

Signature Beverage module overview

Signature beverage definition	(06
Well Explained, Introduced and Explained)
Accuracy of Taste Descriptors	(0-
)
Taste Experience	(0-
	3)

3.3 Signature Beverage

- A. A signature beverage demonstrates a competitor's creativity and skill to create an appealing and individual espresso-based beverage.
- B. The signature beverage should be a liquid beverage; the judges must be able to drink it.
- C. Each of the 4 signature beverages must contain a minimum of 1 espresso shot (per the definition of espresso in the "Espresso" section) otherwise the competitor will receive a score of 0 points for "Taste Experience" on the sensory scoresheets in the signature beverage category for that corresponding beverage.
- D. Espresso used in the signature beverage must be prepared during the competitor's performance time, otherwise the signature beverage will receive a score of 0 for "Taste Experience" on the sensory scoresheets in the signature beverage category.
- E. The flavour of the espresso must be present in the signature beverage, producing a balanced drink with the other ingredients.
- F. The signature beverage may be served at any consumable temperature.
- G. Any ingredients may be used in the signature beverage preparation except alcohol, alcohol extracts or by-products, or controlled or illegal substances. If these substances are found in the beverage, competitors will receive 0 points in all categories available on the sensory scoresheets in the signature beverage category.
- H. All ingredients must be disclosed upon request. Competitors must bring the original packaging of all ingredients used in their signature beverage for inspection by judges to verify ingredients. If the competitor does not provide original packaging when asked, the signature beverage will receive 0 points in all categories available on the sensory scoresheets in the signature beverage category.
- I. Signature beverage ingredients should be prepared and assembled on-site during the competition time. The preparation of a signature beverage is captured in the "Well explained, introduced, and prepared" category on the sensory scoresheet. Preparation in advance of the competition time is necessary for certain ingredients (e.g., a 24-hour infusion) and is accepted.
- J. Nothing other than ground coffee and water may be placed in the portafilters, otherwise the signature beverage will receive 0 points in all categories available on the technical and sensory scoresheets in the signature beverage category.

Definition of the Rule:

- ❖ **The competitor must explain their signature drink to the judges.** In order to achieve a high score, **the explanation should include factual points such as the ingredients, preparation method, and the Flavors and/or aromas the judges will experience. The description should include the coffee used and the connection between the coffee and the other ingredients.**
- ❖ Sensory judges will listen to the explanation of ingredients, preparation method, and use of coffee given by the competitor and take notes. **If no information or instructions are given before the beverage is served, judges will individually choose how to evaluate the signature beverage.**
- ❖ The competitor must explain to the sensory judges how to drink the beverage (smell, stir, sip, etc.). The sensory judges will listen and follow drinking instructions to the best of their ability. **If no information or instructions are given, judges will individually choose how to evaluate the signature beverage. In every case, Judges should take a minimum of two sips of the signature beverage.**
- ❖ Judges will evaluate the signature beverage based on competitors' provided explanations and other observations made during the 10-minute presentation only. **Any explanation given by the competitor after the completion of the presentation time, (clock is stopped and/or the competitor calls "time") will not be considered by the judges.**
- ❖ This is an Experience Score (0-6)

ACCURACY OF TASTE DESCRIPTORS

(0-6)

Definition of the Rule:

- ❖ **Judges will listen to the taste descriptions and explanations given by the competitor and compare those with the beverage served.** This score is based on how accurately these descriptors match the taste (flavour and aftertaste) of the signature beverage. **Taste descriptors must be given or a score of 0 will be received in this category.**
- ❖ This is an Accuracy Score (0-3)

TASTE EXPERIENCE

(0-6)

Definition of the Rule:

- ❖ **Judges will evaluate the signature beverage based on how well the taste components of the espresso (sweet, acidic, bitter) and the other ingredients fit together and complement each other in the total experience of the signature beverage.**
- ❖ Signature beverages that present a flavour profile that mimics or matches the espresso's flavour may not receive high scores. **Signature beverages that create new flavour experiences may receive higher scores.**
- ❖ If one or more of the taste components **detracts** from the experience of the beverage (e.g., "sour", "acid"), **lower marks are given.** If the taste component **contributes positively** to the beverage experience, **higher marks are given.**
- ❖ **If the beverage is unbalanced** (i.e., lacking in a certain component that detracts from the overall positive experience or if a component is overpowering the beverage), **the taste experience score is reduced.**
- ❖ This is an Experience Score (0-6)

THOUGHT EXERCISES

What does it mean to be WEIP'd?

Think of the WEIP (well explained, introduced, and prepared) score as a “Recipe Score”. Does the competitor provide us with enough information, in a clear and concise way, that we would be able to take this beverage back with us; either to home or the cafe, and be able to reproduce and talk about it in the same way? In the highest of scores, we would walk away having no questions about what the drink was, what went into it and how those ingredients were made, how to prepare and make the drink, or how to talk about it with our own guests in terms of what it should taste like and how the coffee is connected to it.

