

# WORLD BARISTA CHAMPIONSHIP

The 6th Annual WBC • April 16-18 2005

Seattle, Washington



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# SCHEDULE OF EVENTS

## SATURDAY, APRIL 16, 2005

10 a.m.–5 p.m.

Round One-Day One

## SUNDAY, APRIL 17, 2005

10 a.m.–5 p.m.

Round One-Day Two

6 p.m.–6:30 p.m.

Announcement of Finalists

5:30 p.m.–10 p.m.

Barista Guild of America Party (Invitation Only\*)

*Hosted by:* Monin Gourmet Flavorings, Ambex Roasters, Espresso Specialists Inc., & Caffè D'Amore

*Location:* GameWorks

1511 7th Ave., near 7th Ave. & Pike St.

\*Invitations can be picked up at the Monin booth (#1144) on the SCAA Trade Show floor

## MONDAY, APRIL 18, 2005

10 a.m.–12:30 p.m.

Finals

1 p.m.–1:30 p.m.

Awards Ceremony

2 p.m.–3 p.m.

Photo Opportunities & Press Interviews

6 p.m.

World Barista Championship Party

WBC Competitors, Judges & Volunteers Invited

*Hosted by:* La Marzocco & Espresso Specialists Inc.

*Location:* Palace Ballroom

2100 Fifth Ave, at the corner of Fifth & Lenora



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# SERVING UP SUSTAINABILITY:

## The Importance of the Barista in the Seed-to-Cup Chain

By Sarah Allen, *Barista Magazine*

Coffee doesn't grow in Folger's crystals—enough said? Hardly.



Photo by Gavin Johnson/Sustainable Harvest

Most mindful consumers already understand coffee's agricultural attributes, as well as its vulnerabilities. However, the consumer's mission when seeking out organic fruits and vegetables tends to be more about personal health than global well-being. In terms of coffee, there are countless factors specific to the plant that contribute to the cup quality of the beverage. Therefore, it's incorrect to assume that simply because the beans are grown using sustainable farming methods they will automatically taste better in the cup.

David Griswold, owner of the green coffee importing company, Sustainable Harvest Coffee Co. in Portland, Ore., and past president of the Specialty Coffee Association of America, developed a model for tracking coffee quality in terms of sustainability not simply from the farm, but from each person in the chain between coffee at seed and coffee in the cup. Calling upon everyone involved in coffee production, the sustainable model, called "Relationship Coffee," holds all the links in the chain responsible for respect and proper treatment of coffee. "One might argue that the last link in the chain, the barista, is the most critical and yet most often overlooked link in the Relationship Coffee chain," says Griswold. "It is the barista who is entrusted with delivering the unique

stories of each specialty coffee. Through the taste of their handcrafted drinks and the words used to communicate each of the artisan steps required to produce specialty coffee, the barista helps honor the work of every player before them in the coffee chain."

No matter how much effort a grower devotes to sustainable farming practices, no matter the level of research and understanding a responsible importer devotes to his clients, and no matter how much experience and craftsmanship a roaster brings to the hand-sorted green beans, all exertion would be for naught if the barista handling the coffee in the end did not approach the beans with the same level of commitment as those who came before.

Professionals in the specialty coffee industry speak often about sustainability and the seed-to-cup chain. Ours is an industry that is propelled by commitment to excellence through humanitarian efforts. But still, sufficient recognition for successful completion of the seed-to-cup chain by the barista has yet to surface.

Think of the model as a bicycle wheel: were any of the spokes to snap, the wheel would collapse. Were not the grower, processor, importer, buyer, roaster, or barista equally accountable for the coffee passing through their hands, the objective of the sustainable coffee model would be monumentally threatened.



Photo by Amanda Wilson



## COMPETITION TIME BREAKDOWN

### **Preparation time: 15 minutes.**

Competitors will be asked to stop what they are doing (if they are still prepping) at the end of their 15 minutes. They will be judged on cleanliness, organization and readiness of workstation.

### **Competition time: 15 minutes.**

The following overtime penalties apply: one-to 30-seconds overtime results in a five-point deduction; 31-60 seconds

overtime results in a 10-point deduction; 61-90 seconds overtime results in a 15-point deduction; 91-120 seconds overtime results in a 20-point deduction. Competitors more than 120 seconds overtime will be disqualified.

### **Clean-up time: 15 minutes.**

If station is determined to be unclean at close of this section, the competitor will be instructed to clean it again.

hundreds of details invisible to the untrained eye are taken into account to determine the winner: temperature of drinks, consistency of foam, visual appearance of crema, proper service to the judges. But don't lose hope on barista competitions doubling as a spectator sport yet: there's plenty to keep your eyes on from the audience if you know a few of the rules first.

In their 15 minutes of presentation, competitors are required to prepare and serve four espressos, four cappuccinos, and four nonalcoholic signature beverages of their own creation. They serve to a table of four sensory judges and one head judge, in addition to being evaluated around their workstation by two technical judges, who keep track of shot times, cleanliness, attention to detail, and technique.

Though competitors are allowed as much room for creativity as they desire in terms of signature drink ingredients, dialogue and background music during performance, and serving table adornment, they simply cannot win if their attention is not focused primarily on the quality of espresso they prepare. Therefore, competitors walk a fine line in their signature drink presentation; if ingredients are too distracting, the espresso is masked; if the drink is too simplistic, however, the competitor loses creativity points.

### **PERFORMANCE**

Yes, it all comes down to the quality in the cup. But a winner must be a strong and engaging performer, as well. This means appropriate apparel (as if at work in a professional café environment); ability to speak knowledgeably about their coffee and signature drink as well as what judges can expect from each drink (i.e. temperature, flavor profile, etc.); creativity and general barista skills.

### **SIGNATURE DRINKS**

True, you can't taste them from the stands. But you're likely going to be curious about how that barista incorporated ketchup, pineapple juice or mushrooms (extreme examples, don't worry!) into an espresso drink. Lucky for you, competitors will be taking turns at exhibition machines throughout the event, preparing samples of their signature beverages for anyone who asks.





# 2005 COMPETITORS



AUSTRALIA, *Hazel De Los Reyes*



BRAZIL, *Priscilla Da Silva Souza*



CANADA, *Salvatore Piccolo*



CHINA, *Huang Jian Wei*



COSTA RICA, *Jose Miguel Coto*



CUBA, *Judith Quintero Velazquez*



CZECH REPUBLIC, *Jaroslav Petrous*



DENMARK, *Troels Overdal Poulsen*



ESTONIA, *Kati Kljukina*



FINLAND, *Lari Jarnefelt*



GERMANY, *Katharina Kriete*



GREECE, *Sofia Bikouvaraki*



GUATEMALA, *Gerson Ixquiax*



HUNGARY, *Mark Koncz*



ICELAND, *Jonina S. Tryggvadottir*



INDIA, *Sanjeev Kumar*



IRELAND, *Anna Englund*



ISRAEL, *TBA*



ITALY, *Maurizio Cavozzi*



JAPAN, *Hiroyuki Kadowaki*



KENYA, *Dominic Ruo Munge*



LEBANON, *Joseph El Khoury*



LITHUANIA, *Saulius Simonavi* MEXICO, *Pedro Manuel Gomez Orozco*



NETHERLANDS, *Donar Teunissen*



NEW ZEALAND, *Carl Sara*



NORWAY, *Gunnhilde Seljenes*



POLAND, *Marcin Rusnarczyk*



PUERTO RICO, *Pedro Trilla*



ROMANIA, *Virgil Dumitrascu*



RUSSIA, *Tatiana Elizarova*



SOUTH KOREA, *Ji Wook Choi*



SWEDEN, *Charles Nystrand*



SWITZERLAND, *Kurt Bauer*



THAILAND, *Supoj Leesuwattanakul* UKRAINE, *Dmitro Sklyarenko*



URUGUAY, *Viviana Polzoni*



UNITED KINGDOM, *Simon Robertson*



UNITED STATES, *Puong Tran*

# Reign of Wendelboe

By Kenneth R. Olson, *Barista Magazine*



Winning three national titles and then nabbing two silver medals at consecutive World Barista Championships (WBC) would be enough for most baristas. But that's not Tim Wendelboe. And you might think that anyone who has enjoyed as much success as a professional barista as has this Norwegian-born reigning WBC Champion must have been born with a silver cupping spoon in his mouth. But that's not Tim Wendelboe either.

In fact, the 2004 World Champion hadn't even sipped an espresso, or by his own admission, a decent cup of coffee, until six years ago when he needed a job and by happenstance found a "help wanted" sign hanging in a local coffeehouse window in Oslo, Norway. Though he was hardly an espresso connoisseur at that point, his first encounter with crema, and first non-freeze-dried coffee, awoke something from within. That initial taste, he recalls, marked the dawn of a journey he never expected, one that would allow him to reap rewards he never

imagined. But like most great adventurers, Wendelboe is quick to note that were it not for his guides and mentors, his journey would have ended before it began.

Since he was the only person to apply for the job, soon Wendelboe found himself working at one of Oslo's best-known coffeehouses, Stockfleth's. Just one year later, he competed in the Norwegian Barista Championships at his manager's urging and brought home the fifth place ribbon. Actually, as Wendelboe remembers, he "tied with 12 other baristas who didn't do better than fourth."

Returning to competition the following year, however, he dramatically improved his standing. Wendelboe captured second place, narrowly losing to Robert Thoresen, who took the national title to the very first World Barista Championship, held in Monte Carlo in 2000. Wendelboe and the rest of the Norwegian National Barista Team went along to help and support Thoresen, and they were there to bear witness as their own Norwegian

Champion won the first-ever title of World Barista Champion.

Seeing Thoresen accept his trophy on stage in Monte Carlo motivated Wendelboe to train harder. He didn't want to finish second next time; he wanted to win. Wendelboe dedicated all of his spare time to perfecting his craft and learning as much as he could about coffee. He developed deep friendships with his roasters and set about designing his own blend to use in competition. According to Wendelboe, his subsequent successes were the result of far more than his own efforts. They were the culmination of a whole team's work. "It's a product," he says, "of the whole coffee chain working towards the common goal of a better cup of coffee."

It's essential to credit his success, he says, as much to the opportunities he's had as to his own innate talent, and the list he makes of those who deserve recognition is almost endless. He would not be the barista he is if he hadn't had access to some of the best coffees produced anywhere in the world. If he hadn't been able to spend hours experimenting in Solberg & Hansen's coffee roasting plant in Oslo, he wouldn't have access to the accelerated coffee education that it gave him. If he hadn't had the chance to travel to Italy; if he hadn't had the support

of his friends; if he hadn't had a network of people who believed in him and made him believe in himself, and on and on and on. The world may associate that long list of championships and medals with just one person, but Wendelboe himself credits hundreds for his honors.

In 2004, Wendelboe partnered with Solberg & Hansen's cupper and quality control manager, Morten Wenersgaard, who had worked as a chef in Italy before moving into coffee. Since the WBC would be held that year in Trieste, Italy, Wendelboe and Wenersgaard wanted to build a signature drink that would incorporate the traditional Italian desert of tiramisu. For six months, Wendelboe would create drink after drink, using different roasts and a variety of ingredients, to try to capture the flavor he wanted. He would bring samples to Wenersgaard for feedback and then return to the lab to fine-tune some more. Finally, with only a week to go before competition, Wendelboe had a breakthrough. Like Watson and Crick making a leap in logic to discover the double-helix structure of DNA, Wendelboe unraveled the secret to creating the perfect flavor profile for his signature drink.

Practice for Wendelboe continued right up until the day he landed in Italy. He devoted every weekend and holiday to refining his routine and honing his presentation. He filmed himself so he could see how each moment of his performance looked. He tweaked and adjusted it until he thought it was perfect. Then he invited Wenersgaard and Willy Hansen, also of Solberg & Hansen, to watch and critique his work. He gave them scorecards and told them to be merciless.

Ultimately and literally, Wendelboe took the 2004 WBC stage all alone. In his mind, however, then and to this day, Wendelboe was but one on a team to bring international glory for the professional barista back home to Norway.



Tóne Liavaag announces Wendelboe as the WBC Champion for 2004 in Trieste, Italy.



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