

PRIZE EVENT REGULATIONS
ART.11 D.P.R. 26 OCTOBER 2001, N.430
"VERGNANO WORLD CUP 2026"

PROMOTING COMPANY

CASA DEL CAFFE' VERGNANO S.p.A.
based in S.S. Torino-Asti, km 20 - 10026 Santena (To)
VAT number / Tax code 00169040011

DELEGATED SUBJECT

EDPS Euro Direct & Promotion Service S.r.l.
with registered office in Via Alessandro Volta, 60 - 20047 Cusago (Mi)
VAT number / Tax code 00811020155

OBJECTIVE OF THE PROMOTION

The activity aims to highlight and enhance the skill and professionalism of baristas through various technical tests.

AREA OF DIFFUSION and TERRITORIALITY

The event will take place on Italian territory.

RECIPIENTS

Professional bartenders over the age of 18.

PERIOD

From 19.03.2026 to 30.11.2026

From 19.03.2026 to 30.06.2026 online registration

From 01.07.2026 to 30.09.2026 national selection ("stage")

International final by 30.11.2026 which will take place on national territory including the registration of the winners, delivery of prizes and registration of the closing of the event.

The dates and/or locations will be indicated and visible on the [www.vergnanoworldcup.com website](http://www.vergnanoworldcup.com).

The dates may be cancelled and/or vary due to force majeure, this does not give the right to any type of claim or recourse by the member against the organization.

During the period provided for by these regulations, the Promoting Company will invite the recipients of the event in various forms to visit the www.vergnanoworldcup.com website and register for the competition.

MECHANICS

The activity is structured as follows:

Online registration - from 19.03.2026 to 30.06.2026

National selection ("stage") - from 01.07.2026 to 30.09.2026

The national selection will be organized in Italy, the city of the event and the date of the event will be communicated through the [www.vergnanoworldcup.com website](http://www.vergnanoworldcup.com).

International final - by 30.11.2026 organized in Italy, the city of the event and the date of the event will be communicated through the [www.vergnanoworldcup.com website](http://www.vergnanoworldcup.com) in the presence of a notary or the person responsible for consumer protection and public faith competent for the territory (art. 9 of Presidential Decree 26 October 2001, no. 430).

Online registration - from 19.03.2026 to 30.06.2026

In the period indicated above, online registrations will be open and free of charge to all baristas who have reached the age of majority at the time of registration and must be made through the [website www.vergnanoworldcup.com](http://www.vergnanoworldcup.com)

To register, it will be necessary to fill out a form on the aforementioned website indicating the required data and attaching a photo of 1 cappuccino decorated with latte art.

All registrations regularly received by 11:59 pm on 30.06.2026 will be taken into consideration. Subsequently, the material received through online registration will be examined by the Caffè Vergnano Team which will identify, at its sole discretion, the candidates suitable for participation in the national stage (max 15 participants + 5 reserves).

The Caffè Vergnano Team reserves the right, in the event of the impossibility of one or more candidates participating, to convene one of the selected reserves. Selected participants will be informed to the organization by e-mail and/or telephone indicated during registration.

By registering for this promotional activity, the participant signs full acceptance of the regulations.

National selection ("stage") - from 01.07.2026 to 30.09.2026

In the period indicated above, the national selection will be organized which will take place in a single stage of a day in which the baristas selected in the previous phase will be able to compete.

The national selection will be organized in Italy, the city of the event and the date of the event will be communicated through the [www.vergnanoworldcup.com website](http://www.vergnanoworldcup.com).

During the day of National Selection the following challenges will be scheduled:

Initial Set-up

Participants will have 10 minutes to set up and prepare their workstation, choose the blend of Caffè Vergnano among those proposed and adjust the coffee grinder.

Performance

Participants will have 12 minutes to:

Prepare 2 perfect espressos;

Prepare 2 cappuccinos with identical designs decorated with the *Latte Art technique**;

Prepare 2 identical espresso-based alcoholic or non-alcoholic drinks;

Blindfolded tasting (under-extracted, perfect espresso, over-extracted).

**Latte Art models will be revealed when using the Latte Art Wheel.*

Final set-up

Participants will have 3 minutes to disassemble and clean their workstation.

JURY COMPOSITION of the National Selection ("stage")

Technical Jury + Sensory Jury

Technical Jury

The technical jury will consist of two judges, each in charge of evaluating participants based on their ability to prepare drinks correctly and their individual style.

Technical errors will result in a deduction from the total score.

The technical jury will evaluate by assigning a score between 0 and 9 for the cleanliness and order of the station both at the beginning and at the end of the competition, the technical gestures in the preparation of the drinks (including cleaning of the equipment, tamping, dose of coffee used, time, etc.), and will award penalty points for wasting milk, exceeding the time limit and for incorrect extraction times.

Any second beyond the allotted time will be considered a penalty point.

The correct draw times will be between 20 and 30 seconds, although the maximum score (9 points) will be awarded with a 25-second draw.

Notes:

The technical judges will ensure that the participants are blindfolded during the blind tasting and will take care of preparing and serving the espressos for evaluation;

During the preparation of the espressos intended for tasting blindfolded, the competition time will be suspended and will resume as soon as the participants begin the tasting phase;

Each alcoholic or non-alcoholic drink must contain at least 2.5 cl of espresso coffee, which can only be ground and prepared during the competition and not in advance and can be served hot or cold;

The recipe must consist of a maximum of 8 ingredients and have a volume between 10 cl and 35 cl.;

All drinks must be prepared live on stage, with all the ingredients assembled at the workstation;

Only edible gaskets will be allowed, which will need to be assembled and placed on the station during the initial setup.

Sensory jury

The sensory jury will consist of two judges who will operate independently and will be responsible for judging each participant's drinks and presentations.

The sensory jury will evaluate the alcoholic or non-alcoholic beverages listed, assigning scores between 1 and 9 based on different parameters, such as balance, body, aftertaste, harmony between preparations, creativity, etc.

A score between 1 and 9 will also be awarded for presentation and exhibition capacity.

Notes:

The creative will be evaluated according to the following parameters:
use of innovative methods such as infusions, smoking, spherifications;
use of siphons for foams, airs or velvets;
use of innovative methods that enhance the taste and quality of the cocktail.

By 30.09.2026 the counts will be made and based on the sum of the scores obtained by the participants in the various phases, the barista who has achieved the highest overall score will be invited to participate in the international final; the invitation will be formalized by the organization of the Caffè Vergnano team by e-mail and / or phone.

At the same time as identifying the barista with the highest score, 5 reserves will also be selected in descending order of 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 the event of inability to attend, the participant must provide a written declaration of renunciation and will be replaced by a reservation.

At the end of the above-mentioned phases and before the International Final, a declaration in lieu of affidavit will be prepared containing all the results obtained by the participants as indicated in the regulations and which will be delivered at the International Final to the notary or to the person responsible for consumer protection and public faith competent for the territory (art. 9 of the Presidential Decree of 26 October 2001, no. 430).

International Final

By 30.11.2026 in the **presence of a notary or the person responsible for consumer protection and public faith competent for the territory** (art. 9 of Presidential Decree no. 430 of 26 October 2001) the International Final will take place and the participants will compete to obtain the title of VERGNANO BARISTA CHAMPION 2026.

Regarding the modalities of the International Final, as already mentioned above, ample communication will be given by email to the participants and on the [www.vergnanoworldcup.com website](http://www.vergnanoworldcup.com).

During the day of the International Final, the following challenges will be scheduled:

Initial Set-up – a Mystery Box will be made available.

Participants will have 5 minutes to discover the content of the Mystery and write their own alcoholic or non-alcoholic recipe, on the sheet given to them briefly by hand in the presence of the Chamber of Commerce Official.

At the end, the recipe must be delivered to one of the two sensory judges.

Subsequently, they will have 10 minutes to set up the station, choose the blend of Caffè Vergnano from those proposed, adjust the coffee grinder and prepare for the performance;

Performance

Participants will have 13 minutes to:

prepare a multiple order consisting of 2 cappuccinos decorated with the fantasy Latte Art technique and 2 typical recipes of Italian coffee culture;

prepare 2 Signature drinks based on espresso coffee mixed with other ingredients placed inside a Mystery Box.

Final set-up

Participants will have 2 minutes to set up and clean their workstation.

Notes:

During the performance, traditional recipes of the Italian coffee culture will be requested by the sensory judges;

The Signature drink must contain a minimum of 2.5 cl of espresso coffee;

Coffee cannot be ground or prepared in advance; it must be done during the competition;

Participants must follow the recipe drawn up in the initial 5 minutes (**Initial Set-up**) and use only the ingredients present in the Mystery Box; 10 points will be deducted for each ingredient not used;

Drinks can be both alcoholic and non-alcoholic, hot or cold, with a maximum of 8 ingredients and a minimum serving size of 10 cl, not exceeding 35 cl per drink;

The challenge will be considered to have begun with the announcement of the start of the time by the participant and ended, again, with the announcement of the stop of time by the same;

The challenge will involve the presentation by the participants of the products made;

The service of drinks to the judges will be considered included in the challenge time and can only be carried out by the participants themselves;

Once positioned in the challenge area with their equipment and once the challenge has begun, participants will not be able to leave the work area until it is completed.

Technical Jury + Sensory Jury

Technical Jury

The technical jury will be composed of two judges.

Each judge will evaluate each participant based on their ability to prepare drinks correctly and their individual style. Technical errors will result in a deduction from the total score.

The technical jury will assign a score between 0 and 9 for: cleanliness and order of the station at the beginning and end of the competition, technical gestures in the preparation of drinks (including cleaning of equipment, tamping, amount of coffee used, timing, creativity, skills, etc.) and will apply penalties for wasting milk, unused ingredients of the Mystery Box, additional time to the defined limit and incorrect extraction times. Any second beyond the allotted time will result in a penalty point.

The correct draw times will be between 20 and 30 seconds, but the maximum score (9 points) will only be awarded with a 25-second draw, thus guaranteeing the highest score.

Sensory jury

The sensory jury will consist of two judges who will operate independently and will be responsible for judging the drinks and presenting each participant. The sensory jury will evaluate the alcoholic beverages listed, assigning a score between 1 and 9 based on several parameters, including fantasy pattern, body, aftertaste, temperature, consistency between the paired preparations, creativity and more. A score between 1 and 9 will also be awarded for presentation and exhibition capacity.

Notes

The creative will be evaluated according to the following parameters:

use of innovative methods such as infusions, smoking, spherifications;

use of siphons for foams, airs or velvets;

use of innovative methods that enhance the taste and quality of the cocktail.

AWARDS International Final

1st place

Title of "VERGNANO BARISTA CHAMPION 2026" as well as a trip to a coffee plantation for one person with a **commercial value of € 6,300.00.**

The price includes:

Intercontinental flights with scheduled flights in economy class from the European capital of the winner's country of origin, airport taxes, baggage allowance 23 kg in the hold + hand luggage, Hotel single room: 5 nights, Transfer apt/htl /apt, Transfers htl / coffee plantation/htl, Visit to the plantation, Medical/luggage insurance, Zero risk travel policy, Registration fees. Departure by 31.12.2027 (excluding Christmas and New Year's periods, Carnival, during events and conferences and subject to availability of flights and facilities)

The price does not include:

Any tourist taxes to be paid on site, Insurance policies to cover medical expenses and travel cancellation penalties, drinks, personal extras, excess luggage, everything that is excluded from what is explicitly indicated in "the price includes". The program of the trip in detail will be defined when the winner is elected and the departure date will be defined with him.

2nd place

Sage - The Barista Express - Espresso Coffee Machine with a **net VAT value of €584.92.**

3rd place

Training Latte Art Grading system with a **commercial value of € 600.00.**

Total prize money: €7,484.92

EVALUATIONS and SCORES – International Final

The results and scores of the participants will be determined by the sum of the evaluations of the Technical Jury and the Sensory Jury, according to the parameters defined above for each challenge.

In the event of a tie, the criteria for determining the ranking will be the total of the technical evaluations, followed by the total of the sensory evaluations and finally the actual time.

The one who has obtained the best score will be declared the overall winner.

NON-DEROGABLE JUDGMENT AND JURISDICTION

The judgment of the Jury, both technical and sensory, in all challenges is final and unappealable.

The Caffè Vergnano team is responsible for any dispute.

EQUIPMENT AND SPECIFICATIONS

At each stage of the competition, participants will be able to use their own personal material necessary to carry out the challenges (example: milk jugs, shakers, jiggers, strainers, bar spoons).

The equipment necessary for the execution of these techniques must be the property of each participant and independently transported by them.

The organization will provide additional equipment, detailed in these regulations. It is mandatory for all competitors to use only the Caffè Vergnano logo material provided by the organization, such as espresso cups, cappuccino cups and glasses.

The participant is responsible for transport, food and lodging costs.

At the workstation each participant will have at their disposal (depending on the phase of the competition):

- A professional espresso machine with two groups;
- An on-demand professional coffee grinder;
- Vergnano Coffee Blends;
- High quality fresh milk;
- Milk jugs, tamper, brush
- Syrups
- Espresso and cappuccino cups + saucers + teaspoons Caffè Vergnano;
- Alcohol;
- Mystery Box;
- Latte Art wheel;
- Eye patch;
- Vergnano Coffee Glasses;
- Ice and shovel;
- Shaker
- Jigger
- Bar spoon
- Trays
- Strainer

BACKGROUND MUSIC

Each participant may bring their own accompanying music to the competition, which must be delivered in the following ways:

National Selection ("stage"): On the same day to the audio/video technicians via USB stick.

International Final: Sent as an audio file to f.dotti@caffevergnano.com at least 30 days before the scheduled date.

PUBLICITY AND CONFIDENTIALITY

The organisers reserve the right to use any means at their disposal to advertise the winners.

The specific advertising messages will be disseminated from the filing of the regulation at the Ministry of Enterprise and Made in Italy. The Competition will be communicated through the [company](#) 's www.vergnanoworldcup.com website and other communication channels, as well as through its sales force.

GENERAL INFORMATION

The Rules may vary due to force majeure, this does not give the right to any type of claim or recourse by the member against Caffè Vergnano S.p.A.

The dates and location for the Final will be indicated and available on the www.vergnanoworldcup.com website.

The event may be cancelled and/or vary due to force majeure, this does not entitle the participant to any claim or recourse against the Promoter.

Caffè Vergnano reserves the right to withdraw from the existing relationship at any time, without this entailing any complaint on the part of the member.

LIABILITY

The participant will be responsible for his or her own person during all phases of the challenges.

It should be noted that the participant, at the time of registration, automatically declares to be aware of the fact that he/she undertakes to assign to the Promoter the image rights without requesting any compensation and without time limits (even after the end of the competition), as well as the authorization to use his/her personal data for the purposes of the Privacy Law.

ONLUS

If, at the end of the promotion, there are prizes that have not been awarded or not requested, they will be donated to the following non-profit organization of social utility: ASSOCIAZIONE OUTSIDER Via Cottolengo 14, Turin.

C.F. IT 97634630012

PRIVACY

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

CLARIFICATIONS

- All prizes will be awarded in accordance with Presidential Decree No. 430/2001 – Article 1, paragraph 3, as well as the European Regulation on the protection of personal data EU 679/2016 ("GDPR") within 180 days from the date of ascertainment and award;
- in the event of non-use of all or part of the prize due, for reasons not attributable to the Promoting Company, the prize will still be considered awarded and the winner will no longer have anything to claim;
- the prizes awarded to the winners may not be the subject of commercial or advertising exchanges, they cannot be replaced, nor is the winner entitled to request, with or without the addition of money, the possibility of receiving different prizes even if of lesser value;
- Prizes are not redeemable for cash and/or gold tokens;
- The Travel Prize is transferable by means of a specific written proxy by the winner. The other prizes are not transferable;
- In the event that one of the prizes up for grabs can no longer be paid in the manner described above, the Promoting Company undertakes to deliver to the winners a prize of equal or greater value having characteristics equal to or greater than that initially promised;
- pursuant to art. 7 paragraph 2 of Presidential Decree no. 430 of 26 October 2001, the Promoting Company covered the value of the entire prize money with a guarantee in favour of the Ministry of Enterprise and Made in Italy;
- the Promoting Company undertakes to pay the withholding tax referred to in Article 30 of Presidential Decree 600/1973 in favour of the winners in an amount equal to 25% of the normal value of the prizes net of VAT (cf. Resolution of the Revenue Agency no. 54/E of 26 March 2004) and also declares to waive the right of recourse to the withholding tax referred to in art. 30 Presidential Decree 600/1973;

Participation implies the unconditional and total acceptance of the rules and clauses contained in these Regulations. For anything not expressly indicated in these Regulations, Presidential Decree No. 430 of 26/10/2001 will be implemented.

for CASA DEL CAFFE' VERGNANO S.p.A.
The Delegated Subject
EDPS Euro Direct & Promotion Service S.r.l