event to ensure the highest temperature accuracy.

500ml of filtered water

30g of coffee, filter ground - Medium

Temperature set to 92C (and held constant for the entire brewing process).

Pre-soak / Bloom time set for 45 seconds.

Will yield 2 x 225ml cups of coffee +/- 5% (depending on roast depth.)

### ▶ Espresso Grinders

Compak K10 Fresh Master

### ▶ Filter Grinders

Compak - R80 Deli Grinder

### ▶ Water Filter

Pentair are providing water filtration for all categories. WBC standard of 80 - 120 TDS.

### ▶ Coffee Production Stations (Engine Room)

The Engine Room is a closed room, separate to the judging area and will consist of,

\* Head Barista to manage the Engine Room

- 4 x espresso coffee production stations

- 4 x Rancilio Classe 11 Xcelsius

- 2 x professional baristas per machine

- 2 x Compak Grinders per machine

- Pre coded bags ie. blind tasting process

## JUDGING

### ▶ Judging Procedures

Every year following each event, the Golden Bean judging procedures are reviewed to ensure we continue to deliver the best outcomes and information to all coffee roasters.

- Judging will take place at the Compak Golden Bean Coffee Roasters Conference 14 to 16 Sep 2016.
- An official Head Judge will be appointed to oversee the competition.
- Category Head Judges will also be appointed to each of the categories. They will oversee the judging for that category and report back to the Head Judge with any anomalies.
- All judges are industry professionals who are invited to attend the event.
- A calibration session will be conducted on the first day with all judges and ALSO daily for new arrivals to the event.
- All coffees are coded and blind tested
- No baristas or judges are privy to code references.
- Judges test finished coffees only and do not inspect beans or pucks.



**CASTAWAY**  
Portland, Oregon  
14 - 17 Sept 2016

### *Judging Procedures cont'd*

- Each coffee category will be judged by the same set of judges throughout with a head judge responsible for overseeing that category.
- Each coffee is assessed and scored by two judges at the same time.
- Each judge will assess a maximum number of coffees in each session with time for pallet cleansing between sessions.
- Any coffees scoring extremely high or low will be checked by the head judge for consistency.
- Random samples will be re-run throughout the judging to maintain calibration
- Upon registering, each delegate/judge will be asked to advise their coffee judging qualifications and preferred category for judging eg. Espresso, Milk, Filter.
- The Head Judge has the final decision regarding the eligibility of entries, judges and compliance with Compak Golden Bean rules. No further protests or appeals will be entered into.

### ▶ **Calibration Session**

The first session on Day One will be Judging Calibration to include a review of sensorial training, cupping terminologies and technical standards. Scoresheets will be reviewed along with the qualifiers of aroma, body, taste, flavour, acidity and mouth feel and how they relate to the scoring. Any judges arriving after Day One will also be taken through this calibration process upon arrival.

### ▶ **Judging Criteria**

Samples will be judged on the following criteria:

- **Espresso Beverages – Categories - 1, 4, 5, 8.**

Will be judged on:

Acidity, sweetness, body and balance

(combination of sweetness, acidity, body and overall flavour)

- **Milk Beverages – Categories 2, 3, 6, 9.**

Will be judged on:

Sweetness, flavour, aftertaste and balance (coffee cut through milk)

- **Filter Coffee - Category 7**

Will be judged on:

Sweetness, acidity, mouth feel, uniqueness of flavour and balance

## TROPHIES AND MEDALS

### ▶ **Reg Barber Trophies**

World renowned tamper man Reg Barber provides his trophies to elite coffee events the globe. A Reg Barber trophy is recognised as a collectable piece that any winner would be proud to own. There will be two Reg Barber trophies up for grabs at the Compak Golden Bean competition. Overall Champion Golden Bean and Franchise/Chain Champion.

### ▶ **Trophies**

Trophies and medals will be awarded at the Compak Golden Bean Coffee Roasters Awards dinner on Friday 16 September 2016.

### ▶ **Winners Trophy** – Winner of The Compak Golden Bean Coffee Roasters Competition 2016 will

be determined by, Highest score (total of Category 1 - Espresso & Category 2 – Milk Based)

Prize: Reg Barber Trophy, Compak Grinder, Rancilio domestic coffee machine and VIP pass (including flights and accommodation) to the 2016 Golden Bean Australia – Nov 2016.



CASTAWAY  
Portland, Oregon  
14 - 17 Sept 2016

## ADVERTISING AND PROMOTION

### ► Publication of Results

The Compak Golden Bean winners will be announced at the Awards Dinner on Friday 16 September 2016 and also on the Compak Golden Bean Facebook page and website within 24 hours of the Awards event.

The winners will have access to purchase The Compak Golden Bean medal category graphics/stickers for their trade, retail and wholesale packaging.

### ► Feedback

All roasters that entered the competition will receive feedback on their coffees via email. This information (scores) will be kept confidential and will not be disseminated to any other roasters or to the public.

### ► Merchandise

The winners will have access to purchase The Compak Golden Bean medal category graphics and stickers for their trade, retail and wholesale packaging.

Advertising and Promotion – Café Culture International - Ownership of Awards

- All branding including logos, text and images of the Golden Bean remain the sole property of Café Culture International.
- Authorisation for use of the Golden Bean logo artwork must be obtained from Café Culture International in writing, prior to use.
- The logo in its entirety or part thereof must not be replicated or recreated without prior consent from Café Culture International.
- The logo must be used in its entirety to include text and imagery.
- In the event of branding breaches legal action may be taken by the event organiser (Café Culture International) and/or its naming rights sponsor.

..... **END** .....