

**Brewers Cup
Qualifier
Online Learning
Session
2024**



Brought to You By

US BREWERS CUP

COMMITTEE





Code of Conduct

The Code of Conduct applies to all spaces both physical and digital, including but not limited to: hosted events, activities, webinars, online communities, and the US Chapter of the Specialty Coffee Association (“US Chapter” or “the US Chapter”) social media accounts.

All people who attend or interact with US Chapter spaces, including, but not limited to: attendees, speakers, sponsors, hosts, volunteers, competitors, and coaches, are required to agree with the following Code of Conduct. Organizers will enforce this code throughout events and activities. We expect cooperation from all participants to help ensure a safe environment for everybody.

Organizers, attendees, and participants alike agree to abide by the national, local, and laws with the jurisdiction of any space and event taking place and take full responsibility for any violations and report them to the appropriate organizer's office immediately.

Every person taking part in a US Chapter event or US Chapter sanctioned event is expected to show the utmost respect for everyone. We will not allow for any kind of discriminatory behavior, harassment, or victimization.

<https://sca.coffee/code-of-conduct>

<https://bit.ly/sca-us-chapter-code-of-conduct>



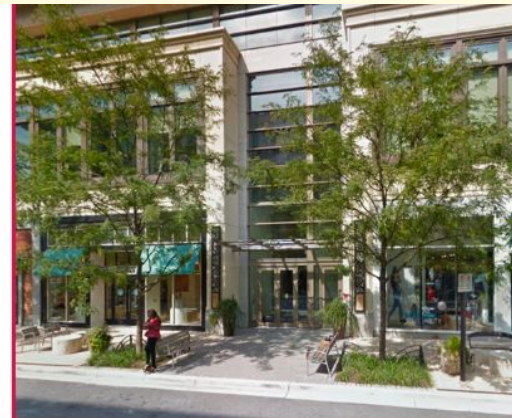
uscoffeechampionships.org





US Latte Art Competition
US Brewers Cup Competition

Hosted By:
AMP at Strathmore
11810 Grand Park Ave.
North Bethesda, MD 20852



MARYLAND

**FEB 1-4,
2024**



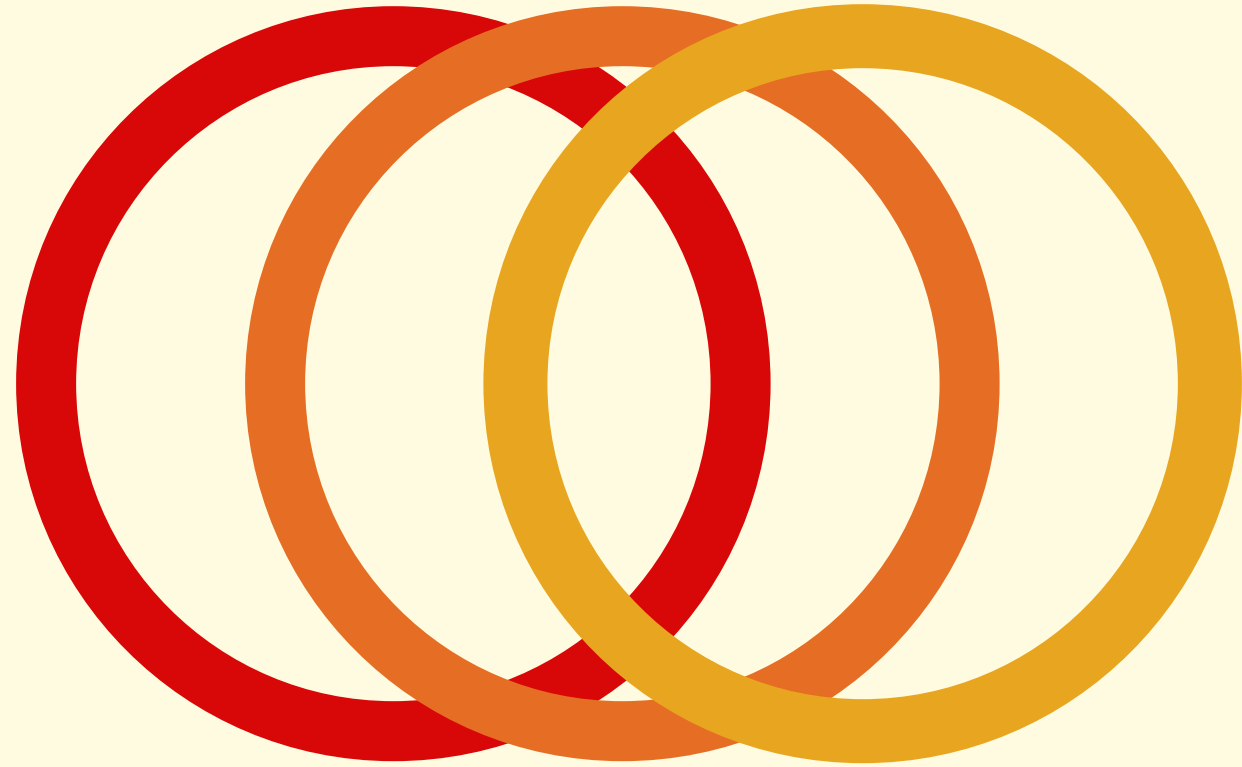
THANK YOU TO OUR SPONSORS

Grinder: Bentwood Vertical 63

Hot Water Tower: Bunn

Water: Third Wave Water (classic profile)





ONSITE LOGISTICS

Thursday 2/1

Judges Calibration

Competitor Load In

Competitor Meeting

Friday 2/2

Open Service Day 1

Compulsory Day 1

Saturday 2/3

Open Service Day 2

Compulsory Day 2

Sunday, 2/4

Awards Ceremony



Competitor Schedule

Comp. #	Name	Time	Station
1	Open Service Station 1	8:15 AM	Practice
	Name	11:20 AM	Cart to Stage
	Gender pron	11:30 AM	Set-Up
	Company	11:35 AM	Performance
	City, State	11:45 AM	Clean-Up
2	Open Service Station 2	8:15 AM	Practice
	Name	11:35 AM	Cart to Stage
	Gender pron	11:45 AM	Set-Up
	Company	11:50 AM	Performance
	City, State	12:00 PM	Clean-Up
3	Open Service Station 1	8:35 AM	Practice
	Name	11:50 AM	Cart to Stage
	Gender pron	12:00 PM	Set-Up
	Company	12:05 PM	Performance
	City, State	12:15 PM	Clean-Up

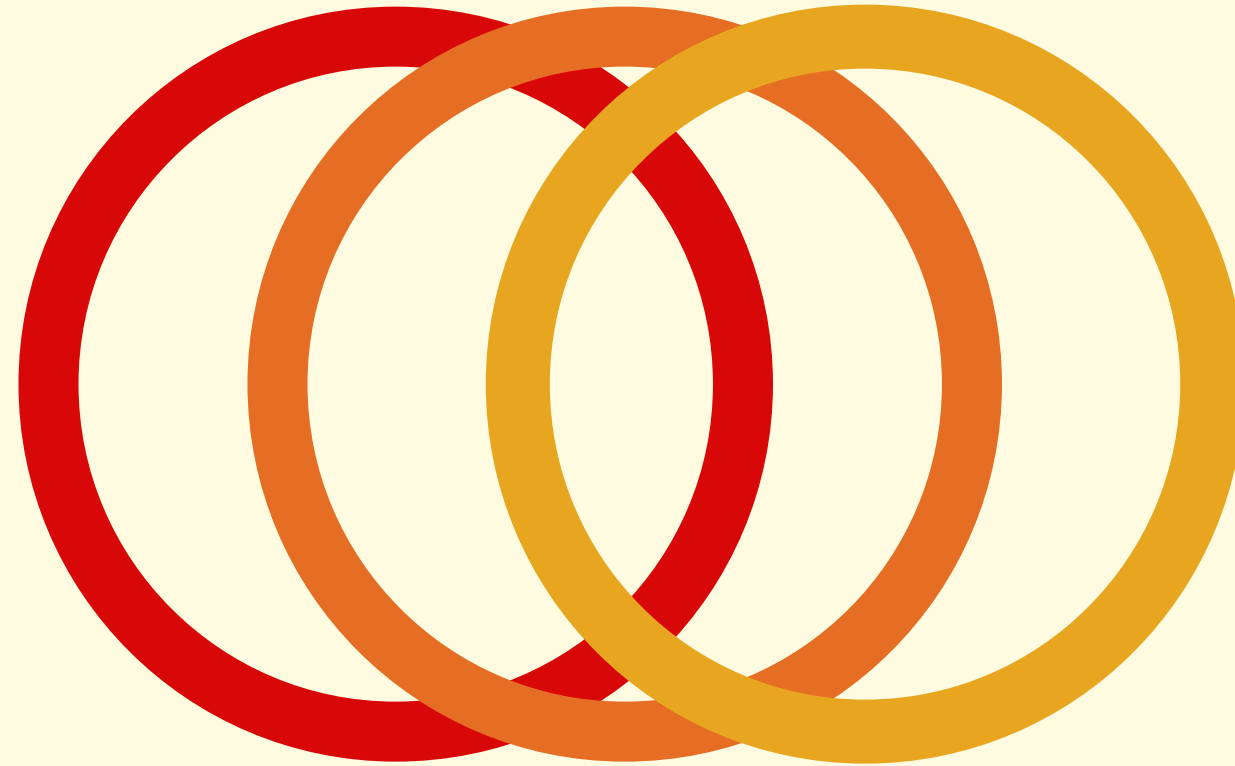
Heat	Comp. Code	Name	Time	Station	
Heat 1		Compuslory Station 1	9:25 AM	Cart to Stage	
		Name	9:35 AM	Practice	
		Gender pron	10:13 AM	Performance	
		Company	10:20 AM	Clean-Up	
		City, State			
			Compuslory Station 2	9:25 AM	Cart to Stage
			Name	9:35 AM	Practice
			Gender pron	10:13 AM	Performance
			Company	10:20 AM	Clean-Up
			City, State		
			Compuslory Station 3	9:25 AM	Cart to Stage
			Name	9:35 AM	Practice
			Gender pron	10:13 AM	Performance
			Company	10:20 AM	Clean-Up
			City, State		



Expectations and Best Practices

- Updates will be sent via email. **Please check ahead of and throughout the competition weekend.**
- Please **read the rules** thoroughly prior to arrival.
- Bring **water and snacks**
- Respect the **venue, volunteers, and of course, one another.**
- Be prepared for your time commitments
 - Judges: judges workshop and morning calibration
 - Competitors: load-in, practice, and competition times
- Be prepared to be flexible
- Most of all: **HAVE FUN**





U.S. BREWERS CUP QUALIFIER

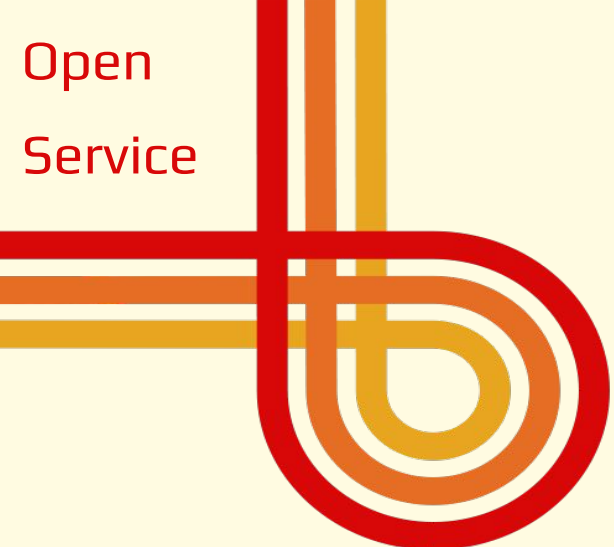
QUALIFYING COMPETITION SUMMARY

- a. In the Qualifying Competition there is 1 round.
- b. This round consists of 2 components called Services: Compulsory Service and Open Service. All competitors will compete in both Services. There will be no Finals Round in the Qualifying Competitions, only the US Brewers Cup Championship.
- c. During Compulsory Service, competitors will be evaluated by 3 sensory Judges. Additionally, a Head Judge may be present, and will taste the cups served. *The Head Judge will not score the cups and is present to ensure calibration of the judges.*
- d. During Open Service, competitors will be evaluated by 1 Head Judge and 3 sensory judges. Each sensory judge panel will consist of 2 scoring judges, and 1 non-scoring judge-in-training or guest judge. Non-scoring shadow judges may also be present on stage.
- e. During Open and Compulsory Services, competitors will prepare and serve 3 individual and separate beverages, 1 for each sensory judge.
- f. Competitors may utilize any set of brewing devices of their choosing, so long as they qualify according to the definitions in these Rules.
- g. For Compulsory Service, competitors will have 38 minutes of combined practice and setup time in preparation for and prior to Service. For Open Service, competitors will have 5 minutes of setup time.
- h. During the Compulsory Service, competitors will have 7 minutes of competition time to prepare and serve their beverages, without any presentation or demonstration. Competitors will be limited to utilizing only the whole bean coffee provided by the Brewers Cup competition.
- i. In Open Service, competitors may utilize any whole bean coffee of their choosing and will have 10 minutes of competition time to prepare and serve their beverages with an accompanying presentation.
- j. All 3 beverages within Open Service must be prepared using the same whole bean coffee.
- k. Competitors may produce as many beverages as they like during their competition time. Only the beverages served to the judges will be evaluated.
- l. TDS measurements may be taken of each served beverage (for competitor reference only) during compulsory service.
- m. At the Qualifying Competitions, Brewers will compete on both days of competition. Competitors will complete Compulsory Service one day and Open Service on the converse day.



Open Service





Open
Service

Set Up Time

5 Minutes

Competition Time

10 Minutes



Important Rule Highlight

- **Water Evaluation**

- Cold and hot water will be evaluated **before** the start of the Open Service performance. Please notify stage manager ahead of competition time.
- Please notify stage manager if you are going to use the standardized service vessel.
- *Reminder on personal vessels: judges will take served coffees into the deliberation rooms*



Important Rule Highlight

Rule
Change

5.3.b: For the purposes of this competition, no additives of any kind may be added to the coffee **AFTER** it reaches the “green coffee” stage, i.e., seeds of the *Coffea* genus, dried as a part of the post-harvest process, and free from all pericarp layers. This includes exposure to aromatic substances, flavorings, perfumes, liquids, powders, etc.



Important Rule Highlight

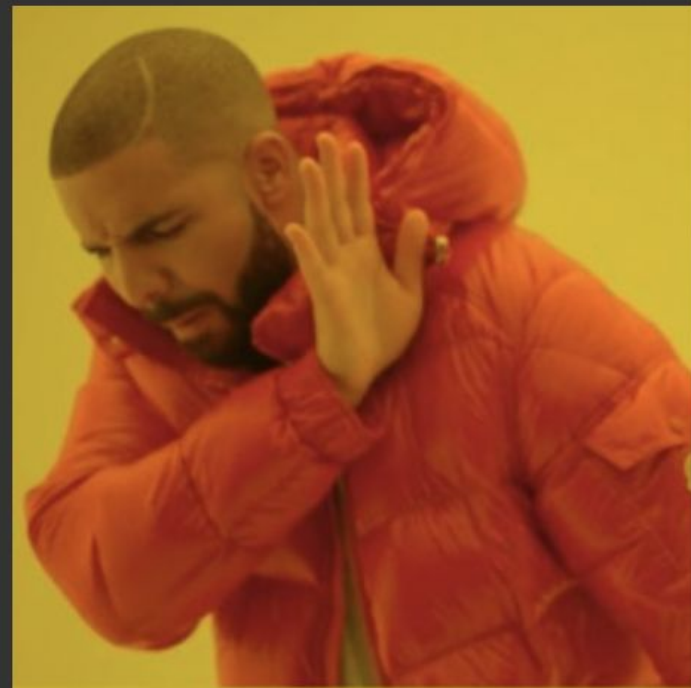
5.4 Competitors must serve between 120 mL and 375 mL in each sensory judge's cup.

If a beverage served is found to be less or more, that particular beverage (cup) will be disqualified and receive a "0" cup score. It is not necessary to serve the entire quantity of the brew, however, each sensory judge must be finally served at least 120 mL of the beverage in a single service vessel to evaluate.

For example, a competitor may serve a carafe alongside a service vessel, but at least 120 mL of the coffee must be poured **into** the service vessel for it to be considered "served." Beverages with less than 120 mL in the final service vessel will be disqualified and receive a "0" for cup score. Sensory judges will still evaluate for the competitor reference.

10.3.5.f: The competitor is to serve beverages to the judges by placing them ..., 1 directly in front of each judge. Competitors must actively place each beverage in front of a judge in order for it to be served...

OR "0" for cup score if judge not served directly or within competition time



**3 individual
brews for
sensory judge on
a tray in the
center of the table**



**Those 3
individual brews
placed directly
in front of
each sensory judge**



Practice Time



Cart to Stage



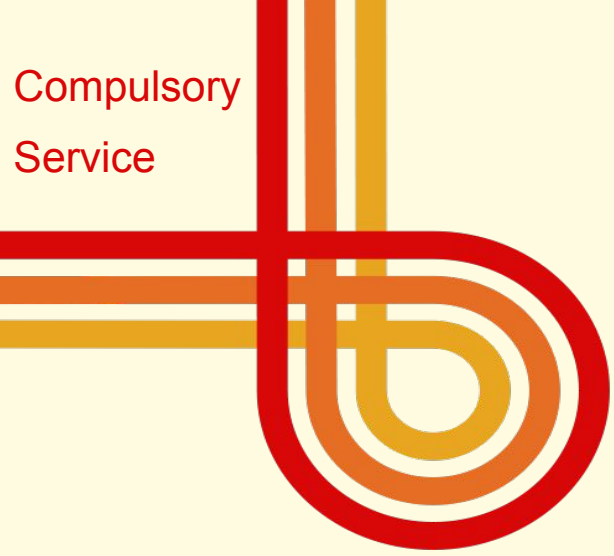
Competition Time



Compulsory Service



Compulsory
Service



Practice Time

38 Minutes

Competition Time

7 Minutes



Important Rule Highlight

- One **350 g** bag of whole bean coffee will be provided right before each competitor's practice time.
- Competitors must serve at least **120 mL** (4.058 oz) in each judge's cup.
- If a beverage served is found to be less than 120 mL, that particular beverage (cup) will be **disqualified** and receive **no score**.





Important Rule Highlight

- **Compulsory End Competition Time, 10.2.4**
 - Competition time ends when the competitor serves the third and final beverage on the designated serving tray **and** the competitor raises their hand and calls “time.”
- Any unused Compulsory Service Coffee remaining at the end the competitor’s competition time **MUST** be returned to the Competitions Manager, Asst. Stage Manager, Head Judge, or designated volunteer. This includes coffee in all forms: whole bean, ground coffee, brewed coffee, and brewed coffee grounds. Failure to return any unused Compulsory Coffee may result in disqualification.

Rule
Change



Important Rule Highlight

- For both Open and Compulsory Service, competitors will prepare and serve three individual coffee beverages, one to each of the three sensory judges
- If a competitor serves 2 or more extractions to a single judge, they will be **disqualified (for Compulsory)** or **receive a cup score of 0 (for Open)**
- TDS measurement may be taken during compulsory service for competitors reference, but not Open Service



Online Learning Session *Pre-Competition Training*

Coffee Tasting/Selection *As scheduled by host*


Practice *As scheduled by host*

Cart to Stage *Pre-performance orientation*

Set Up *Service station set up*

Performance *Open Service*





Online Learning Session

Pre-Competition Training

Competitor Meeting

Thursday before competition


Practice

*The morning before your
open service*

“Technical”

*Competitor asks for a timeout because
of issue with provided
equipment*





Online Learning Session

Pre-Competition Training

Judges Workshop

Thursday before competition

Calibration

Each morning

Deliberation

Post-Performance

Debrief

Sunday after Announcements

Conflict

People You Cannot Judge



Important Rule Highlight



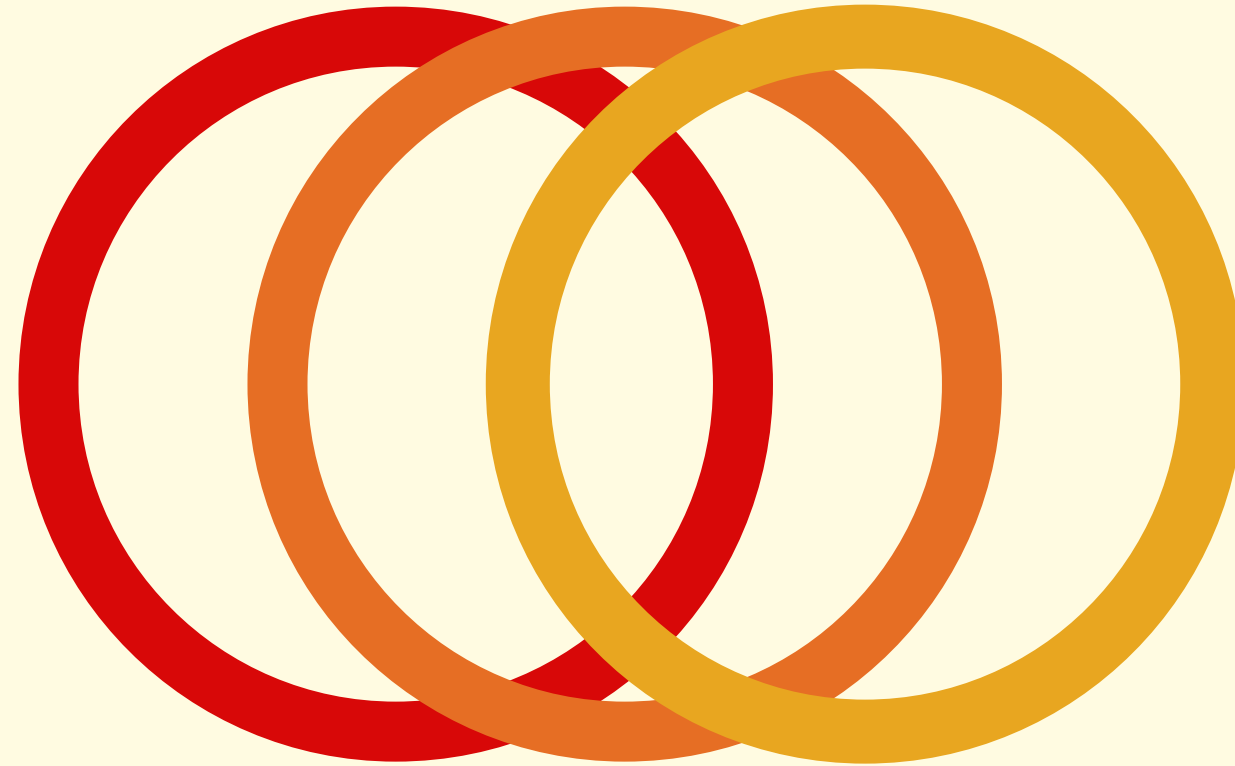
Rule
Highlight

3.1.6 USBrC Judges may not coach or judge at the same USBrC event. If a registered judge has coached or provided feedback to any competitor in any capacity (either as the primary coach, support coach, or consultant), they must declare that conflict of interest prior to the event and during Calibration. Failure to disclose conflict of interest may result in the disqualification of the competitor. Once the competition event has begun or judges have started their calibration (whichever is earlier), no communication or consultation in any form can take place between judges and competitors for the duration of that competition. Failure to comply during the event will result in the disqualification of the competitor and the removal of the judge from judging the competition.



Judge Guidelines





Judges Goals

What Judges Are Looking for in a Brewer's Cup Champion

- Prepares brewed coffee beverages of exemplary quality
- Delivers outstanding customer service
- Can articulate the taste experience offered by their brewed coffee beverages
- Delivers an exceptional overall coffee experience





2024 US Brewers Cup Qualifier - Open Service Scoresheet

Competitor Name _____

Judge Name _____ Date _____

Evaluation Scale		
Accuracy (0-3)	0 = None to Evaluate 1 = Not Very Accurate	2 = Somewhat Accurate 3 = Very Accurate
Coffee Evaluation (0-9)	0 = None to Evaluate 1 = Extremely Low 2 = Very Low 3 = Unacceptable 4 = Acceptable 5 = Average 6 = Good 7 = Excellent 8 = Extraordinary	9 = Very Good 10 = Excellent 11 = Outstanding
Experience (0-3)	0 = Unacceptable 1 = Not Very	2 = Somewhat 3 = Very

H = HOT W = WARM C = COLD

Accuracy of Coffee Descriptors

Aroma 2x <input type="text" value="0 to 3"/> 	Flavor 2x <input type="text" value="0 to 3"/> 	Aftertaste 2x <input type="text" value="0 to 3"/> 	Acidity 2x <input type="text" value="0 to 3"/> 	Sweetness 2x <input type="text" value="0 to 3"/> 	Mouthfeel 2x <input type="text" value="0 to 3"/> 	Brew Information: 	Accuracy of Coffee Descriptors <input type="text"/> /36
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Coffee Evaluation

Aroma <input type="text" value="0 to 9"/> 	Flavor <input type="text" value="0 to 8"/> 	Aftertaste <input type="text" value="0 to 9"/> 	Acidity <input type="text" value="0 to 8"/> 	Sweetness <input type="text" value="0 to 9"/> 	Mouthfeel <input type="text" value="0 to 9"/> 	Overall <input type="text" value="0 to 9"/> 	Coffee Evaluation <input type="text"/> /63
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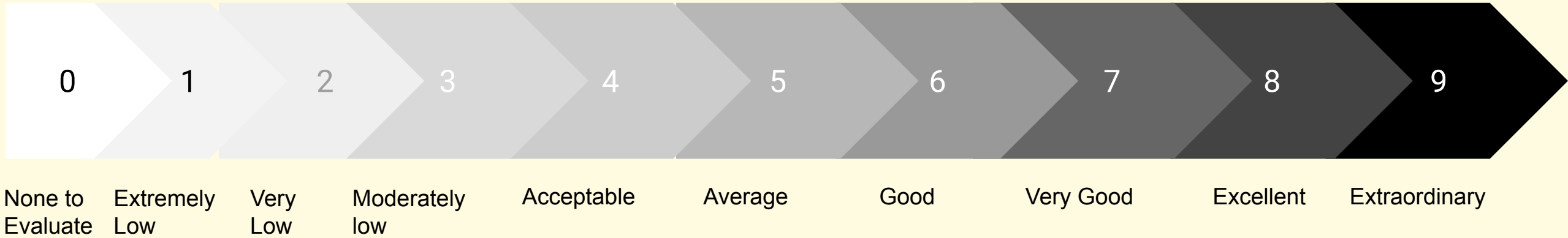
Barista Evaluation

Attention to Details 2x <input type="text" value="0 to 3"/> /6	Coffee Knowledge 2x <input type="text" value="0 to 6"/> /12	Presentation 2x <input type="text" value="0 to 6"/> /12	Barista Evaluation <input type="text"/> /30
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Open Service Score

Accuracy + Coffee Eval + Barista Eval (of this scoresheet)

/29



Cup Score



We use the 9-point hedonic scale to measure impression of quality. The 9-point scale is the most commonly used affective measurement in food science and has been proven to be a robust tool to measure liking and preference.²⁹ The center point of the 9-point hedonic scale is the number 5, which reflects "neither high nor low impression of quality": a neutral assessment of a sensory attribute's likability. Numbers lower than 5 reflect an intensifying dislike (low impression of quality), the number 1 being an "Extremely low impression of quality." Numbers higher than 5 reflect an increasing positive impression of the coffee, with 9 being "Extremely high impression of quality." Our cupping system automatically translates the output from 9-point hedonic scales to the 100-point scale, which is better known in coffee (section 8.4).

IMPRESSION OF QUALITY

- | | | |
|------------------|------------------------|-------------------|
| ① EXTREMELY LOW | ④ SLIGHTLY LOW | ⑦ MODERATELY HIGH |
| ② VERY LOW | ⑤ NEITHER HIGH NOR LOW | ⑧ VERY HIGH |
| ③ MODERATELY LOW | ⑥ SLIGHTLY HIGH | ⑨ EXTREMELY HIGH |



<https://sca.coffee/value-assessment>





Coffee Evaluation

Aroma High Low 0 to 9 <input type="text"/>	Flavor High Low 0 to 9 <input type="text"/>	Aftertaste High Low 0 to 9 <input type="text"/>	Acidity High Low 0 to 9 <input type="text"/>	Sweetness High Low 0 to 9 <input type="text"/>	Mouthfeel High Low 0 to 9 <input type="text"/>	Overall 0 to 9 <input type="text"/>
						Coffee Evaluation <input type="text"/>



Cup Score



None to Evaluate

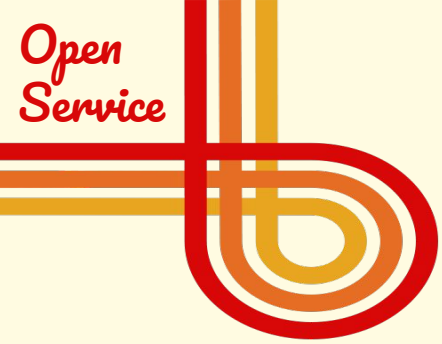
Not Very Accurate

Somewhat
Accurate

Very
Accurate

Accuracy of Coffee Descriptors





Accuracy of Coffee Descriptors

Impression (0-3): 0=Unacceptable, 1=Not very, 2=Somewhat, 3=Very

H = HOT W = WARM C = COLD

Aroma High Low 2x <input type="text" value="0 to 3"/>	Flavor High Low 2x <input type="text" value="0 to 3"/>	Aftertaste High Low 2x <input type="text" value="0 to 3"/>	Acidity High Low 2x <input type="text" value="0 to 3"/>	Sweetness High Low 2x <input type="text" value="0 to 3"/>	Mouthfeel High Low 2x <input type="text" value="0 to 3"/>	Accuracy of Coffee Descriptors <input type="text"/>
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Accuracy of Coffee Descriptors



Barista Evaluation

- Attention to Details
- Coffee Knowledge
- Presentation



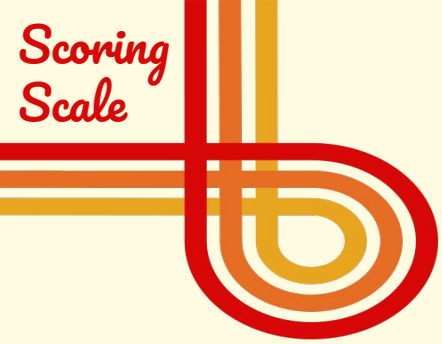


Barista Evaluation

Attention to Details	2x <input type="text" value="0 to 3"/>	Coffee Knowledge	2x <input type="text" value="0 to 6"/>	Presentation	2x <input type="text" value="0 to 6"/>
	/6		/12		/12



Barista Evaluation



Unacceptable

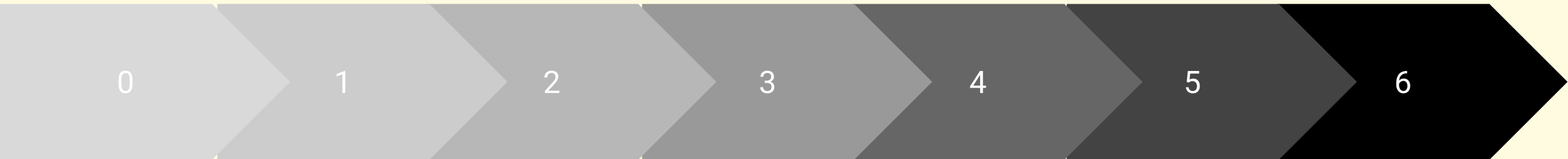
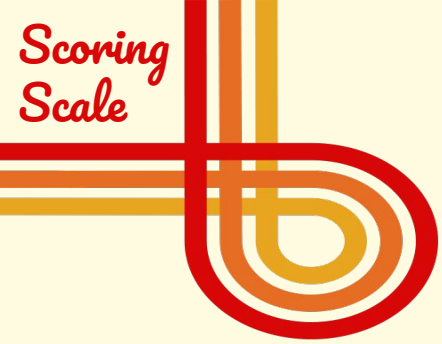
Acceptable/Average

Good/Very Good

Excellent/Extraordinary



Barista Evaluation: Attention to Details



Unacceptable

Acceptable

Average

Good

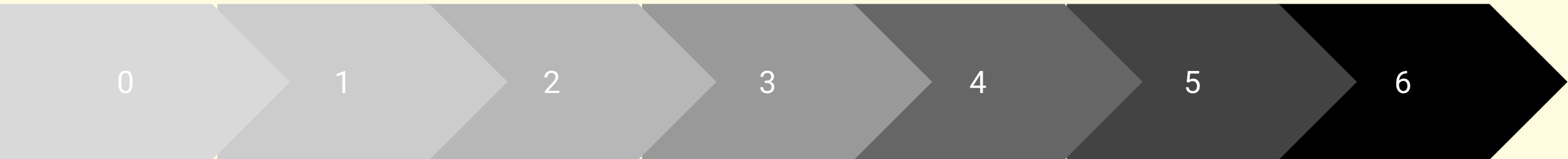
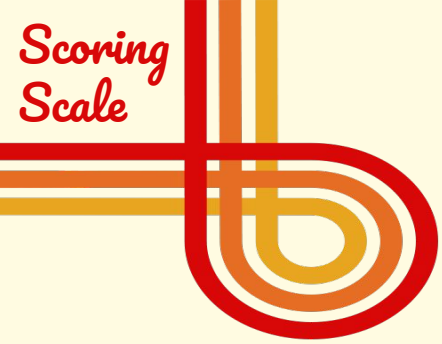
Very Good

Excellent

Extraordinary



Barista Evaluation: Coffee Knowledge



Unacceptable

Acceptable

Average

Good

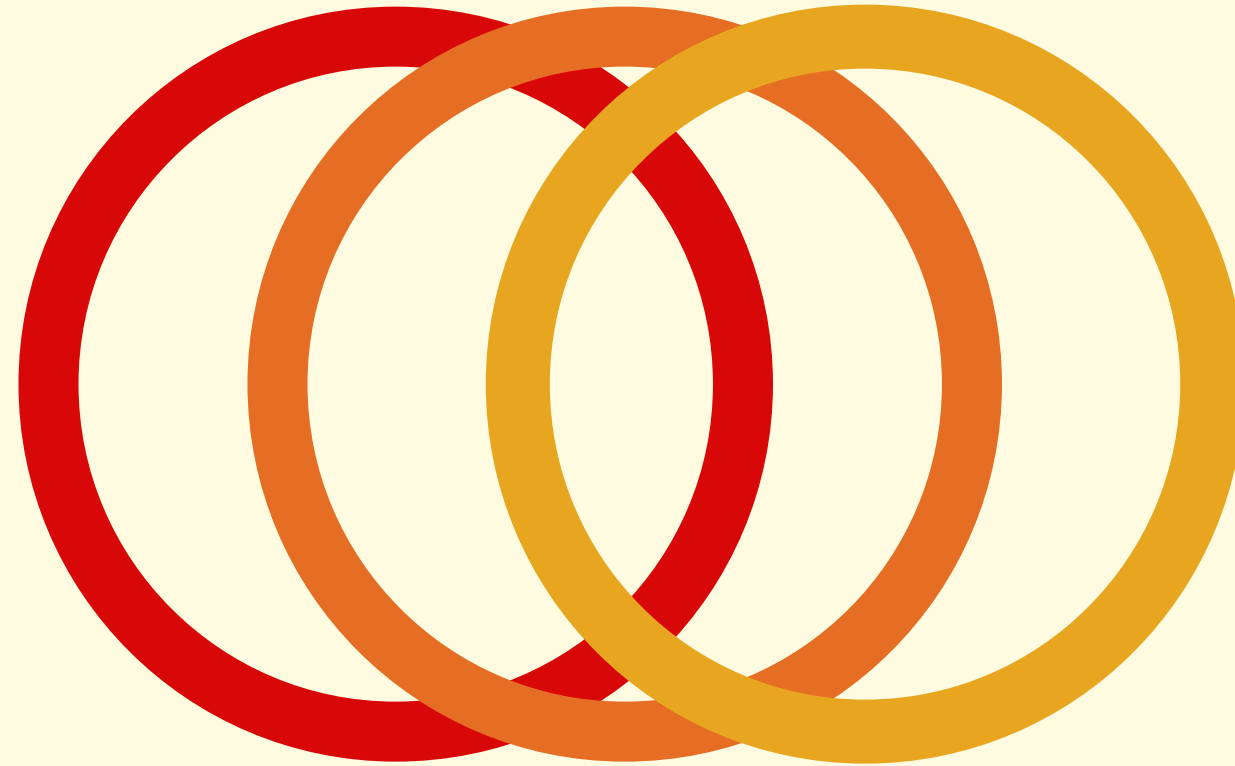
Very Good

Excellent

Extraordinary



Barista Evaluation: Presentation



Commonly Asked Questions




Q: Can I bring my own grinder?

A: For Open Service, **yes!** But grinding on your own grinder must be done backstage.

For Compulsory, no. Competitors must use the provided grinders during their designated time.





Q: Can I bring my own water to use for brewing?

A: For Open Service, yes! The Head Judge will need a sample of your water to ensure it's free of additives. For Compulsory Service, no. Competitors must use the provided water.

Samples of water must be provided for open service before performance begins. HJ will evaluate water before performance begins.




Q: Can I play my own music?

A: Yes! On a CD, MP3 player, flash drive, or cellular telephone device (playlist must be downloaded, phone in airplane mode).

Or, you can provide a Spotify or Apple Music playlist link in the a forthcoming competitor form.





Q: In compulsory, can I grind my coffee before the 7 minute competition time?

A: Yes! You can grind coffee, pre wet filters, prepare brew water, sort, sift, etc.

You cannot have water touch coffee to start brewing until the start of the 7 minute competition time.

Rule 10.2.3: Compulsory - Competition Time



Q: How will judges evaluate the coffees served?

A: Judges have the option to use a cupping spoon to sip or slurp the coffee from, or to sip or slurp directly from the beverage the coffee is finally served in.

Competitors may override protocol and give judges specific aroma evaluation and/or drinking instructions, however, instruction needs to be provided before coffee is served.

Please see rule 14.2.3 for additional details.



Contact Information

When in doubt, email:

communications.uscc@gmail.com

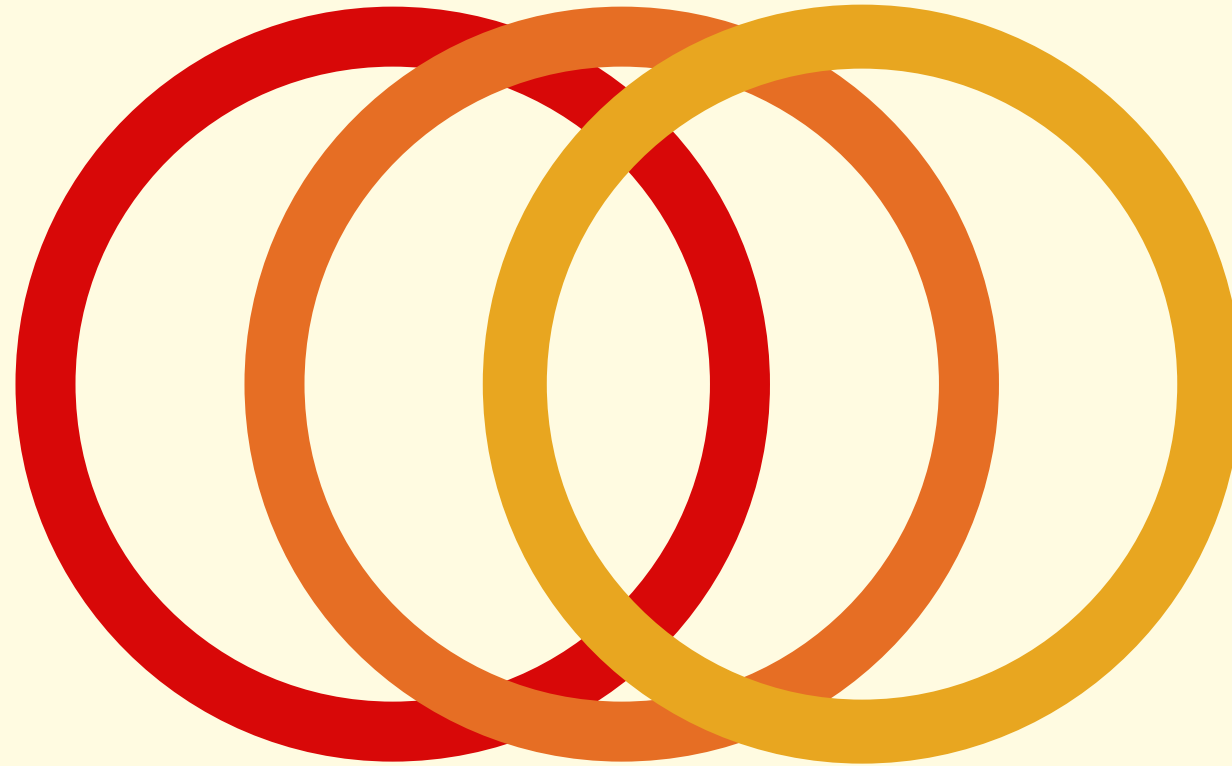




Next Steps: Keep Your Eye on Your Inbox!

- OLS recording link
- Competitor music submission form
- Competitor and judges info form
 - *please complete these ASAP when received; they help inform scheduling!*





Questions?



uscoffeechampionships.org

<https://sca.coffee/value-assessment>



Questions?

