

To all potential WBC sponsors in the Espresso Machine category, the time is upon us to begin preparation for a second testing of all espresso machines that qualify for WBC sponsorship. We are proposing a few new ideas for the second time around.

- Testing is to take place in Tokyo one week prior to the WBC 2007. This is approximately within the last two weeks of July, 2007.
- We propose revisiting the Testing Protocol for additions and subtractions with the input of others through a committee structure.
- This **Espresso Machine Sub-Committee** will consist of One (1) person per manufacturer per machine to be tested in Tokyo.
- There will also be another sub-committee called the **Testing Sub-Committee** consisting of members from within and from outside the industry who have technical or other expertise pertaining to the goal at hand.
- Committee structure will consist of the following:
 - **WBC Technical Standards Committee** (John Sanders Chair, Willy Hansen Vice-Chair, 3rd member TBD)
 - **Espresso Machine Sub-Committee** (All Espresso Machine Sponsor Representatives)
 - **Testing Sub-Committee** (John Sanders, Willy Hansen, Greg Scace, Sevan Istanbulian, others TBD)

- For a machine to qualify, the following is required:
 1. The espresso machine must be readily available in the worldwide market.
 2. The **manufacturer must** have a **worldwide** service and sales network. This is necessary to support all of the National Barista championships. Approximately 50 such competitions are anticipated in 2007.
 3. Each manufacturer must submit a 3-group machine of their choice. Whichever machine is submitted must be the same machine that will be used in WBC events if that particular manufacturer becomes the sponsor. No substitutions are allowed unless approved by the WBC Technical Standards Committee. The manufacturer must also ship this machine to Tokyo for testing. The machine representative, who is a member of the sub-committee, will be the liaison for testing. The manufacturer must also send their technician to install and set-up their machine, be on hand to assist with testing, and observe that the established protocol is followed.
 4. Each manufacturer must also pay a testing fee of 2500 Euros for expenses related to the testing. This consists of the following: Testing equipment, travel, lodging and food for testing personnel. This is a volunteer position for all committee members including the WBC Technical Standards Committee members and as such the volunteers do not receive any compensation for this testing. With this fee we will relieve the volunteers of their out of pocket expenses.

- As a candidate for sponsorship you will receive the following:
 1. Each individual test result will be given the respective company by the end of the WBC event.
 2. A certificate of testing for the WBC sponsorship.
 3. A brief summary of your test results from the WBC Technical Standards Committee.

- Requirements for Sub-Committee members:
 1. Participation in the revision of the testing protocol as needed.
 2. Participation in the testing of the machines.
 3. Sharing of ideas **RELATED** (WE DO NOT EXPECT TRADE SECRETS OR CONFIDENTIAL INFORMATION TO BE DISCLOSED, BUT WE DO EXPECT CONTRIBUTING PARTICIPATION BY ALL) to this project. The information gained in this process is shareware and as such we do not expect the resulting information gained from this process to be a secret. Our goal is to improve the standards of the industry as a whole and the only way to do this is by a free exchange of ideas.
 4. Professionalism

Again, as a candidate, each manufacturer's test results will be kept private. This information will not be shared with any other candidates or individuals. This information will be given ONLY to each manufacturer's specified representative.

I look forward to the task at hand and await your respective response.

Sincerely,
John Sanders
Chair, WBC Technical Standards Committee

Willy Hansen
Vice-Chair, WBC Technical Standards Committee