

# BARISTA CHAMPS

REGIONAL  
INFO PACK



# OUR KAUPAPA:

## All the FAQ

- 🏆 Why
- 🏆 What
- 🏆 When and where
- 🏆 The people involved
- 🏆 Workshops
- 🏆 Next steps





# I WANT TO BE INVOLVED:

Here's 10 great reasons get involved in 2025:

**Skill Growth:** Improve techniques and learn new skills under pressure.

**Networking:** Connect with top baristas, industry leaders, and coffee lovers.

**Career Boost:** Gain job opportunities, partnerships, or start your own coffee venture.

**Reputation:** Winning builds your reputation as a skilled expert.

**Creative Outlet:** Showcase your unique recipes and brewing style.



# MORE GOOD REASONS:

**Feedback:** Judges provide helpful insights to improve your craft.

**Confidence:** Overcome challenges and perform under pressure.

**Visibility:** Get media attention for you and your café or brand.

**Prizes:** Win cash, equipment, or sponsorships.

**Passion:** Celebrate and excel in the art of coffee-making.

Entering a championship can be a pivotal experience, offering personal and professional growth.

**Tūwhitia te hopo, mairangatia te angitū!**

Feel the fear and do it anyway!





# WHAT HAPPENS?

Baristas, showcase your skills by serving four espressos and four milk-based beverages, all while delivering great customer service in 11 minutes to a judging panel. There are three regional titles available with prizes to be confirmed.

We'll provide everything you need—a machine, grinder, milk (with options of plant-based and dairy), cups, spoons, and even milk jugs and tampers if requested. You bring your coffee and presentation.

Don't worry about table decorations; it's all about the coffee.

More information: [website>](#)





# MORE DETAILS:

Following their performance, all competitors have the opportunity to listen to the judge's deliberation and receive a full debrief to set them up for the main event. You don't have to go on to compete in the main event, but we would love to see you there!

You have 5 minutes to dial in and 11 mins to present.

The three (3) regional titles get automatic entry to the main event and prizes TBC. Places 2-4 will receive a reserved spot to compete in the national event if they wish.





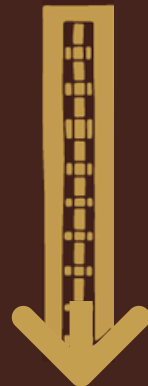
# WHEN & WHERE?



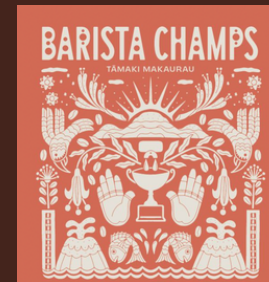
**C4 Roastery**  
Christchurch / Ōtautahi  
Sunday 30 March



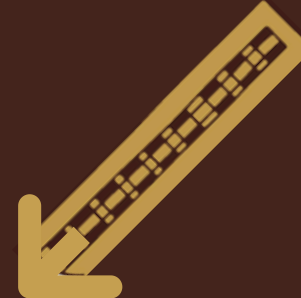
**L'affare Roastery**  
Wellington / Te Whanganui-a-Tara  
Sunday 6 April



**Whirinaki Whare Taonga**  
836 Fergusson Drive  
Upper Hutt / Te Awa Kairangi ki Uta  
Saturday 23 - Sunday 24 August



**Havana Roastery**  
Auckland / Tāmaki Makaurau  
Sunday 13 April





# RULES

All rules are based on the World Barista Championship and are designed to allow the barista to work towards the next step, the national event.

All rules are based on best practices and created to enable baristas to practice day-to-day in their normal environment while simultaneously preparing for the stage event and making great coffee.

[NZ Regional Rules>](#)

[Technical Scoresheet>](#)

[Sensory Scoresheet>](#)





# JUDGES

Judges are there to assess and reward the baristas, basing their observations on clearly defined rules, scoring, and giving feedback on a baristas presentation.

Judge's positions are Head Judges, Sensory, Technical, and Shadow. To judge you need industry experience, attend the workshop, and pass calibration before each event.

The best part about judging is the community (and coffee!)

[Sign up Christchurch>](#)

[Sign up Wellington>](#)

[Sign up Auckland>](#)



# VOLUNTEERS

It takes a small army of volunteers to run these events.

They are baristas looking to take the next step, industry professionals, prosumers, and coffee lovers.

There's a position for all skills and opportunities to learn new ones!

1 x Emcee, 1 x Time Keeper, 1 x Station Maintenance,  
1 x Runner, 1 x Scorekeeper, 1 x Social Media, 1 x Photographer,  
1 x Music Desk, 1 x Head Volunteer, 1 x Stage Manager,  
1 x Head Barista, 2 x Calibration Barista

[Sign up Christchurch>](#)

[Sign up Wellington>](#)

[Sign up Auckland>](#)





# WORKSHOPS

Online workshops occur before the regionals and before the main event. These are for Baristas, volunteers, coaches, and anyone interested in learning more about the process, and are mandatory for Judges.

In the workshop, we break down the rules and regulations, and the scoring categories, and facilitate discussions of any burning questions with our experts.

These are preceded by an online quiz to delve into the rules to enhance your learning.

**[Sign up for the Regional workshop>](#)**



**Online Workshop for  
the Aotearoa Barista  
Championship Regionals 25**



# KEY ORGANISERS

Both Emma's have competed at national level and emw on the world stage.

Both judge or have judged in sensory and technical aspects and understand what it takes to step up on stage.

We are here for you.

If you have any questions, help, or a mentor in your region we can help guide you.



**Emma  
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**Emma  
McDougall**

Comms and Admin  
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# REMEMBER:

-  There is only one champion, but competing is winning.
-  There is more to the event than the singular final boss outcome.
-  You get out what you put in.
-  Dedication to learning your craft and coffee will be rewarded in the rules.
-  There are others in our community like you, willing to help with your competition journey, please ask.
-  It's just coffee!



# WHAT TO DO NOW:

ENTER NOW!  
[nz sca.org](https://nz sca.org)

Sign up!  
Get your  
ticket to  
compete

Register  
for your  
free  
workshop

Practice,  
Practice,  
&  
Practice!

