



WORLD BARISTA CHAMPIONSHIP

**PRESENTED BY:
THE SPECIALTY COFFEE ASSOCIATION OF AMERICA &
THE SPECIALTY COFFEE ASSOCIATION OF EUROPE**

WBC LTD. ORGANIZATIONAL STRUCTURE & GOVERNANCE

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1. PREFACE

The World Barista Championship Ltd. (WBC Ltd.) presents within this document its organizational structure, operational processes and rules and regulations for the World Barista Championship (WBC).

The WBC Ltd. appoints and licenses National Bodies (NBs) to act as its official agents for the purposes of organizing and running qualifying National Barista Championships in accordance with the WBC model.

2. WBC LTD. AS AN ENTITY, OBJECTIVES AND RELATION TO NATIONAL BODIES

2.1. WBC LTD. AS AN ENTITY

The World Barista Championships is a non profit making vehicle company created to hold and control tangible and intellectual property of the WBC and co-ordinate and administer the operation of the WBC.

The WBC is governed by a board representing its members, currently the Speciality Coffee Association of America and the Speciality Coffee Association of Europe.

The WBC is a UK registered Company, limited by guarantee.

2.2. WBC OBJECTIVES

- A. To promote the growth, excellence and recognition of the Barista profession.
- B. To promote the knowledge and consumption of specialty coffee to the consumer through the WBC and involved Baristas.
- C. To become globally recognised as the premier World Barista Event in the coffee calendar.
- D. To grow the Barista's knowledge of and expertise in, the preparation and serving of specialty coffee through competitions.
- E. To train and certify quality judges for the WBC.

3. WBC BOARD OF DIRECTORS

The WBC Board of Directors are elected by the SCAE &SCAA and represented equally.

The primary tasks of the WBC board are:

- A. To develop the strategy of the WBC.
- B. To license NB's and to sanction National Barista Championships.
- C. To operate all financial aspects of the WBC.
- D. To contract sponsors, to implement the marketing concept and PR/advertisement.
- E. To appoint the committee members and to supervise their work.
- F. To ensure a transparent external and internal communication.

Board of Directors 1st July 2006 until 30th August 2007:

- A. Doug Zell, Intelligentsia Coffee Roasters & Tea Traders, Chair
- B. Andy Fawkes, Masteroast Coffee Co Ltd, Treasurer
- C. Cindy Chang, Counter Culture Coffee, Inc.
- D. David Cooper, Cooper's Coffee Ltd
- E. Mireya Asturias Jones, Doña Mireya Estate Green Coffee
- F. Tone Elin Liavaag, Solberg & Hansen, Vice-Chair
- G. Jeff Vojta, Stockton Graham & Company
- H. Tim Wendelboe

4. WBC COMMITTEES

Please visit www.worldbaristachampionship.com to view a current list of our WBC Hemisphere Coordinators and Committee Members.

4.1. HEMISPHERE COORDINATORS

Primary Role: Approve and liaise with National Bodies to ensure they conform to the WBC rules and regulations, guidelines and checklist. Field and respond to enquires within in their respective Hemisphere. Coordinate resources and personnel to facilitate each respective National Barista Championship. Keep records updated for the WBC website of national coordinators, competitors and dates of respective competitions. Process applications for licensing of National Bodies and annually sanction the respective National Barista Championships.

4.2. RULES & REGULATIONS COMMITTEE

Primary Role: Develop the rules and regulations of the competition and judging criteria.

4.3. JUDGES CERTIFICATION COMMITTEE

Primary Role: Develop the judges' certification program in accordance with the WBC Judges Rules & Regulations. Conduct Judges Certification Programs for the WBC and assist Judges training for National Barista Championships on behalf of the WBC.

4.4. TECHNICAL STANDARDS COMMITTEE

Primary Role: Develop and implement all technical standards to be used in all competitions.

4.5. EVENT & LOGISTICS COMMITTEE

Primary Role: Manage all aspects and logistics of the WBC Event in consultation with all WBC Committees and the Event Host.

Michelle Campbell, WBC Event Manager

5. NATIONAL BODIES

National Bodies are defined as an association or group of individuals who collectively take responsibility for the organization and execution of the recognized, qualifying National Barista Championship. These bodies should be comprised of a broad cross section of representatives from the Specialty Coffee Community in that given country.

5.1. NATIONAL BODY LICENSING APPLICATION FORM

The "National Body Licensing Application" can be found online at: www.worldbaristachampionship.com. Interested parties must be a representative of the specialty coffee community in that given country. Applications should be sent to the corresponding hemisphere coordinator. Approval will be determined by the WBC Board.

5.2. TERMS OF LICENSE

There is only one National Body allowed per country. The National Body License will last indefinitely until it is terminated. Refer to section 5.4 for termination information. The terms of the license is identified in this agreement document.

5.3. REGISTRATION FEE

There is no registration fee for the National Body Application. There is a registration fee of US\$ 250 upon filing the "Competition Sanctioning Form", which is to be filed annually, concurrently with each national competition. The Competition Sanctioning Form can be found online at: www.worldbaristachampionship.com.

5.4. TERMINATION

Either the WBC or the National Body may terminate the National Body Licensing Agreement at any time with written notice to the other party.

5.4.1. Terms of Termination

- A. Upon termination the National Body will have no further right to the title of National Body for the WBC.
- B. Upon termination the National Body will have no further right to coordinate the National Barista Championship.
- C. Upon termination the National Body is obligated to produce all information collected as National Body to the WBC.
- D. Any sponsorships, contracts, bookings, or commitments will be presented to the WBC.

5.5. OBLIGATIONS

5.5.1. Information

- A. The National Body is responsible for submitting all proper paperwork to their Hemisphere Coordinator.
- B. The National Body is responsible for relaying any updated contact information or information relevant to the national barista competition.
- C. The National Body is responsible for gathering all the documents provided by the WBC at: www.worldbaristachampionship.com.

5.5.2. National Barista Competitions

- A. The National Body is obligated to host an annual National Barista Championship in accordance with the “Competition Sanctioning Criteria” and the “WBC Rules and Regulations.” These documents can be found at: www.worldbaristachampionship.com.
- B. The National Body can coordinate, or appoint another party to coordinate the National Barista Championship.
- C. The National Body is obligated to file all the necessary paperwork regarding the National Barista Championship with the Hemisphere Coordinator or the WBC Administrator.
- D. The National Body and its members should not be involved in any manner either directly or indirectly in any other competition, which competes against the WBC structure.
- E. The WBC will not manage or take ownership in any coordination of the National Barista Championship.

5.5.3. National Champion

- A. The National Body is responsible for identifying the correct National Champion and providing their current information.
- B. The National Body must cover the travel and lodging expenses for the National Champion to attend the WBC. The NB can find sponsorship to cover such expenses if necessary.
- C. The National Body is encouraged to plan activities for the National Champion during the champion’s reigning year.
- D. The WBC will not manage or take ownership of any coordination for the schedule of the National Champion.

6. INTELLECTUAL PROPERTY RIGHTS

The WBC’s Intellectual Property Rights are any and all rights pertaining in inventions, patents, copyrights, design rights, trade marks, trade names, service marks, data base rights, trade

secrets, and know-how (whether registered or unregistered) and all applications for any of them anywhere in the world.

6.1. OWNERSHIP AND USAGE

- A. The WBC owns Intellectual Property Rights including the name “World Barista Championship” and the logo.
- B. The WBC grants usage of the logo to the National Body for the purpose of the National Barista Championship only.
- C. The National Body is not permitted to alter the WBC logo or name.

7. CONDITIONS OF PARTICIPATION

7.1. PARTICIPANTS

7.1.1. National Qualifications

The World Barista Championship (WBC) is open to qualified national champions as determined by a WBC sanctioned national championship supervised by the relative WBC Licensed National Body.

The WBC is open to one competitor from each nation representing a WBC Licensed National Body.

7.1.2. Nationality

Competitors must hold a valid passport of the country he/she represents or have 24 months of documented employment or scholastic curriculum in the country that they represent.

7.1.3. Multiple Passports

In case of multiple passports, the contestant must choose one country and qualify through this respective sanctioned national championship.

7.1.4. Exemption of Participation

If a national champion is unable to participate in the WBC for any reason, the runners up from the national competition can replace the champion. This replacement must be granted by the WBC. A written request must be sent by the WBC Licensed National Body to the WBC Event Manager.

7.1.5. Expenses

The WBC is not liable for any of the competitor’s expenses. If a competitor cannot afford these expenses, it is their responsibility to see that their Licensed National Body or other outside party covers these expenses.

7.2. APPLICATION

7.2.1. Competitor Registration Form

Competitors must complete the WBC Competitor Registration Form online at: www.worldbaristachampionship.com and email or fax a scanned copy of his/her valid passport or legal documentation of 24 months of employment or scholastic curriculum in the country that they represent to the WBC Event Manager.

Attn: WBC Event Manager - Michelle Campbell
Email: mcampbell@scaa.org
Fax: +1 562 624 4104

All approved national champions will receive a confirmation letter that will be sent to the competitor via email within two weeks of receipt of his/her online registration form and valid passport or legal documentation.

7.2.2. Last Date To Apply

Competitors must submit the online competitor registration form and valid passport or legal documentation six weeks prior to the WBC.

7.2.3. Application Exemption

If a WBC sanctioned national championship organizer is unable to conduct their national competition in due time of the cut off date requirements, then the Licensed National Body must apply for the nations participation to compete in the WBC in writing to the event organizer. It is the WBC event organizers final decision to accept or reject late applications for countries to enter the WBC.

8. THE WBC COMPETITION

- A. Competitors will be judged by four Sensory Judges, two Technical Judges and one Head Judge.
- B. Each competitor shall serve each of the four Sensory Judges a single espresso, a single cappuccino and a single signature beverage of his/her choice (espresso-based and alcohol-free), for a total of 12 drinks, during a period of 15 minutes or less.
- C. The order in which the drinks are served is the competitor's decision.
- D. The four drinks of each category must be identical and served simultaneously.
- E. Each set of drinks must be identical in content; latte art expression may take any form the competitor chooses. Latte art does not need to be identical on all four drinks in the same set.
- F. All four drinks within each category of drinks must be prepared using the same coffee.
- G. Competitors can prepare each category of drinks (i.e. the espressos, cappuccinos, and signature beverages) using different coffee.
- H. Competitors may produce, as many drinks as they like during the competition, but only the drinks served to the judges will be evaluated.

See the WBC Rules & Regulations, WBC Score Sheets and the WBC Judges Manual for more detailed information regarding the rules and regulations for the World Barista Championship.