

Nossa Familia Coffee
Plant-Based Beverage Latte Art Throwdown
Competition Run-of-Show & Rules

July 5, 2018 at Nossa Familia Espresso Bar - 1350 NW Lovejoy St.

Event Timeline:

- 4:30pm** Oregon Coffee Board meeting (closed)
- 5:20pm** Check-in, food & beverage available
- 5:31pm** Oregon Coffee Board 531 Club
- 6:30pm** Barista check-ins, names taken for waitlist
- 6:55pm** Spots given to waitlist baristas if any haven't checked in
- 7pm** Competition starts

Competition Rounds

1. This is a free-pour latte art competition, not a barista contest. Lattes will be judged on physical appearance only, not overall barista presentation. There will be no etching or after-pour manipulations (no drawing with straws, toothpicks, thermometers, etc.)
2. Spaces are limited to 32 competitors and sign-up is online in advance. Buy-in is \$5. If all 32 spots are sold prior to the event a waitlist will be created starting at 6:30pm of baristas who show up to compete but haven't registered. Pre-registrations must check-in by 6:50pm, otherwise their spot will be forfeited to someone on the waitlist.
3. This is an informal, unofficial, friendly competition. The main goals are to bring our coffee community together, have fun, showcase vegan milks, educate, and see some beautiful latte art.
4. Espresso for the latte art competition will be dialed in and shots pulled by Nossa Familia baristas. It will be all decaf, Swiss-Water Processed from our owner's family farms in Brazil. Baristas will only get 1 shot to work with and the latte must include this shot with the predetermined milk for that round.
5. Signups for latte drinkers have also been taken online, for people who want to drink a free competition latte. This is in an effort not to waste perfectly good lattes. Every effort will be made to pair latte drinkers with their milk preference. Latte drinkers should check-in and will be put on the bracket where they will be drinking a latte. If they do not claim it after the round it will be made available to others wanting to drink it.
6. Ceramic cups in various sizes will be available, baristas can choose which size they want to pour into. Steam pitchers in various sizes will be available, and competitors can choose from these or bring their own.
7. Drinks must be made using the sponsor provided milk only from Pacific Foods Barista Series in the round format below:
 - Round 1 (32): Barista's Choice of the above options
 - Round 2 (16): All Barista Series Oat
 - Round 3 (8): All Barista Series Rice

Round 4 (4): Judge will draw from hat of 6 options

-3rd-4th place round: Judge will draw from hat of remaining 4 options

Round 5 (2): 3rd & 4th place baristas confer to choose the milk

8. Baristas will specify their 1st & 2nd choice milks at check-in, and baristas will be paired in Round 1 according to their preference, e.g. 2 baristas specifying almond as their first choice will be paired together pouring with almond. Every effort will be made to let baristas use their 1st or 2nd choice milk.
9. A panel of 3 judges will choose the winner of each round by pointing at the same time to the latte they prefer, and the barista whose latte gets 2+ votes will advance. Judges will be encouraged to use the following criteria to pick the winner:

VISUAL QUALITY OF FOAM

Judges will visually assess the quality of the foam for a bubble free, smooth, shiny/glossy consistency.

CONTRAST

Preference will be awarded to patterns demonstrating sharp contrast between the surface of the espresso and milk. Unintentional mixing/blurring of the contrast will reduce this score.

BALANCE

Judges will review if the size of the pattern is suitable to the cup it is presented in. Judges will review if the pattern is aesthetically positioned in the cup. If the pattern involves several elements, are these elements positioned and balanced aesthetically with each other.

CREATIVITY

Creativity may be demonstrated in many ways. Preference will be given for presenting an original design that pushes the boundaries in latte art skills.

MASTERY/DIFFICULTY

Preference will be given to difficult patterns that are successfully achieved according to the above listed criteria. A well-executed simple pour will receive preference over a difficult pour that is poorly executed. The competitor who best displays mastery of their pour will advance.

OVERALL APPEAL

Judges will review the look of the drink in its totality based on its personal impact on them, and considering how a customer, rather than a coffee professional, may score the presented pattern.