



## COMPETITION BRIEF

### Roast Masters™ @ The Amsterdam Coffee Festival 2020.

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#### *Introduction*

Launched at the Amsterdam Coffee Festival 2019 and subsequently at the New York and Milan Coffee Festivals 2019, The Amsterdam Coffee Festival will again host the global specialty roaster competition, Roast Masters™, for its second year in the Netherlands.

With a global outlook and a unique, fresh format, this cutting-edge tournament seeks to find, test and celebrate the best specialty coffee roasters on the planet. Designed by the team behind Coffee Masters™ and Coffee Mixologists™, Roast Masters™ Amsterdam brings together 20 of the Benelux' and the world's most exciting Roasters for a 3-day competition showcasing excellence in the *art of coffee roasting and espresso blending*.

Put through their paces by a panel of industry-leading Judges and a discerning crowd, this is the ultimate test of skill, know-how, commercial aptitude, innovation and creativity. It is a unique opportunity to excel in front of key industry players and an international audience.

#### *The Competition*

Roast Masters™ will take place over two stages (***The Heats*** and ***The Finals***), each comprising a combination of two of the three competition Disciplines:

##### **Structure:**

##### **The Heats: Friday 13<sup>th</sup> and Saturday 14<sup>th</sup> March**

- Roasters compete within The Heats over 2-days.

Discipline 1: *The Single Origin* – taking place on Friday morning

Discipline 2: *The Espresso Blend* - taking place across Friday afternoon and Saturday

The top 6 scoring Roasters after both Discipline 1 and Discipline 2 will proceed to The Final.

##### **The Final: Sunday 15<sup>th</sup> March**

- The Final takes place on the 3rd day of the Competition and comprises 2 Disciplines:

Discipline 1: *The Single Origin*

Discipline 3: *The Pour Over*



## The Disciplines:

### Discipline 1: *The Single Origin* (The Heats and The Final)

- Pre-event:
  - 5 kg of the same single origin green coffee is sent to competitors 3 weeks prior to the Competition
  - The coffee should be roasted by Competitors in advance of the event at their own premises using their in-house equipment
  - Each Roaster is required to create and define a unique signature roasting profile which will be presented during the Competition
  
- At the event:
  - The Single Origin discipline takes place at the beginning of both The Heats and The Final
  - A minimum of 250g of roasted coffee is required per Roaster for each Round in which they compete (competitors should ensure they bring enough of their Single Origin roast to the Competition to present in The Heats and The Final, should they proceed through both Rounds – 1 kg is recommended)
  - This round will see all competing roasters present their unique roast on the cupping table
  - Each coffee is prepared by the Roast Masters™ team, using Competition equipment and water (details of which will be shared within the competition pack prior to the competition)
  - Each coffee is cupped blind by the Judges, at the same time on the Cupping Table
  - A reference cup is used by the Judges during the competition
  - During the Heats, competition MCs will commentate the cupping and may bring up competitors for unscored Q&As on an impromptu basis. This will allow competitors to discuss their competition coffee roasting process, roasting style and introduce their roastery
  - Following the blind cupping and scoring, the coffees are revealed
  
- Scoring:
  - Judges will score the coffees at the time of cupping, according to the following criteria: Acidity, Sweetness, Clean Cup, Balance, Overall (each out of 6 - total points available: 30)

### Discipline 2: *The Espresso Blend* (The Heats)

- Pre-event
  - Competing Roasters are invited to design and roast a unique espresso blend at their own premises using their in-house equipment and own coffee (this can be a blend they already offer within their shop or one specifically designed for the competition)
  - The blend should be commercially viable and tailored to the roaster's own local market
  - A blend consists of a minimum of 2 different single origin coffees
  - The created blend should not exceed a wholesale price of 25.00 € per kg
  - Competing Roasters must submit their espresso recipe and information about the cup profile ahead of the event



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- At the event
  - The Espresso Blend discipline will take place within The Heats only (Friday and Saturday)
  - 2 representatives (a roaster and a barista) from each competing roaster will prepare, present and serve their unique espresso blend to the judges and audience
  - The discipline duration is 10 minutes, during which time:
    - Each competing team (Barista) must prepare and serve to the judges 2 espressos, 2 dairy coffees and 2 non-dairy plant-based coffees using the recipe/ies of their choice. Additional serves may also be prepared and served to the audience during the discipline time limit
    - Each competing team (Roaster) must present the blend to judges and audience, including an explanation of the recipe construct and commercial rationales behind it for their local market(s)
  - The same equipment, vessels, milk and water must be used by all contenders (equipment and ingredients list to be advised prior to the competition in the competition pack)
- Scoring
  - Up to 36 points are awarded, according to the following criteria: Espresso Coffee (/6), Milk-Based Coffee (/6), Plant-Based Coffee (/6) (with judges looking at taste, flavour and professional for each coffee served), Hospitality (/6), Presentation (to include presentation/explanation of the recipe construct and commercial rational) (/12)

### Discipline 3: **The Pour Over** (The Final)

- Pre-event
  - Competing Roasters are invited to design and roast a unique filter coffee roast (single origin or blend) of their choosing at their own premises using their in-house equipment and own coffee
  - The filter roast and chosen pour-over brewing method should demonstrate creativity, innovation and the pushing of boundaries in specialty coffee roasting and taste
    - For this, competitors can use the equipment provided (detailed in the competitor pack prior to the competition) or their own hand-brewing devices and servers should they wish to
  - Competing Roasters should ask themselves the question: *how far can you take coffee?*
  - Competing Roasters must submit their recipe, pour-over method and cup profile ahead of the event
- At the event
  - The Pour Over discipline will take place within The Final only (Sunday)
  - The Final will see 6 competing roasters present and serve their unique filter roast, brewed using the pour over method and recipe of their choice
  - 2 representatives (a roaster and a barista) from each competing roaster will prepare, present and serve their pour over to the judges and audience



- The discipline duration is 15 minutes, during which time:
  - Each competing team (Barista) must prepare and serve to the judges 3 single serves of their filter coffee. Additional serves may also be prepared and served to the audience during the discipline time limit
  - Competing teams should strive to deliver the 'ultimate' pour-over experience for the judges
  - Each competing team (Roaster) must present the filter roast and brewing method to judges and audience, demonstrating coffee knowledge (origins, terrain, processing methods, roast profile), creativity, innovative thinking and including an explanation of the inspiration and rationale behind it
  - Contenders may brew their filter coffee using their choice of pour over equipment and ingredients
- Scoring
  - Up to 48 points are awarded, according to the following criteria: Taste (/6), Flavour (/6), Methodology (6), Professionalism (/6), Hospitality (/6), Showmanship (/6), Presentation and Coffee Knowledge (/12).

### ***The Competitors***

- 12 x local roasters (from the Benelux)
- 8 x international roasters

### ***The Judges***

A panel of 3 high-profile, expert judges

### ***The Prize***

The title of Roast Masters™ Amsterdam Champion 2020 and a trip to origin to meet with The Single Origin green coffee producers.

### ***The Space***

Roast Masters™ takes place within a dedicated feature space set up with a downstage floor-level Cupping Table and upstage raised stage with Espresso Bar, preparation and brewing counter. A practise area is also provided with practise equipment available.

The Brew Bar, featuring a programme of Roast Masters™ Competitor take-over sessions, is located close to the stage.

### ***Additional Benefits***

Each competing roaster will have the opportunity to deliver a publicised takeover session on The Brew Bar to showcase their business and coffees during The Amsterdam Coffee Festival.