

2020 GLOBAL COFFEE CHAMPIONSHIP

GCC Beverage Creator Competition R&R

* The schedule may be changed during the competition, and the change will be posted on the official website (www.gcs.global).

1. Competition Introduction

The world's biggest beverage education institution Global Coffee School(hereinafter referred to as GCS) is hosting 2020 GCC(Global Coffee Championship)". It is the world's best beverage competition that features hundreds of participants and various judges from around 20 countries (USA, Brazil, Vietnam, Thailand, Honduras, Korea, Taiwan, Spain, Russia, China, Hong Kong, Australia and more)

2020 GCC's Beverage Creator(Café Menu) section suggests a new wave of the beverage market and identifies signature beverage recipes to foster a continuous development of the beverage industry and cultural exchange to establish a global festival.

1.1 Name : 2020 GLOBAL COFFEE CHAMPIONSHIP Section : Beverage Creator

1.2 Host : Global Coffee School(GCS)

1.3 Supervisor : Global Coffee Championship Committee (GCC Committee) 1.4 Qualification : Anyone regardless of nationality & gender and age

1.5 Format : Online (Performance video shall be uploaded to facebook group)

- Video upload location : GCS_Coffee (facebook group)

- Language : 1. English speaking or 2. Native language speaking + English script 1.6 Date(Online) : Video file upload

- Application: 2020 Oct 15th ~ Nov 15th 24:00

- 4 files(Finished menu photo & Video & Recipe & Sensory log) upload : 2020 Nov 16th ~ 30th 24:00 - Result Announcement: 2020 Dec 7th 18:00

GCS Official Website Announcement (www.gcs.global) & Facebook GCS_Coffee

1.7 Venue : GCS_Coffee(Facebook Group Timeline)

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2. Application guide

2.1 Anyone from all over the world can participate.

2.2 The application will be first-come-first-serve based, and the participation registration will be completed once the payment for participation is completed.

2.3 Application may close early if the maximum number of participants is met before the application deadline (Nov 15th).

2.4 Participants must check the competition regulation before submitting the application form.

2.5 Submission of the application form means that the applicant agrees on the competition regulation and the regulations of Global Coffee Championship (GCC).

2.6 Participants shall pay attention to their clothes. (They will be assessed.)

2.7 Payment of the participation fee shall be completed before the termination of the application period [Nov 15th 18:00], and refund will not be available if any cancellation / absence of participation after the period is made.

2.8 Applications will be processed in the order of the completion of the participation fee payment.

2.9 Payment shall only be made through an account transfer or bank transfer. (Depending on country)

2.10 The participant is solely responsible for the problems caused by the participant's mispayment of the participation fee, and any disadvantages or legal actions shall be taken and accepted for any problems caused by incorrect or false information.

3. Application process and method

3.1 Application period : 2020 Oct 15th ~ Nov 15th 24:00

3.2 Required documents : Registration form

3.3 Download and fill out the registration form and also submit by google link

- Registration form must be submitted to guccif@naver.com by Nov 15th, 24:00

- Google Link can be accessed at homepage.

3.4 4 files(Finished Menu photo & Video & Recipe & Sensory log) upload method

3.4.1 Create two same menus (one for visual evaluation for the judges, one for the competitor's self sensory-evaluation) / Refer to the book "All about café menu" (English version at homepage)

3.4.2 After filming a video with a camera, upload the four files together on the designated site.

3.4.3 Regarding the video (Time limit : 5 minutes) :

- Demonstration(no longer than 4 min) : upper body or more, GCC table banner(at homepage), storytelling, ingredient description(sensory and visual), technique, making process description, visuals, garnish. Every step should be included.

- Taste expression(30~60sec, after demonstration) : Taste must be expressed in detail based on sensory log (You can find the sensory log at homepage)

* Notes on filming videos

- Clothes should be those that are suitable for making menu. (Traditional clothes can be worn.)

- Alcohol is not allowed

- Coffee use is left to choice

- Garnish must be included in the finished menu.
- Glass size must be 100 ml or larger
- Both Hot and Ice menu are accepted
- Electronics are allowed
- Maximum length of the video is 5 minutes. (minus points for longer videos)
- Every performance of the demonstration should be filmed properly.
- There is no deduction in points for low-resolution, but it may affect a proper evaluation.
- No restriction on the use of sponsor products
- No need for background music
(If background music is inserted, any responsibilities related with the copyright lie on the participant.) - No fire-shows allowed
- Making sub-ingredients on the spot may result in bonus points
- Additional points may be given on various performances related during making menu.
- Film using one camera (make sure the camera is fixed and still)
- Attaching GCC logo or GCC banner to the demonstration video is left to choice
- Editing of videos will result in disqualification. (No editing allowed)
- The GCC table banner should be placed on the demonstration table
- GCS logo must be inserted in the finished menu photo

3.5. 4 files upload: after applying

- 2020 Nov 16th ~ Nov 30th 24:00
- Upload location: GCS_Coffee(Facebook Group Timeline)
- ※ Hashtags should be added when uploading (should be shortened out)

#GCC #scentone #probat #GCS #GCS_Coffee #globalcoffeeschool #Technobartender
#BeverageCreator #TechnoBarista #roasting #barista #aroma #cocktail #센톤 #프로바
#지씨에스 #글

로벌커피스쿨 #테크노바리스타 #테크노바텐더 #베버리지크리에이터 #로스팅 #바리스타
#컵테일

3.6 After uploading the video, submit by web hard drive

- Compress 4 files into one and upload after marking the full name, nationality, and name of menu

Ex) Jason kim_Australia_BlueHawai

4. Participation Regulation

4.1 4 files cannot be changed after the participation application is made.

4.2 Cancellation of participation shall be notified to the host, and any change in contact information and email shall be notified to the host. The disadvantages that otherwise arise are those of the participant.

4.3 The participant's ownership/copyright of menu recipes, images, demonstration videos, etc. belongs to the host..

4.4 If a participant is absent without prior notice, he or she will not be able to participate in the next competition..

4.5 Competitors may only use ingredients allowed as food grade(including garnish) (exception: decoration)

4.6 The name/logo of the organization/company/school that affects the evaluation shall not be exposed during the competition..

4.7 In principle, participants are not allowed to protest or object to the results of the evaluation.

4.8 Participants shall comply with the rules of the competition and faithfully comply with the host's instructions and announcement.

5. Acquisition of Beverage Creator Certificate (limited application only on participated)

- An opportunity to automatically certified as a GCS Beverage Creator LEVEL 1

- Participants will be certified if they pay additional 70\$ for certification fee (special price, delivery fee inclusive)

6. Championship Payment method

1) The registration fee is paid to the country manager who will open the account

2) 2020 GLOBAL COFFEE CHAMPIONSHIP : Beverage Creator(BC) / Techno Bartender(TB)

- Participation fee: 40 USD (For International participants) - Name_Section (ex : Jason Kim_TB)

- LV1 Certificate fee(delivery fee inclusive) 70\$

3) Related fees must be transferred in the names of the participants.

7. Q&A

1) Operation Office : Global Coffee Cchool(GCC) Country Manager 2) Country Manager will be posted at homepage

8. Evaluation Criteria (multinational evaluation)

1	Appearance, outfit and cleanliness	10	- Personal hygiene (clothes, hair, linen, hand washing, etc) - Equipment and glass cleanliness - Maintaining the clean environment during demonstration
2	Making process and expertise	30	- Pre-chilling of glass and making equipment - Checking labels of main & sub ingredients - Accurate weight measurement (Proficiency in using measurement utensils) - Pre-tasting of completed cocktail - Making proficiency according to the recipe - Various performances (flair, dance, clothes and etc)
3	Ingredient creativity	10	- Diversity and visual differentiation of ingredients, Differentiation of using ingredients
4	Feasibility of commercialization	20	- Supply stability, cost efficiency, time and difficulty in making, etc.
5	Overall Visuals and balance	20	- Completeness of the menu visual - Expertise in utilizing garnish and accessories - Proper volume and glass
6	Sensory expression(30~60sec)	10	- Detailed expression of the cocktail based on sensory log

<Deduction Criteria>

1	Overtime	-5	0~5 seconds
		-10	5~15 seconds
		-15	15~30 seconds
		-20	30 seconds ~ more
2	Cleanliness	-5	If ingredient or ice is spilled or dropped 1~ 2 times.
		-10	If ingredient or ice is spilled or dropped 3 times or more.
3	Recipe accuracy	-5	If 1 recipe is different from what was submitted
		-10	If 2 recipes are different from what was submitted
		-15	If 3 or more recipes are different from what was submitted

4	Other violation of regulation	-20	If bottle breaks
		-30	If the video is edited.
		-20	If the video is filmed without the GCC table banner

* Criteria for tie breaker:

1. Making process and expertise 2. Flavor evaluation

3. visuals and overall balance

3. Appearance, outfit, cleanliness

4. creativity and commercialization feasibility

- Beverage Creator Evaluation will be done by a special team of judges

- The team will evaluate on items such as technological competence level, service attitude, practicality of the beverage, the consistency of the visual presentation and the flavor, creativity, etc.

8. Awards

1st prize	1	Trophy & Certificate \$ USD 1,000\$ & HM brixmeter(USD 200\$) & Luxury Shaker set(USD 150\$)	Trainer Certificate & USD 300\$ & Luxury Shaker set(USD 150\$)
2nd prize	1	Trophy & Certificate \$ USD 500\$ & HM brixmeter(USD 200\$) & Luxury Shaker set(USD 150\$)	Trainer Certificate & USD 200\$ & Luxury Shaker set(USD 150\$)
3rd prize	1	Trophy & Certificate \$ USD 300\$ & HM brixmeter(USD 200\$) & Luxury Shaker set(USD 150\$)	Trainer Certificate & USD 100\$ & Luxury Shaker set(USD 150\$)
Gold prize	20% of participants	Gold Medal & Certificate & Luxury Shaker set(USD 150\$)	Trainer Certificate
Silver prize	40% of participants	Silver Medal & Certificate	Trainer Certificate
Bronze prize	40% of participants	Bronze Medal & Certificate	Trainer Certificate