

“VERGNANO WORLD CUP 2024”

PROMOTING COMPANY

CASA DEL CAFFÈ VERGNANO S.p.A.

LOCATED AT S.S. TORINO-ASTI, KM 20 - 10026 SANTENA (TO)

VAT / TAX CODE 00169040011

OBJECTIVE OF THE PROMOTION

THE ACTIVITY AIMS TO HIGHLIGHT AND ENHANCE THE SKILL AND PROFESSIONALISM OF BARISTAS THROUGH VARIOUS TECHNICAL TESTS.

RECIPIENTS

Professional baristas over the age of 18.

PERIOD

NATIONAL CHAPTERS FROM 01.05.2024 TO 30.09.2024

INTERNATIONAL FINAL BY 30.11.2024

Dates and/or locations are indicated and visible on the website www.vergnanoworldcup.com.

The national competition will be held at the location selected in each participant's country.

Dates may be cancelled or changed due to force majeure, which does not entitle any participant to any form of complaint or recourse against the organization.

During the period specified by these regulations, CASA DEL CAFFÈ VERGNANO S.p.A. will invite the event's recipients in various ways to visit the website www.vergnanoworldcup.com and register for the contest.

MECHANICS

The contest is structured in the following phases:

National chapters - from 1.05.2024 to 30.09.2024

International final - by 30.11.2024 at the Accademia Vergnano in Chieri, in the presence of **a notary or the consumer protection and public faith official competent for the territory** (art. 9 of Presidential Decree 26 October 2001, no. 430)

National selections ("stages") - From 01.06.2024 to 30.09.2024

During the specified period, selections will be organized and held in stages lasting 2 days each, where the baristas selected can compete.

Information about the number of stages, locations, and dates are provided on the website at www.vergnanoworldcup.com.

During the 2 days, the following challenges will be held:

Day 1

(initial setup)

- *Participants will have 5 minutes to set up and prepare their work station.*

(show) 12 minutes to:

- *Adjust the coffee grinder;*
- *Prepare 4 perfect espressos;*
- *Prepare 2 cappuccinos with identical designs decorated using Latte Art technique;*
- *Prepare 2 macchiatos with identical designs decorated using Latte Art technique;*

**Latte Art models will be revealed at the time of using the Latte Art Wheel*

(final setup)

- *3 minutes to dismantle and clean their work station.*

JURY COMPOSITION - Technical + Sensory

Technical Jury

The technical jury will consist of two judges. Each judge will evaluate each participant based on their ability to correctly prepare the beverages and their individual style. Technical errors will be deducted from the total score.

The technical jury will assess, assigning a score between 1 and 9, for cleanliness and order of the workstation at the beginning and end of the competition, the technical gestures in preparing the beverages (including: cleaning of equipment, tamping, amount of coffee used, temperature, time, etc.), and will assign penalty points for milk wastage, additional time beyond the defined limit, and incorrect extraction time. Each second of overtime beyond the provided minutes will be considered a penalty point. Correct extraction times are considered to be between 20 and 30 seconds, although the highest score (9 points) is only obtained with a 25-second extraction (and thus the maximum score).

Sensory Jury

The sensory jury consists of two judges who operate independently and will be responsible for evaluating the beverages and the presentation of each competitor. The Sensory Jury will evaluate the above-mentioned preparations assigning a value between 1 and 9 on various parameters including taste, aroma, body, aftertaste, match between the pairs of preparations, etc. A score between 1 and 9 will also be assigned for presentation and exhibition ability.

The 10 participants with the highest score (sum of the scores from the Technical + Sensory Jury) for the above tests will proceed to day 2. In case of a tie, the criteria to determine the ranking will be the total of the technical evaluations, followed by the total of the sensory evaluations, and finally the actual time.

Day 2 (initial setup)

The competitors selected on day 1 will have 5 minutes to set up the equipment and prepare their workstation.

(show) 10 minutes for:

Blind tasting: identify the perfect espresso, under-extracted espresso, and over-extracted espresso;

Prepare 2 pairs of identical alcoholic espresso-based drinks

(final setup)

3 minutes to dismantle and clean their workstation.

Note: *Technical judges will ensure that the competitor is blindfolded during the blind tasting and will prepare and serve the espressos for evaluation.*

Note: *Each alcoholic drink must contain a minimum of 2.5 cl of espresso coffee; The coffee cannot be ground or prepared in any way before but only during the competition; each alcoholic drink must include at least one alcoholic ingredient; Drinks can be hot or cold, with a maximum of 8 ingredients and a minimum serving size of 10 cl, with a maximum of 35 cl per drink; they must be prepared on stage at the time and not before the competition; they must be assembled with all the ingredients at the workstation; they may have an exclusively edible garnish, which must be assembled and placed at the workstation during the initial setup.*

JURY COMPOSITION - Technical + Sensory

Technical Jury

The technical jury will consist of two judges, each assessing participants based on their ability to correctly prepare beverages and their individual style. Technical errors will result in deductions from the total score. The technical jury will evaluate the ability to identify preparations in the dark, awarding a full score of 9 points only to correctly identified beverages. Additionally, scores ranging from 1 to 9 will be assigned for cleanliness and order at the workstation at both the beginning and end of the competition, technical gestures in beverage preparation (including equipment cleaning, tamping, coffee dosage used, temperature, time, etc.), and penalty points will be awarded for exceeding the defined time limit and incorrect extraction times.

Each second of overtime beyond the provided minutes will be considered a penalty point. Correct extraction times are deemed to be between 20 and 30 seconds, although the highest score (9 points) is achieved with a 25-second extraction time.

Sensory Jury

The sensory jury consists of two judges who operate independently and will be responsible for evaluating the beverages and the presentations of each competitor. The sensory jury will assess the listed alcoholic beverages, awarding scores between 1 and 9 based on various parameters such as balance, body,

aftertaste, match between pairs of preparations, creativity, etc. A score between 1 and 9 will also be given for presentation and exhibition ability.

By 30.09.2024, based on the sum of scores obtained in the various stages by the participants, the barista who achieved the highest overall score will be invited to participate in the international final; the participant will be formally invited by the organization via email and/or phone. Simultaneously with the identification of the highest-scoring barista overall, 5 reserves will also be identified in order of decreasing score. In the event of a tie, the ranking will be determined based on the total of the technical evaluations, followed by the total of the sensory evaluations, and finally the actual time. In case of inability to participate, a written statement from the withdrawing competitor is required, and they will be replaced by a reserve.

International Final by 30.11.2024

The participant who has achieved the highest overall score in the national selections will gain access to the international final, which will take place by 30.11.2024 **in the presence of a notary or the consumer protection and public faith officer competent for the territory** (article 9 of the Presidential Decree 26 October 2001, no. 430) at the Accademia Vergnano (Chieri – Turin). On this date, the winners from each chapter will compete against each other to win the title of **VERGNANO BARISTA CHAMPION**. Details about the execution of the international final will be widely communicated via email to participants and on the website www.vergnanoworldcup.com. During the day of the International Final, the following challenges will take place: (Initial setup)

- Participants will have 5 minutes to set up the equipment and prepare their workstation;

(Performance) 13 minutes for:

- Preparing a multiple order consisting of 2 cappuccinos decorated with fantasy Latte Art technique and 2 recipes typical of Italian coffee culture;
- Preparing 2 Signature drinks based on espresso coffee mixed with other ingredients placed inside a mystery box;

(Final setup)

- 2 minutes to arrange and clean their workstation.

Note: During the performance, traditional recipes from Italian coffee culture will be requested by the sensory judges.

Note: The Signature drink must contain a minimum of 2.5 cl of espresso coffee. The coffee cannot be ground or prepared in advance; it must be made during the competition. The competitor must use the ingredients chosen from the mystery box during the preparation; otherwise, 10 points will be deducted for each ingredient not used. The drinks can be either hot or cold, with a maximum of 8 ingredients and a minimum serving size of 10 cl, not exceeding 35 cl per drink.

The competition will be considered started with the announcement of the start time by the competitor and concluded, again, with the announcement of the stop time by the competitor. The challenge will involve the competitor's presentation of the products made. The service of drinks to the judges is considered included in the challenge time and can only be performed by the competitors themselves. Once positioned in the challenge area with their equipment and once the challenge has started, competitors cannot leave the work area until its conclusion.

COMPOSITION OF THE JURY - Technical + Sensory

Technical Jury

The technical jury will consist of two judges. Each judge will evaluate each participant based on their ability to correctly prepare the drinks and their individual style. Technical mistakes will be deducted from the total score. The Technical Jury will assign a score between 1 and 9 for: cleanliness and order of the station at the start and end of the competition, technical gestures in preparing the drinks (including: equipment cleaning, tamping, amount of coffee used, temperature, timing, creativity, skill, etc.) and will apply penalty points for milk wastage, unused mystery box ingredients, additional time beyond the defined limit, and incorrect extraction time. Every second of additional time beyond the allotted minutes will result in a penalty point. Correct extraction times are considered to be between 20 and 30 seconds, although the maximum score (9 points) is achieved only with 25 seconds of extraction (and thus the highest score).

Sensory Jury

The sensory jury is composed of two judges who operate independently and will be responsible for evaluating the beverages and the presentation of each competitor. The Sensory Jury will evaluate the listed alcoholic beverages assigning a value between 1 and 9 on various parameters including fantasy pattern, body, aftertaste, temperature, consistency between paired preparations, creativity, and more. A score between 1 and 9 will also be assigned for presentation and exhibition ability.

PRIZES

NATIONAL CHAPTERS

All participants will receive a complimentary "CV Perfect Espresso Manual" and a certificate of participation.

- The third-place contestant will receive a barista box and 3rd place medal;
- the second-place contestant will receive a free supply of coffee and spirits, a barista box and a 2nd place medal;
- the winner of the selection will receive a complimentary supply of coffee and spirits, a personalized apron, a champion plate with the logo of the contest, and the title of "Best Barista of CV" with the identification of the referring nation and the access to the Final in Italy (travel expenses + accommodation). The winners of the selections will participate in the world Final in Italy.

INTERNATIONAL FINAL

1st Place:

The winner of the international finals will receive the title of "VERGNANO BARISTA CHAMPION" and a coffee plantation trip for one person with a commercial value of €5,000.

The fee covers

Intercontinental flights in economy class from the winner's home country's European capital, airport taxes, a 23 kg luggage allowance plus carry-on, single room hotel accommodation for 5 nights, airport-hotel-airport transfers, hotel-coffee plantation-hotel transfers, plantation visit, medical/luggage insurance, comprehensive travel insurance, and registration fees.

Departure must be by September 30, 2025 (excluding Christmas, New Year, Carnival periods, during events and congresses, and subject to availability of flights and facilities).

The fee does not include

Any local stay taxes payable on site, insurance policies covering medical expenses and travel cancellation fees, drinks, personal extras, excess baggage, and anything not explicitly mentioned in the "the fee covers" section. The detailed travel itinerary will be finalized when the winner is chosen, and the departure date will be agreed upon with them.

2nd Place:

A domestic espresso machine (Rivelia De'Longhi)

Value: €737.00

3rd Place:

Latte Art Grading System training

Value: €600.00

Total prize pool value: €6,337.00

EVALUATIONS AND SCORES - INTERNATIONAL FINAL

The results and scores of the participants will be determined by the sum of the evaluations from the Technical Jury and the Sensory Jury, according to the parameters defined for each stage of the competition. In case of a tie, the ranking will be determined by the total technical evaluations, followed by the total sensory evaluations, and finally the actual time. The participant with the highest score will be declared the absolute winner.

INDISPUTABILITY OF JUDGMENT AND JURISDICTION

The judgment of the Jury, both technical and sensory, in all phases of the Competition, is final and not subject to appeal. The Caffè Vergnano team will have jurisdiction over any disputes.

EQUIPMENT AND SPECIFICATIONS

At the workstation, each participant will have access to (depending on the competition phase):

- A professional two-group espresso machine;
- A professional on-demand coffee grinder;
- Caffè Vergnano's Original blend;
- High-quality fresh milk;
- Milk pitchers, tamper, brush;
- Syrups;
- Espresso and cappuccino cups + saucers + spoons from Caffè Vergnano;
- Alcoholic beverages;
- Mystery Box;
- Latte Art Wheel;
- Blindfold;
- Caffè Vergnano glasses;
- Ice and scoop;
- Shaker;
- Jigger;
- Bar spoon;
- Trays;
- Strainer.

BACKGROUND MUSIC

Each competitor can bring their own background music to the contest, to be delivered in the following manner:

- National selections ("stages"): On the day, to the audio/video technicians via USB stick.
- Final: Sent as an audio file to f.dotti@caffevergnano.com at least 30 days before the scheduled date.

PUBLICITY AND CONFIDENTIALITY

The organizers reserve the right to use any means at their disposal to publicize the winners. Specific advertising messages will be disseminated upon the regulation's deposit with the Ministry of Enterprises and Made in Italy. The Competition will be communicated through the website www.vergnanoworldcup.com, other company communication channels, and its sales force.

GENERAL INFORMATION

Rules may change due to force majeure, giving no right to any claims or recourse by the registrant against Caffè Vergnano S.p.A. Dates and/or locations indicated and available on the website www.vergnanoworldcup.com may be canceled or changed due to force majeure, giving no right to any claims or recourse by the participant against the Promoter. Caffè Vergnano reserves the right to withdraw from the relationship at any time, without any claims by the registrant.

RESPONSIBILITIES - RELEASES

The participant will be responsible for themselves during all phases of the Competitions. By registering, participants automatically declare they are aware that they agree to cede their image rights to the Promoter without compensation and without time limits (even after the end of the contest), as well as authorization to use their personal data for privacy law purposes.

PRIVACY

The collection of participants' data will comply with the General Data Protection Regulation (GDPR), EU No. 2016/679. Full privacy policy at the following link: <https://www.caffevergnano.com/privacy-policy>

The international finals will be held in Italy and conducted in accordance with Italian prize contest regulations, as detailed in the following link to the Italian rules:

<https://www.vergnanoworldcup.com/wp-content/uploads/2024/04/regolamento.pdf>

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