

GOLDEN BEAN

THE LARGEST GLOBAL COFFEE ROASTERS COMPETITION & CONFERENCE

16TH - 20TH FEBRUARY

WWW.GOLDENBEAN.COM



TEMPE MISSION PALMS

A DESTINATION HOTEL®



COMPETITION ENTRY GUIDELINES

CONNECT | NETWORK | JUGDE

TEMPE MISSION PALMS HOTEL
60 E 5TH ST, TEMPE AZ 85281

NORTH AMERICA | PHOENIX, ARIZONA

INFO@GOLDENBEAN.COM
GOLDENBEAN.NORTHAMERICA



WELCOME TO GBNA 2020

NEW IN 2020

- Enter 6 or more coffees and receive 1 x complimentary delegate ticket valued at \$550
- To win the overall Golden Bean and overall Chain Store / Franchise you will need to enter commercially available coffee pre and post competition.
- We will also be adding a new Alternative Milk category using Alternative Dairy Co plant based milks.
- As well as another new category being an Elite Coffee category designed for coffees that are over \$60 for 1lbs of Green Coffee.

What is the Golden Bean?

Celebrating over 16 years in Australia and now in its 6th 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 high quality products available in the marketplace, by awarding the team of people behind the winning brand. 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 like-minded people

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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)
- To win the overall Chain Store / Franchise category you will need to enter commercially available coffee pre and post competition.

Your Entry Details

PLEASE READ

PLEASE READ ALL OF THE INFORMATION HEREIN TO FAMILIARISE YOURSELF WITH THE RULES AND FORMAT OF THE COMPETITION.

Please send coffee for judging to:

ATTN: THE GOLDEN BEAN COFFEE
ROASTING COMPETITION
LOCATION TBA

Contact

Jan (503) 706 1330 or
Sean +1 (310) 266 2827

2021 Entry Dates:

Entries open 9am Mon 1st July 2020

Entries close 5pm Mon 15th Feb 2021

Coffee deliveries by

Mon 15th Feb 2021

Judging dates Tue 16th to Fri 19th Feb 2021

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

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 freshness on the days of judging.

Coffee Categories

1. Espresso (Short Black)
 2. Milk Based (Latte) - An espresso shot with stretched whole milk
 3. Filter - Behmor Brazen Brewer
 4. Organic (Espresso)
 5. Single Origin (Espresso)
 6. Decaffeinated (Milk Based)
 7. The America's Grown (Milk Based)
 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
11. Super Automatic (Espresso) - Rancilio Egro Next Pure
 12. Elite coffee (Filter)
 13. Alternative Milk (Milk Based)

Delivering Your Entries

01. Complete this entry form online and receive confirmation of your payment. To do this, go to:
<https://goldenbean.awardsplatform.com>
02. Approximately 6 weeks prior to the event we will send you 6 x competition coffee bags. If you require more bags please contact the GBNA Team - jan@goldenbean.com
03. You will need to fill the bags with 1lb (500g) of the coffee for each of the categories you are entering.
04. Multiple entries per category are permitted. More entries per category means higher chance of winning.
05. All beans to be provided whole.
06. Write the corresponding category number in the box provided on the bag.
07. 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
08. Print 'packing slip' for each coffee and STAPLE to each entered bag (this will be removed prior to the event).
DO NOT write your business name on the coffee bags.
09. Coffee must be delivered by 5pm 9th of September 2019
10. Once we receive your entries they will be coded and stored correctly in a temperature controlled room ready for judging.
11. 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 clicking 'Manage Entries'
12. Please provide your branded bag with 1 pound of coffee to be auctioned at the event - optional
www.goldenbean.awardsplatform.com

Entry Fee

\$100.00 per bag entered (1 bag per entry)



RULES AND GUIDELINES

Rules of the Competition

1. To win the overall Golden Bean you need to enter THREE CATEGORIES: Espresso (category #1), Milk Based (category #2) and Filter (category #3) Beans that are entered will need to be commercially available for both pre and post competition and will need to cost under \$60 per pound.
2. To win the overall Chain Store / Franchise category you will need to enter 3 CATEGORIES: Chain Store / Franchise (Espresso) (category #8), Chain Store / Franchise (Milk Based) (category #9) and Chain Store / Franchise (Filter) (category #10). Beans that are entered will need to be commercially available for both pre and post competition.
3. Beans must be roasted in the country in which the competition is being held - North America (USA and Canada)
4. Chain Store/Coffee Franchise must have at least 3 stores under the same Roaster (Small franchise 3-20 stores, Large franchise 21+ stores).
5. Must be a commercial roaster.
6. Beans must be provided whole.
7. Multiple entries per category are permitted. More entries per category means higher chance of winning.
8. The same coffee can be entered into multiple categories.
9. Entries will not be accepted without payment.
10. Beans must cost under \$60 per pound of green coffee except for Category #12.

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 by Monday 14th September.
- One bag of coffee per entry: 1 x 1lb (500g) sample for judging.
- Coffee must cost under \$60 per pound except for Category #12
- Once received, the coffees are stored correctly in a temperature controlled room ready for judging.
- For Category 11 please provide 2 x 1lb (1kg) sample for automatic espresso judging.



BREWING PARAMETERS & EQUIPMENT

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

- Rancilio Specialty RS-1 3 Group
- Tamping Puqpress 15kg
- Brewhead set at 93.3 fahrenheit
- 20g pro lazer-cut Rancilio basket
- Ratio of 1:2
- 20g in basket with a brew mass yield of between 40g-43gm
- Extracted over 25-28 second extraction split into two shots
- Cups: Ceramic (demitasse)

Categories using Milk – 2, 6, 7 & 9

- Espresso – shot as per above
- Cup size – 8oz (Takeout cup)
- Milk type – whole milk

Categories using Alternative Milk – 13

- Espresso – shot as per above
- Cup size – 8oz (Takeout cup)
- Milk type – Planet oat by HP Hood

Filter – Behmor Brazen Plus - 3, 10 & 12

- Brewer will be altitude calibrated at the event to ensure the highest temperature accuracy
- 500ml of filtered PENTAIR/Optipure water
- 30g of coffee, filter ground - Medium
- Temperature set to 92°F (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.)

Super Automatic Espresso – Rancilio Egro Next Pure - 11

- Brewhead set at 93.5 fahrenheit
- 16g in, 36g out
- 20-24 seconds extraction split into two shots
- 9bar extraction pressure
- 200°F
- No preinfusion
- Medium tamping pressure (~25psi)

Espresso & Filter Grinders

Mahlkonig EK43

Water Filter

Providing water filtration for all categories from PENTAIR Optipure. 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 RS-1 3 Group
- 2 x professional baristas per machine
- 1 x grinder 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 16 - 19th Sep 2020.
- 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 be appointed to categories 1, 2 & 3. They will oversee the judging for that category and report back to the Head Judge with any anomalies.
- It is compulsory for all Judges to be calibrated at the beginning of each day 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 cupped.
- No baristas or judges are privy to code information.
- 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 the competition 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 palate 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 standards.
- Upon registering, each delegate/judge will be asked to provide 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.

Calibration Session

Each day a calibration session will take place, including a review of sensorial training, cupping terminologies and technical standards. Scoresheets will be reviewed along with the qualifiers of aroma, body, taste, flavor, 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, each day.

Judging Criteria

Coffees will be judged on the following criteria:

- **Espresso beverages – Categories (1, 4, 5, 8, 11) will be judged on:**
Acidity, sweetness, body and balance
(combination of sweetness, acidity, body and overall flavor)
- **Milk beverages – Categories (2, 6, 7, 9) will be judged on:**
Sweetness, flavor, aftertaste and balance (coffee cut through milk)
- **Filter beverages – Categories (3, 10 & 12) will be judged on:**
Sweetness, acidity, mouth feel, uniqueness of flavor and balance
- **Alternative Milk beverages – Categories (13) will be judged on:**
Sweetness, flavor, aftertaste and balance (coffee cut through milk)

Sample Scoresheets are available from the link:

www.goldenbean.com/go/scoresheets/





TROPHIES AND MEDALS

Trophies and medals will be awarded at the Golden Bean Coffee Roasters Awards Dinner on Saturday 19th September. Note: All guests must pre-purchase Awards Dinner tickets -limited seating available.

Champions Trophies

World renowned tapper man Reg Barber only provides his trophies to elite coffee events around the globe. A Reg Barber trophy is recognised as a collectable piece that any winner would be proud to own. There will be three Reg Barber trophies up for grabs at the Golden Bean competition:

1. Overall Champion Golden Bean
 2. Overall Chain Store / Franchise Champion Small
 3. Overall Chain Store / Franchise Champion Large
- Overall Champion** of The Golden Bean Coffee Roasters Competition 2019 will be determined by, the highest combined score of the three determining categories:
- Espresso (category #1)
 - Milk Based (category #2)
 - Filter (category #3)

Overall Chain Store / Franchise Champion of The Golden Bean Coffee Roasters Competition 2020 will be determined by, the highest combined score of the three determining categories:

- Chain Store / Franchise (Espresso) (category #8)
- Chain Store / Franchise (Milk Based) (category #9)
- Chain Store / Franchise (Filter) (category #10)

We will acknowledge both Small and Large Chain Store / Franchise businesses with separate Overall Champion trophies.

Medals

Gold, Silver and Bronze Medals are awarded to the top scores in each category and handed out at the Awards Dinner.

- Gold (top score)
- Silver (top 10 scores)
- Bronze (top 15 scores)

* NB In the case of multiple same scores this will increase the amount of medals given out.

ADVERTISING AND PROMOTION

Publication of Results

The Golden Bean winners will be announced at the Awards Dinner on Saturday 19th September 2020. We will also endeavour to post the winners on the Golden Bean North America Facebook page throughout the Awards evening and post to our website within 7 working days of the Awards event. Medals will be posted out within 30 days if you are not present at the awards dinner.

Feedback

All roasters that entered the competition will receive feedback on their coffees via the online portal. 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 Golden Bean medal artwork and stickers for their trade, retail and wholesale packaging.

Advertising and Promotion

Café Culture International & Fresh Cup - 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 Fresh Cup Magazine & 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**



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

Tempe Mission Palms Hotel and Conference Center
60 E 5th St

Tempe, AZ 85281

WHEN

Tuesday 16th – Friday 19th February

Awards evening Saturday 20th February

SEND COMPETITION COFFEE TO

ATTN: THE GOLDEN BEAN COFFEE

ROASTERS COMPETITION

LOCATION TBA

Contact

Jan Weigel (503) 706 1330 or

Sean Edwards +1 (310) 266 2827

Please ensure you track your package and clearly mark it is for The Golden Bean Coffee Roasters Competition

ENQUIRIES

Jan (503) 706 1330 or

Sean (310) 266 2827

Email

info@goldenbean.com

Jan@goldenbean.com

Tilly@cafeculture.com

ENTRY FEE

\$100.00 per bag entered (1 bag per entry)

ENTRY DATES:

2021 Entry Dates:

Entries open 5pm Mon 1st July 2020

Entries close 5pm Mon 15th Feb 2021

Coffee deliveries by

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

COFFEE CATEGORIES

1. Espresso (Short Black)
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

11. Super Automatic (Espresso) - Rancilio Egro Next Pure
12. Elite coffee (Filter)
13. Alternative Milk (Milk Based)

WINNING ELIGIBILITY

To be eligible to win the Golden Bean Overall Champion you must enter commercially available coffee in the following categories:

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/

