



ASIA LATTE ART BATTLE 2024

Rules & Regulations

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I. Participation Requirements

1) Qualification for Participation

Anyone (regardless of nationality or gender) ranked top 6 in any latte art competition. During the tournament, the participants cannot ask for rescheduling due to personal circumstances, such as participation in other competitions.

2) Age Limit

There is no age limit for the participants.

3) Comprehension of Evaluation Rules

Asia Latte Art Battle proceeds competition management as well as evaluation under fixed rules and regulations. Participants are required to be well-informed of the competition rules, and be noted that any behavior that goes against more than one of the rules and regulations could be a disqualification factor except for special cases.

4) Process

A. Online Application

Application of the participants will be submitted online by Cafe Show Vietnam Website.

B. Online Evaluation

Participants are required to deliver their latte art demonstration clip file while applying online application.

C. Competition Demonstration

Participants that have passed the online evaluation must know the rules of preliminary semi-final & final round battle and be assigned of their demonstration time during the orientation. Also, participants are required only to use machine, coffee beans and milk provided by the ALAB Organizer.

5) Required Expenses for Advancement to the Final

Apart from the equipment and tools provided by the organizer, the expense generated from any other device that is necessary for the participant will be paid at the participant's cost.

6) Participant Q&A

All participants must fully know and understand all the necessary rules & regulations as well as the score sheet. If they don't, their demand could be rejected. All the documents related to Asia Latte Art Battle can be downloaded from the official website. For further inquiries, please contact competition@cafeshow.com.vn.

II. Competition Management

1) Preliminary Round

Summary: Preliminary Round will have 32 competitors, competitors will be paired up to battle and must compete in a latte art Official Design sample selected by live Roulette.

A. Official Design

- i. Official design will be selected by rolling a roulette.
- ii. The design selected by rolling the roulette will not be changed, and it should be demonstrated by extraction and steaming (at once each). If the competitor breaks this rule, they will get a 0 for official design evaluation.
- iii. The amount of espresso and style (single, double) used for the official design will be decided by the competitor.
- iv. Latte is the main menu and should be made only by espresso and milk. The ingredients (including signature beverage) will be provided by the organizing committee. However, the ingredients cannot be used for participant's personal ingredient. If the participant uses their personal coffee beans and milk, they will be disqualified.
- v. For official design, if the participant uses etching skills for a design that does not have etching, they will get a 0 for evaluation.

Asia Latte Art Battle 2024 Preliminary Round Official Design:



3-tier tulips and 2 rosettas



Swan



Central Rosetta / Small Rosetta



Tulip pushing 5 times

2) Semi-final Round

Summary: Semi-final Round will expect to have 16 competitors, competitors will be paired up to battle and must compete in a latte art Official Design sample selected by live Roulette and 1 Creative Design of themselves.

A. Official Design

- i. Official design will be selected by rolling a roulette.
- ii. The design selected by rolling the roulette will not be changed, and it should be demonstrated by extraction and steaming (at once each). If the competitor breaks this rule, they will get a 0 for official design evaluation.
- iii. The amount of espresso and style (single, double) used for the official design will be decided by the competitor.

- iv. Latte is the main menu and should be made only by espresso and milk. The ingredients (including signature beverage) will be provided by the organizing committee. However, the ingredients cannot be used for participant's personal ingredient. If the participant uses their personal coffee beans and milk, they will be disqualified.
- v. For official design, if the participant uses etching skills for a design that does not have etching, they will get a 0 for evaluation.

B. Creative Design

- i. The amount of espresso and style (single, double) used for the creative design will be decided by the competitor.
- ii. Creative design should be demonstrated by extraction and steaming (at once each). If the competitor breaks this rule, they will get a 0 for official design evaluation.
- iii. Latte is the main menu and should be made only by espresso and milk. The ingredients (including signature beverage) will be provided by the organizing committee. However, the ingredients cannot be used for participant's personal ingredient. If the participant uses their personal coffee beans and milk, they will be disqualified.
- iv. For creative latte art design, etching, chocolate powder, syrup, edible dye etc. is allowed to be used for decorating the surface of the drink. However, these factors must not have an impact on the taste of the drink. If chocolate powder is used before pouring the milk, the powder must remain on the resulting cup. Also, if the use of edible dye accounts for more than 1/4 of the drink's surface, the participant will get a 0 for creative design evaluation. The use of edible dye is limited to one color.
- v. Participants advancing to the semi-final round are required to submit 2 photos of creative patterns which they are planning to demonstrate for the semi-final round (abiding to the style and the designated deadline), to the ALAB Organizer. Afterwards, the participants are required to demonstrate 1 of the 2 patterns for semi-final round. Competitors are encouraged not to reuse designs used for the Online Voting.

Asia Latte Art Battle 2024 Semi-final Round Official Design:



Bird



Bear



Warrior



Chameleon




3) Final Round

Signature Beverage

Summary: Competitors will present the Signature Beverage

- A. A signature beverage demonstrates a competitor's creativity and skill to create an appealing and individual beverage using 1 of 3 sponsor ingredients.

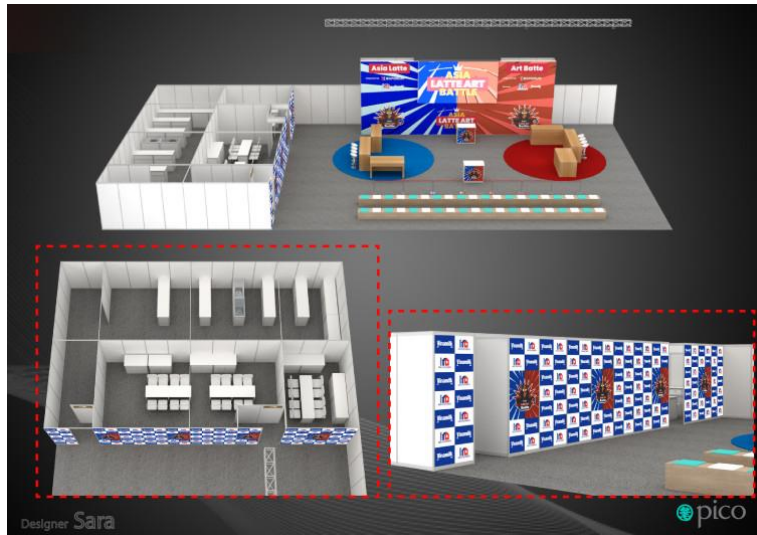
Asia Latte Art Battle 2024 Final Round Ingredients:

		
<p>Super Nut</p>	<p>Probi yogurt</p>	<p>South Star Condense milk</p>
<p>Vinamilk Super Nut 9 kinds of nuts is made from 9 premium nuts: Walnut, almond, oat, and nutritious beans</p>	<p>Vinamilk Probi yogurt is fortified with Probiotics CHR.HANSEN L.CASEI 431™ which help enhance immune system and reduce illness for the whole family, especially for kids</p>	<p>This condensed milk is made from high-quality milk powder with a new formula, providing a delicious flavor and a creamier texture. With a balanced sweet and creamy taste, you can use this product to make various beverages and desserts.</p>

- B. The signature beverage should be a liquid beverage; the judges must be able to drink it.
- C. Ingredients will be selected by lucky draw.
- D. The signature beverage may be served at any consumable temperature (except the probi ingredient).
- E. Competitors must use 1 of the 3 ingredients ALAB Organizer provides to prepare the Signature Beverage.
- F. Signature beverage served with presentation of special recipe of competitor in 3 same drinks.

4) Asia Latte Art Battle 2024 Station

There is a possibility that the stage of the final round might change depending on the area and the booth. The confrontation status of the competition will be 2 competitors sequentially demonstrating their latte art and their art be evaluated by professional judges.



5) Machinery, Equipment and Ingredients

A. Espresso Machine

Competitors can use the official sponsor's machine provided by the organizer. The extraction temperature of the machine is set between 90~95°C, pump pressure is set between 8.5~9.5bar. However, if the competitor intentionally changes the setting or damages the machine itself, they will become disqualified.

B. Grinder

All participants can use the official grinder provided by the sponsor.

C. Milk

Participants are required to use the official milk provided by the sponsor.

D. Coffee Beans

Participants are required to use coffee beans that is provided by the sponsor.

E. Signature Beverage Ingredients

All the 3 ingredients will be prepared by the sponsor.

6) Official Cup (for Preliminary Round & Semi-final Round)

A. Competitors must use official cup from sponsor. The volume of official Asia Latte Art Battle cup is 250 ml.

B. For final Round, competitors shall prepare themselves cup/ bottle/ vessel served signature beverage. No specific require for volume of cup/bottle/vessel in the Final Round.

7) Additional Equipment

Equipment provided by the ALAB organizer

i. Machine Table (Machie, Grinder) L: W: H:

ii. Worktable L : W : H :

- iii. Judge Table (Photo zone) * No settings allowed on the Judge Table
- iv. Knock Box
- v. Waste bin

III. Participant Orientation

1) Meeting

Competitor that have advanced to the offline rounds must attend the orientation before the offline round. Orientation time and schedule will be announced all at once on our official website (www.cafeshow.com.vn). During the orientation, a Q&A period will be held regarding to competition management, schedule, rules and regulation of evaluation.

2) Competition Schedule

Time required for each round (estimate) 20 ~ 25 minutes: Preparation(5minutes) – Official Pattern (3minutes)-Evaluation (3minutes)- Creative Pattern (3minutes 30seconds)- Signature Beverage (5 minutes)- Evaluation (5 minutes)-Clean up (3minutes)

* Accurate competition schedule will be communicated via e-mail.

IV. Progress

1) Draw for the Fixtures (List of Matches)

All competitors are required to be on time at a designated place as previously informed by the organizer. Those that have not participated the draw must follow the organizer's assignment.

2) Waiting before the battle

A. Considering the waiting time, competitors are required to be at the waiting room 60 minutes before the competition.

B. If the competitor doesn't show up at the competition despite having his/her name called for more than 3 times, he/she will be disqualified, his/her counterpart will advance to the next round by default.

3) Preparation time

A. (BAR)

Before the demonstration, the participant gets to have 5 minutes of preparation time. When the beginning of preparation time is announced by the MC, both participants will demonstrate at the same time. The purpose of preparation is to construct the BAR accordingly (such as setting ingredients, positioning equipment etc.) to the participant's personal routine. Competitors can practice/rehearse during the preparation time and even if the preparation time is over, the cleanliness of the BAR does not affect the evaluation scoresheet.

B. Evaluation Table

This is a table where 2 cups of 2 categories of latte art cup (official design + creative design) are put on for evaluation. Both competitors have to share this space, so they cannot set the table beforehand.

4) Competition Time

- A. When the MC gives a cue to both participants, they will gradually begin their drink demonstration. Firstly, the competitors must create an official design pattern selected by rolling the roulette. Demonstration time is limited to 3 minutes (the competitor must put the resulting cup on the judges' table within 3 minutes). If the competitor continues to demonstrate after the specified time, there will be a 5point deduction per second in this category.
- B. After the 1st demonstration of both competitors, the judges will take 5 minutes for the evaluation. Afterwards, the 2nd demonstration for creative pattern will be held and the final winner will be announced after the same evaluation process (like that of the official pattern).

C. Photo Zone Table

This is a table where the completed latte art cups of both competitors are put on when the evaluation process is over, in order for the audience to see and take pictures. When the demonstration for the referring round is over and the participants leave the stage, the staffs will collect them and deliver them directly to the participants.

D. Participant's Presentation

Each competitor must do a presentation on the behind story of the creation of their latte art design (before/after the demonstration), and their techniques.

5) The Judges

Evaluation of the final performance will be conducted by professional judges selected by the organizer.

6) Evaluation Method

Official pattern and creative pattern of each competitor will be evaluated from professional judges to determine the final winner.

7) Emergency of Problems

- A. If the participant feels that there is a technical problem during their preparation or the demonstration time, they may raise their hand and notify this matter to the organizer.
- B. The staff who receives this notice must immediately check the situation, and if it is acknowledged as a technical problem, the demonstration time of the referring competitor will be paused. If the problem is solved, the time will proceed.
- C. Electric power for espresso machine or grinder, steam pressure, malfunctioning of the

system, lack of water, malfunctioning drainage etc.

- D. Additional electronic equipment (except timer for the demonstration)
- E. If the technical problem is not resolved on the right time, whether or not the competitor's demonstration time should be re-arranged will be decided after further discussion with the professional judges.
- F. If the technical problem is caused due to the participant's mistake or personal device, additional time will not be provided and the preparation/demonstration time will flow continuously.
- G. Participant's inexperience with the demonstration equipment cannot be applied as the reason to stop the time.
- H. The Organisers must tell the competitors the time remaining during the demonstration. However, confirmation of the duration of the competition is primarily by the competitor.

8) Time for Arrangement

There will be no time for arrangement. After the demonstration, participants must manage their personal equipment. Any responsibility for the loss accidents or breakage of personal equipment must be undertaken by the participant. The staffs will collect the cup which was displayed on the photozone table and give it back to the participant.

V. Evaluation Standard

1) Evaluation for Official Design

Evaluation for official pattern selected on-site by the roulette will be based on how similarly and sophisticatedly the pattern is realized by the participant. By doing so, the range of scores will vary and the participant must draw a clear pattern accordingly to the size of the cup.

A. Technical Expertise

The judge will evaluate by comparing the design patterns of both competitors. 3 major skills of latte art : pouring, handling, etching will be evaluated, and scores will be determined by how well the participant managed to succeed in demonstrating skills with high level of difficulty.

B. Clarity of Design

The judges will compare and evaluate the design of both participants. If the color of crema creates a clear contrast with a clean white color of the milk, higher score will likely be given. If the mixture/boundary line of the ingredients are blurry (or not clear), lower score will likely be given. The condition of the foam will also be evaluated. Design with sleek surface could receive a higher score, while the design with rough surface will receive a lower score.

(Official design will be evaluated by being compared with the design selected by rolling the roulette).

C. Balance of the Design

The design will be judged at 3 o'clock direction of the handle. If the size of the pattern is much

smaller than the size of the cup, scores will be deducted. Also, too many patterns that fails to attract focus, leaning on one side as well as less amount of drink served will receive low scores.

D. Overall impression of the demonstration

The judges will have to examine the appearance of the drink and the overall impression of the barista's performance, accordingly to their personal taste. It is better to evaluate the pattern provided in customer's perspective. Also, barista's professionalism along with a smooth, sophisticated demonstration will likely receive a higher score.

2) Evaluation for creative design

This evaluation is based on how well the barista tried to create a new, creative, attractive and aesthetic design.

A. Technical Expertise

The judge will evaluate by comparing the design patterns of both competitors. 3 major skills of latte art : pouring, handling, etching will be evaluated, and scores will be determined by how well the participant managed to succeed in demonstrating skills with high level of difficulty.

B. Clarity of design

The judges will compare and evaluate the design of both participants. If the color of crema creates a clear contrast with a clean white color of the milk, higher score will likely be given. If the mixture/boundary line of the ingredients are blurry (or not clear), lower score will likely be given. The condition of the foam will also be evaluated. Design with sleek surface could receive a higher score, while the design with rough surface will receive a lower score.

(Official design will be evaluated by being compared with the design selected by rolling the roulette)

C. Level of design

The level of difficulty of the design will be evaluated based on whether various or new techniques needed for creating the design have been used. Factors needed for decorating the drink will be judged on how well they were used familiarly and sophisticatedly. Pouring techniques will be judged on how well design is demonstrated proportionally with the surface area of the cup.

D. Creative of design

It's about the degree of completion based on the creativity. If a demonstrated design is something that the judges have never seen before, it will receive a great score. Also, if the beauty and behind story of the design co-exists, the degree of completion will likely be highly evaluated.

E. Balance of design

The design will be judged at 3 o'clock direction of the handle. If the size of the pattern is much smaller than the size of the cup, scores will be deducted. Also, too many patterns that fails to attract focus, leaning on one side as well as less amount of drink served will receive low scores.

F. Overall and Cleanliness

The judges will have to examine the appearance of the drink and the overall impression of the

barista's performance, accordingly to their personal taste. It is better to evaluate the pattern provided in customer's perspective. Also, barista's professionalism along with a smooth, sophisticated demonstration will likely receive a higher score.

3) Signature Beverage Evaluation

A. Signature Beverage Recipe:

- i. The balance with other ingredients (15 points)

How well has the feature the main ingredient balanced with the other ingredients?

- ii. Hit the brief (15 points)

How well has the drink hit the brief?

B. Story:

- i. Evocative story (15 points)

How evocative is the story? and how strong is the connection to the brand through the story of the entry?

- ii. Presentation (15 points)

How is your presentation?

C. Technique

- i. Technique / Skill (15 points)

How well does the entrant demonstrate their understanding of the technique/ skill being used?

- ii. Creation (15 points)

Creation of ingredient and technique being used?

D. Visual

- i. Granishing (5 points)

How appropriate is the connection between the glassware, garnish and the drink? How does it look?

- ii. Cleanliness (5 points)

How do you maintain cleanliness your station?

4) Technical Evaluation of the Barista

Precision of participant's technique used for brewing coffee and the cleanliness of the space will be evaluated.

A. Accuracy in Dosing & Tamping

Batch dosing and tilting of tamping will be evaluated.

The coffee bed inside the basket must be neatly distributed and horizontal using appropriate amount of pressure for tamping.

B. Extraction (Spout) Standard Deviation

Competitor can use coffee with various method, including espresso single, double and ristretto. When extracting the shots, participants may have to check the standard deviation between each spout.

C. Cleanliness of Used Device

All equipment or prepared tools needed for latte art must be kept clean. When starting the pattern, the cleanliness of used equipment after submitting the pattern will be evaluated as well.

D. Cleanliness of Stage Area

Cleanliness of all machinery, equipment used for the drink will be checked

- Machine, Grinder
- Machine Table
- Work Table

E. Accuracy of steaming work

Check if there is an eruption before and after the steaming. Determine the cleanliness of the SteamWand after the steaming operation.

VI. Making an Objection

1) If the participant feels that there is a problem with the competition, he/she can make an objection to the station manager during the competition.

2) The operation director who received such objection will decide whether it is a matter to be solved on-site or documented.

3) If the operation director considers that it is a matter to be solved on-site, the operator, the judges and the organizer will have a short discussion about it and notify the majority decision to the participant. If it is an objection that cannot be solved on-site, Asia Latte Art Battle event manager can object by delivering a written document (Vietnamese or English) that includes the below information, within 24 hours after the participant's objection. The information must include the following:

- A. Participant's name
- B. Date (Participant's turn number for demonstration)
- C. Objection matter (in details)
- D. Participant's opinion and ideas for solution
- E. Affiliation (Individual or organization)
- F. Participant's contact point (Telephone number or e-mail address)

4) If the objection matter regards to the management of the competition, the whole organizing committee members will attend a meeting to discuss the regarding matter. However, if the objection matter regards to the evaluation, the whole judge members will have a meeting to discuss the matter and notify the participant with the majority decision.