



GOLDEN BEAN
NORTH AMERICA

PROUDLY PRESENTS



ONLINE LATTE ART CHALLENGE



OFFICIAL RULES

We are thrilled to announce the 2021 United States of Coffee Online Latte Art competition sponsored by Cafe Creations, Rancilio Group North America and BaristaEquip (PuqPress). The past two years have seen fewer in-person events and competitions, and our goal here is to bring our beloved coffee industry together, virtually, to celebrate the competitive spirit of latte art events and have some fun while doing so. We have amazing prize packages, thanks to the above-mentioned sponsors, and we cannot wait to see each of your video entries over the month of November! Best of luck to everyone competing.

OFFICIAL RULES

Entrants should visit the Golden Bean North America Instagram account (@goldenbean.northamerica) at 3pm PST every Monday (starting November 1st) to view the entry requirements for that week's round – the entry requirements will include the latte art pattern to be drawn, as well as the alternative milk to be steamed for this pattern, and any tags that need to be included in the final post in order to officially enter the competition. The pattern will be drawn from a randomizer. Each alternative milk will run for a week, and the finals will be executed entirely using oatmilk. Once the entrant has retrieved the latte art pattern, milk alternative specification, and tags from the Golden Bean North America Instagram account, the entrant should perform the latte art pattern on a video, and then post the video to their Instagram account with all required tags by 3:00pm PST the following day (Tuesday). Please see official rules for a complete list of pattern posting dates, and entry deadlines for each round and the finals.

Judging will take place every Wednesday at 3PM PST and be announced on the Golden Bean North America Instagram account on Wednesday afternoon.

The judging format will be based on execution, complexity and barista presentation. Each week contestants can compete for their chance to win, all the way up to the finals. There will be one winner and four runners up per week, and all winners will progress to the finals to battle it out for the title.

LATTE ART COMPETITION - RULES FOR VIDEO POSTING TO INSTAGRAM:

Make sure your video is 59 seconds or less

Be engaging and introduce yourself

Show milk carton, shake and pour all in scene

A clear shot of final pattern required

All completed latte art to be strictly completed in an 8oz cup

When uploading to Instagram, please use ALL of the following tags:

@goldenbean.northamerica, @cafe_creations, @planetoat, @rancilio.usa, @baristatechnology, @puqpressusa - to qualify your entry for the week

Make sure your video is in portrait/upright orientation

You MUST use the supplied plant milks as the milk for your latte art

No color or pattern shaping tools can be used

A huge "Thank You" to everyone who will be participating in this online competition and for taking the time to create your video entries - We wouldn't be able to put on such an awesome event without you!

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