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# Wendelboe triumphs for Norway

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WBC winners (left to right): Tim Wendelboe (Norway, 1st place), Joseph El Khoury (Lebanon, 2nd), Carl Sara (New Zealand, 3rd), Klaus Thomsen (Denmark, 4th), Njáll Björgvissón (Iceland, 5th), Salvatore Piccolo (Canada, 2nd).  
Organisers of WBC (standing in a row): Tim Wendelboe (Norway, primer lugar), Joseph El Khoury (Lebanon, quinto), Carl Sara (Nueva Zelanda, sexto), Klaus Thomsen (Dinamarca, séptimo), Njáll Björgvissón (Islandia, octavo), Salvatore Piccolo (Canadá, segundo)

## Trieste

### WBC review

# Wendelboe triumphs for Norway

Moments after triumphing at the World Barista Championship (WBC) in Trieste this June Tim Wendelboe confessed it was only a coincidence that he became a barist: needed work. I walked by a café that had a note in the window offering a job. I went in, they presented me with all these coffees, and I went on from there." Three I championships and two WBC runner-up finishes later (Miami Beach in 2001 and Oslo in 2002), Tim is now the 2004 World Barista Champion.

Asked how he'd honed his performance this time around, he says, "I spent two years preparing. I've been judging, roasting, watching videos - I've done everything, room for a year and a half to motivate me. I spent the last six months every weekend and a couple of nights during the week preparing - just pulling shot after shot cupping, and sampling. Doing the hard work." Was it all this practice that gave him victory this time? "I've just grown older. I'm no longer a small kid thinking I'm on world." Well, he'd be forgiven for thinking he's on top of the world now.

For his winning signature drink, Tim took his cue from his favourite dessert, the Italian speciality tiramisu (all the more fitting for Trieste). Helped by a friend and field on a number of willing volunteers, he developed a liquid blend of mascarpone cheese and milk mixed with egg yolks and marsala flavouring, all served atop "some v Now back at work in Oslo - with the opening of a new café this September - Tim's advice to future competitors is simple: "Don't forget the espresso!"

Tim's first-place performance netted him 662 points, edging out Canada's Salvatore Piccolo, in second place, and Denmark's Klaus Thomsen, in third. Fourth through sixth places were taken, respectively, by Njáll Björgvissón from Iceland, the very popular Joseph El Khoury from Lebanon, and New Zealand's Carl Sara. A joyfully boisterous closing ceremony saw an emotional Wendelboe, other finalists and competitors, judges and organisers all warmly congratulated by the audience and by representatives of the WBC's sponsors - Cafés do Brasil, the Brazil Speciality Coffee Association, Probat, La Marzocco and Da Vinci Gourmet. It is no understatement to state how well deserved these congratulations were. In the view of many, including this writer, this was the best WBC ever - the organisers, led by Tone Liavaag, the judges, participants, spectators and Trieste itself all combined to make this an unforgettable experience. The WBC has indisputably come of age, and the Australian barista trainer and coffee expert Instaurator was named in Trieste as the WBC's first Executive Director, promising an even brighter future for the competition.



Lebanon's Joseph El Khoury on his winning a place in the Joseph El Khoury da El Liba seguidoras por hacerse un i



Yasutaka Iwao demonstrates Japan's popular siphon method for brewing coffee.  
Yasutaka Iwao demuestra el popular método japonés de los sifones para la preparación del café

Trieste, of course, is arguably the world capital of espresso. Many visitors to the WBC took the opportunity to attend the 'Espresso & Espresso' Conference sponsored by Illycaffè on June 18 and 19, with presentations on the Illy bar concept, unlocking the components of coffee aroma and taste, selling through 'guerrilla marketing', creating signature beverages, and espresso chemistry.

Also running alongside the WBC were a series of workshops on espresso machine and grinder maintenance, the 'golden rules of Italian espresso', and the SCAE Barista Certification Programme (level 1).

There was plenty of 'la dolce vita' as well. A welcome cocktail party in the Savoia Hotel on Friday put everyone in a good mo same evening by a sumptuous buffet dinner hosted by the Speciality Coffee Association of Japan. Here we got a chance to le barista, Japanese-style, as Yasutaka Iwao of Kobe's Kohiikan Jun coffee shop gave an elegant demonstration of the siphon br used in that country. Saturday night was the occasion for the Flavour of India Barista Party - sponsored by the Coffee Board announcement of the winners of the Flavour of India - Fine Cup Award Cupping Competition, 2004.

## Flavour of India

Trieste was also the venue for the third running of the Coffee Board of India's Flavour of India - The Fine Cup Award Cupping Competition, a programme initiated to growers to produce prime coffees for the export market. A panel of nine judges from India and abroad blind sampled countless cups in order to award prizes in four I Fine Cup Award, Best Speciality Coffees, Special Prizes and Best Coffees from Regions.

In the Fine Cup Award category, prizes were awarded for the best arabica, robusta and speciality coffees. Balmadis Estate (in the Nilgiris region) won for best arabica; Yelemadalu Estate (Chikmagalur) won the best robusta award, and Nandanvan Estate (Pulneys) was singled out by the judges as the top speciality coffee.

Interestingly, this was the second year running that Yelemadalu Estate took the top robusta prize, a reminder that arabicas don't have the monopoly on consistent cr coffee is fermented, washed and then sun dried on raised platforms, with most of it going to discerning customers in Italy, along with sales to the US and the discrim market. "Even in these poor price periods," says Yelemadalu's owner Ashok Kuriyan, "my buyers pay me a premium price which helps me to produce good coffee."

Four coffees were honoured as Best Speciality Coffees, three of these from the Coorg region: MNEB from Fairlands Estate, RKR from Raigodes Estate and Monsoonek Aspinwall. The fourth winner, for Organic Coffee, was Nandanvan Estate's organic arabica.

Special prizes were awarded in the categories Arabica Cherry (natural), Robusta Cherry (natural) and Organic Robusta. The latter was won by Poabs Estate's robusta parchment bulk coffee, grown on a family-owned farm boasting one of only two Demeter certifications worldwide for organic coffee production. Recounting the farm's history, Poabs Director Thomas Jacob says, "we took it over in 1989. But before we took over, it had been abandoned for the last 16 years. And by default, it became organic!" Since then, they've been busy building up the infrastructure - including 52 check dams - for a complex that now also includes a dairy farm, fish farm and a tea plantation. "You have to come and see the plantation to really feel the aura of this place. We have 700 people working there, and it's a holistic self-sustainable closed ecosystem, where we have the entire cycle maintained inside the plantation, including our people, who are the backbone of our plantation." Eleven different coffees, including some of the winners in the above categories, took prizes as Best Coffees from Regions. For more information on India's award-winning coffees, contact the Coffee Board of India at www.indiacoffee.org.



Australian barista trainer is introduced by WBC Board A named in Trieste as the WBC Instaurator; el profesor aus en café presentado por la WBC Mitoaga Asturias, fue n director ejecutivo del WBC

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**Administration Office:**

Oak Lodge Farm, Leighams  
Road, Bicknacre,  
Chelmsford, Essex, CM3  
4HF

**Phone/Fax:** +44 (0) 1245  
426060/426080 **Email:**  
secretary@scae.com

**Company registration  
no:** 3612500

**Contact Webmaster:**  
webmaster@scae.com |  
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