



# 2023 NOLA Coffee Festival **LATTE ART Competition**

## **FORMAT & GUIDELINES**

Last updated 8/23/23

Competition Coordinator: Pacifico Gouge, longtime NOLA Barista & events leader  
Judging Coordinator: Scotty Meades, International SCA Trainer

Competition days: Prelims and Finals are Friday, Sept 15  
Pre-Qualifications & Application: Video clip of applicant must show their latte art skill (w application)  
Videos are posted to event website/event social media page (Instagram)  
Capacity: Official field will be capped at Q=32  
Entry Fee: \$10 per competitor

Description: We will use a field of 32 with tournament style elimination

Round One: 16 competitors in groups of 2, one advances (5-7 min per)  
specific skill used will be HEART (round 1 lasts 2 hours)

Round Two: 8 competitors in group of 2, one advances (5-7 min per)  
specific skill used will be TULIP (round 2 lasts 1 hour)

Round Three: 4 competitors in final round, one overall winner (5 min)  
specific skill used will be ROSETTA then FREESTYLE  
(round 3 lasts 20-30 min, incl brief intro of four finalists)

Format Notes: 3 judges will judge each set of 2 competitors.  
The competitor with the most votes moves to the next round.  
Competitors will steam their own milk, but we will have a dedicated "shot puller". Drink size will be a standard cappuccino or 5 oz.  
If the competitor takes longer than 5 minutes they are disqualified. If they fail to clean and purge steam wand, they are disqualified. If they don't rinse their steam wand and/or pitcher, they are disqualified.

Judging Criteria: Judges will base their decision on five criteria.

We will provide pictures to help contestants and judges calibrate.

- 1.) **Contrast**- or background. The milk shapes should be white, but the background needs to be darker. The better contrast, the more shapes stand out.
- 2.) **Definition**- the shape needs to be well defined. For example, a very "crisp" or "hard" line as opposed to something murky or cloudy. Poorly defined shapes are an indication of hesitation during the pour.
- 3.) **Bubbles**- if there are large bubbles, this is the result of poor technique. Bubbles are formed when the micro foaming is done at the surface of the milk instead of initially on the surface then submerging.
- 4.) **Space**- the entire shape should be symmetrical and should create a good "focal point"- usually at the center of the drink.
- 5.) **Overall Impression**- while we are using these guidelines to be objective, we can always default to what is the most aesthetically pleasing.

Schedule: Friday, Sept 15

Round One: starts 10:30am – ends approx 12:30 (30 min break)

Round Two: starts 1:00pm – ends approx 2:00pm (30 min break)

Round Three: starts 2:30pm – ends approx 3:00pm (awards given)

Co-Sponsors: Synesso and Barista Magazine

Prizes: TBD, equipment and gift packs will be awarded based upon availability.  
1<sup>st</sup> place – a Moccamaster home coffee brewer/ grinder set (\$700 value)

Promotion: Starts July 15 on event website  
Starts Aug 1 on social media channels  
Starts Aug 15 in advertising  
NOTE: Entry promotion closes when we reach Q=32 qualified candidates and 4 alternates.