

2017

ENTRY

GUIDELINES

 PENTAIR EVERPURE

.....PRESENTS.....

GOLDEN BEAN

COFFEE ROASTERS COMPETITION
..... & CONFERENCE



NORTH AMERICA // NETWORK
// DEVELOP
// COMPETE

COFFEE ROASTERS COMPETITION & CONFERENCE

NORTH AMERICA



DOUBLE TREE

BY HILTON

PORTLAND, OREGON, USA

WED 13
THU 14
FRI 15
SAT 16

SEPTEMBER
2017

WWW.GOLDENBEAN.COM



COMPETITION ENTRY GUIDELINES

NEW IN 2017

- 3 Overall Champions - Independent Coffee Roaster, Large Chain Store / Franchise, Small Chain Store / Franchise
- The Filter category score will now be included to determine Overall Champion, to better reflect what is on offer in a cafe
- Enter 10 or more coffees and receive 1 x free delegate ticket valued at \$550

☀ What is the Golden Bean?

Celebrating over 10 years in Australia and now in its third year in North America, the world's largest coffee roasting competition, the 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 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 Golden Bean, and it is not essential but we encourage all roasters to participate in both:

Part one is to enter your coffees into the competition.

Part two is to attend the event and participate as a judge, learn from industry professionals and connect with like minded people.

☀ 10 Reasons why you should participate in the 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

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THANK YOU SPONSORS





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.
- Chain Store / Franchise categories must have at least 3 stores under the same name (small franchise 3-20 stores, large franchise 21+ stores).

Your Entry Details

PLEASE READ

PLEASE READ ALL OF 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 6 weeks prior to the event you will receive competition coffee bags and details for delivery of your entries.
- Closing time and date for entries is 5pm on **MONDAY 11th Sept.**
- Coffee entries must be received between FRIDAY 25th Aug and close of business **MONDAY 11th Sept** to be eligible for judging. Entries will NOT be accepted after this date - please use tracking to ensure on-time delivery.
- 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 whole milk*
3. Pour Over Filter – *Behmor Brazen Brewer*
4. Organic (Espresso)
5. Single Origin (Espresso)
6. Decaffeinated (Milk Based)
7. North American Grown (Milk Based) (Hawaii)
8. Chain Store / Franchise (Espresso)
9. Chain Store / Franchise (Milk Based)
10. Chain Store / Franchise (Filter)

* Franchise entries must list Coffee Chain/Roaster with entry

Entry Fee

\$85.00 per bag entered (1 bag per entry)

Delivering Your Entries

1. Approximately 6 weeks 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. Print 'packing slip' for each coffee and 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 FRIDAY 25th Aug and Monday 11th Sept (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.
10. Our online system will be updated with SAMPLE RECEIVED. Once we have processed your entry you can check this by logging into your account and checking 'Manage Entries' <https://goldenbean.awardsplatform.com>

Please send coffee for judging to:

The Golden Bean Coffee Roasters Competition
8201 SE 17th Ave., Suite 100,
Portland, OR 97202
P: +1 (310) 266 2827

2017 Entry Dates:

Entries open 9am THUR 1st June

Entries close 5pm MON 11th Sept

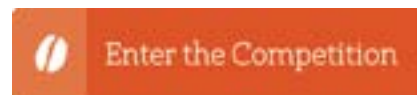
Coffee deliveries received from

FRI 25th Aug to 5pm Mon 11th Sept

Judging dates WED 13th to FRI 15th Sept

(please note: you can not BRING coffee with you. You will need to send it in advance to be eligible to compete)

CLICK HERE TO ENTER





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 (Small franchise 3-20 stores, Large franchise 21+ stores).
- 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 FRIDAY 25th Aug and Monday 11th 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.
- To win the Overall Golden Bean you need to enter THREE CATEGORIES: Espresso (category #1), Milk Based (category #2) and Filter (category #3)
- To win the overall Chain Store / Franchise category you will need to enter THREE CATEGORIES: Chain Store / Franchise (Espresso) (category #8), Chain Store / Franchise (Milk Based) (category #9) and Chain Store / Franchise (Filter) (category #10).

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 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 of the roaster on the entry form.
- 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. Please advise if any information is to be kept private.
- On the entry form in Coffee Entry > Roastery Company Name should be "ENTRANT NAME" first, then "/ CONTRACTED by or for NAME".

Coffee Requirements

- Coffee entries must be received between FRIDAY 25th Aug and Monday 11th Sept (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.

BREWING PARAMETERS & EQUIPMENT

Categories using Espresso -1, 2, 4, 5, 6, 7, 8 & 9

- Classe 11 Xcelsius - 3 group
- Brewhead set at 93.5 degrees
- 21g 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
- Cups: Ceramic (demitasse)

Categories using Milk – 2, 6, 7 & 9

- Espresso – shot as per above
- Cup size – 8oz Detpak take out ripple cup
- Milk quantity – 6oz
- Milk type – whole milk

Filter Pour Over – Behmor Brazen Plus - 3 & 10

- 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

PEAK grinder

Filter Grinders

EK43

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 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 Golden Bean Coffee Roasters Conference 13-15 Sep 2017.
- An official Head Judge will be appointed to oversee the competition. Head Judge has the discretion to request remaking any coffee if the quality is not up to standard.
- 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 of the Golden Bean need to be calibrated at this event to be eligible to participate.
- A calibration session will be conducted on the first day with all judges and ALSO daily for new arrivals to the event.
- All judges are industry professionals who are invited to attend 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.
- 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 Golden Bean rules. No further protests or appeals will be entered into.

Overall	Acidity	Body	Taste Balance	Aroma
1-5	1-10	1-10	1-10	1-10
6-10	1-10	1-10	1-10	1-10



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

Coffees 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, 6, 7, 9) will be judged on:**
Sweetness, flavour, aftertaste and balance (coffee cut through milk)
- **Filter beverages - Category (3 & 10) will be judged on:**
Sweetness, acidity, mouth feel, uniqueness of flavour and balance

Sample Score Sheets are available from the link:

<http://www.goldenbean.com/go/sample-scoresheets/>



QUICK ACCESS INFORMATION

ROASTERS

ROASTERS ARE ENCOURAGED TO ENTER THE COMPETITION AND ATTEND THE CONFERENCE TO ACT AS A JUDGE IN THE BLIND TASTING FORMAT

JUDGING TAKES PLACE

The Golden Bean Coffee Roasters Conference

Double Tree by Hilton
1000 NE Multnomah St
Portland, Oregon

WHEN

Wednesday 13th – Friday 15th September
Awards evening Saturday 16th September

SEND COMPETITION COFFEE TO

The Golden Bean Coffee Roasters Competition
8201 SE 17th Ave., Suite 100,
Portland, OR 97202

P: +1 (310) 266 2827

Please ensure you track you package

ENQUIRIES

P: +1 (310) 266 2827

E: info@goldenbeannorthamerica.com

ENTRY FEE

\$85 per bag entered (1 bag per entry)

ENTRY DATES:

Entries open 9am THUR 1st June

Entries close 5pm MON 11th Sept

Coffee deliveries received from

FRI 25th Aug to 5pm MON 11th Sept

Judging dates WED 13th to FRI 15th Sept

COFFEE CATEGORIES

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2. Milk Based (Latte) - espresso shot with stretched whole milk
3. Pour Over Filter – Behmor Brazen Brewer
4. Organic (Espresso)
5. Single Origin (Espresso)
6. Decaffeinated (Milk Based)
7. North America Grown (Milk Based)
8. Chain Store / Coffee Franchise (Espresso)
9. Chain Store / Coffee Franchise (Milk Based)
10. Chain Store / Coffee Franchise (Filter)

* Franchise entries must list Coffee Chain/Roaster with entry

WINNING ELIGIBILITY

To be eligible to win the Golden Bean Overall Champion you must enter:

Category 1, 2 & 3 (independent roasters)

Category 8, 9 & 10 (Chain Store / Franchise)

QUICK LINKS

GoldenBean Website

www.goldenbean.com

Online Entry Form (AwardForce)

goldenbean.awardsplatform.com

Online Conference Registration Form

www.goldenbean.com/attend-the-conference/

Newsletter Signup Form

www.goldenbean.com/newsletter/

Golden Bean Facebook

www.facebook.com/Golden-Bean-North-America-108176872867392/

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