

# GoldenBean Australasia

14-18 November 2023  
SERENITY DIAMOND BEACH NSW



## 2023 WELCOME

Dear Coffee Roasters,

Please find enclosed everything you need to complete your entry into The Golden Bean Coffee Roasters Competition and Conference 2023.

Roasters are encouraged to engage in both parts of the event - sending in your coffee entries and also attending the conference to participate in the judging, seminars and fun sponsored evenings. Golden Bean is an excellent opportunity for coffee roasters to network with each other and form great alliances within the industry.

### HOW TO ENTER THE COMPETITION:

- You need to be a coffee roaster currently living in Australia, New Zealand or Asia.
- Enter via The Golden Bean website at [goldenbean.com.au](http://goldenbean.com.au). To register click on the 'Login' button, which takes you to the portal where you enter your details and coffee entries.
- Coffee entries must be received no later than Friday, 10th November by 5pm to be eligible for judging.
- If sending from overseas, please allow 3 weeks. No refunds if your coffee entry arrives after 5pm 10th November 2023.
- Please send in your coffee entries using the Golden Bean bags sent out and clearly mark with category codes + packing slip. (The packing slip is available for download from the portal upon completing a paid entry.)

Please be sure to refer to the Competition Entry Guidelines for all information and instructions on packing and sending your coffees to the competition.

**ENTER 6 OR MORE COFFEES AND RECEIVE 1 X COMPLIMENTARY DELEGATE TICKET VALUED AT \$550**

### ATTENDING THE EVENT:

The Golden Bean Coffee Roasters Conference is designed to educate, innovate and create a valuable opportunity for roasters to network with each other and form great alliances within the industry. All attendees must register their attendance and finalise payment prior to the event date via The Golden Bean website.

Please go to [www.goldenbean.com.au](http://www.goldenbean.com.au) and follow the prompts for attending the conference. You can attend for just one day or the entire event.

Thank you for participating in The Golden Bean Coffee Roasters Competition and Conference. Should you need any assistance or have any queries please do not hesitate to contact us.

### CONTACT:

Sean Edwards

P: 0419 287 608

E: [sean@goldenbean.com](mailto:sean@goldenbean.com)

Kind regards,

The Golden Bean Team

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## ABOUT THE GOLDEN BEAN COMPETITION AND CONFERENCE

### WHAT IS THE GOLDEN BEAN?

Celebrating over 19 years in Australia and now in its 10th year in North America, the world's largest coffee roasting competition-The Golden Bean, works to promote the growth and skill levels of coffee roasters while recognising and celebrating their achievements. The competition creates public and consumer awareness of high quality products available in the marketplace, by awarding the team of people behind the winning brand. In addition to this, The Golden Bean also offers unique networking opportunities for roasters via a platform to connect, learn and engage with each other.

### IMPORTANT

- Maximum 6 x coffee entries per category per roaster
- To win the overall Golden Bean and overall Chain Store / Franchise you will need to enter commercially available coffee pre and post competition
- The new Elite Category is for coffee entries using green bean exceeding \$60AUD/kg
- All other entries must cost under \$60AUD/1kg green coffee

### HOW TO CLAIM THE TITLE OF OVERALL CHAMPION OF GOLDEN BEAN

To win the overall Golden Bean you need to enter THREE CATEGORIES:

Espresso (category #1)

Milk Based (category #2) and

Filter (category #3)

Beans that are entered will need to be commercially available pre and post competition.

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## 2023 CONFERENCE INFORMATION - ATTENDING THE EVENT

THE GOLDEN BEAN COFFEE ROASTERS CONFERENCE IS DESIGNED TO EDUCATE, INNOVATE AND CREATE A VALUABLE OPPORTUNITY FOR ROASTERS TO NETWORK WITH EACH OTHER AND FORM GREAT ALLIANCES WITHIN THE INDUSTRY.

### THE COMPETITION:

Coffee companies submit coffee entries to be judged through a blind tasting format, in 11 different categories using various brew methods. The competition is open to roasters from Australia, New Zealand and Asia.

### THE CONFERENCE:

The competition coffees are judged by the roasters who attend the conference and participate in seminars, workshops and fun sponsored evenings. The conference attracts attendance from coffee roasting businesses and green bean suppliers from all over the world. Roasters are encouraged to participate in both parts of the event, by entering the competition and attending the conference to be part of the judging. We invite you to participate in this enjoyable, fun five-day event.

### WHERE & WHEN

In 2023 The Golden Bean Australasia will be held on 14th-18th November at Serenity, Diamond Beach, NSW.

### PROGRAM INCLUDES

Keep up to date with the program on our website.

For the most up to date comprehensive program and to sign up to our newsletter for the latest Golden Bean news please visit the website: [goldenbean.com.au](https://goldenbean.com.au)

### 10 REASONS WHY YOU SHOULD PARTICIPATE IN THE GOLDEN BEAN

- 1 Professional development
- 2 Industry recognition
- 3 Brand & profile building
- 4 Fresh industry perspective
- 5 Benchmark your product
- 6 Re-energise your goals
- 7 Market research
- 8 Platform to strengthen & improve your business insights
- 9 Invaluable feedback from peers and industry experts
- 10 Connect with like-minded people

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## 2023 INSTRUCTIONS - HOW TO ENTER

(SEND COFFEE TO 30 JAMBALI RD, PORT MACQUARIE)

### ELIGIBILITY FOR ENTRY

- Open to all Australia/NZ/Asia coffee roasters
- Must be a commercial roaster
- Chain Store / Franchise categories must have at least 3 stores under the same name (small franchise 3-20 stores, large franchise 21+ stores)
- To win the overall Chain Store / Franchise category you will need to enter commercially available coffee pre and post competition
- All entries must cost under \$60 AUD/1kg green coffee (not including the Elite category)
- Maximum of 6 x coffee entries per category per roaster

### IMPORTANT

**PLEASE READ ALL OF THE INFORMATION HEREIN TO FAMILIARISE YOURSELF WITH THE RULES AND FORMAT OF THE COMPETITION.**

### PLEASE SEND COFFEE FOR JUDGING TO:

The Golden Bean Coffee Roasters Competition  
30 JAMBALI RD, PORT MACQUARIE, NSW 2444

### 2023 ENTRY DATES:

Entries open: August 2023

Entries close: 5pm Friday 10th November 2023

Coffee delivered by: 5pm Friday 10th November 2023

Judging dates: 14th-18th November 2023 (please note: you cannot BRING coffee with you - unless otherwise arranged).

You will need to send it in advance to be eligible to compete unless.

It is the responsibility of the roaster to choose the delivery date of their coffee (within the window of dates advised) to ensure it is at its optimum on the days of judging.

- **NO REFUNDS IF COFFEE DOESN'T ARRIVE BY DEADLINE: 5PM FRIDAY 10TH NOVEMBER 2023**
- **ALLOW 3 WEEKS IF SENDING FROM OUTSIDE AUSTRALIA.**

*We are returning to Golden Bean branded bags this year. We are sending out bags to Australian Roasters only. If you do not receive a bag in time for you to get your coffee in by 5pm Friday 10th November 2023, send your coffee in unbranded bags.*

### COFFEE CATEGORIES

Category 1: Espresso

Category 2: Milk Based

Category 3: Filter

Category 4: Alternative Milk

Category 5: Decaf

Category 6: Elite (Green Bean value exceeds \$60 AUD/kg)

Category 7: Super Automatic Espresso

Category 8: Large Chain Store Espresso

Category 9: Large Chain Store Milk

Category 10: Small Chain Store Espresso

Category 11: Small Chain Store Milk

\* Franchise entries must list Coffee Chain/Roaster with entry

### ENTRY FEE

\$150 AUD + GST per bag entered

(max 6 coffees/category/roaster)

**ENTER 6 OR MORE COFFEES AND RECEIVE  
1 X COMPLIMENTARY DELEGATE TICKET  
VALUED AT \$550**

### DELIVERING YOUR ENTRIES

1. Complete this entry form online and receive confirmation of your payment. To do this, go to: [goldenbean.com.au](https://goldenbean.com.au)
2. You will need to provide one bag of coffee per entry in the Golden Bean bag provided: 1 x (500g) sample for judging for each of the categories you are entering
3. You can enter a maximum of 6 coffee entries per category per roaster
4. All beans to be provided whole
5. Write the corresponding category number on your bag
6. Print 'packing slip' for each coffee and STAPLE to each entered bag (this will be removed prior to the event)

### DO NOT WRITE YOUR BUSINESS NAME ON THE COFFEE BAGS

7. Coffee must be delivered by 5pm Friday 10th November 2023
8. Once we receive your entries they will be coded and stored correctly in a temperature controlled room ready for judging
9. Our online system will be updated with SAMPLE RECEIVED. Once we have processed your entry you can check this by logging into your account and clicking 'Manage Entries'.



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## RULES AND GUIDELINES

### RULES OF THE COMPETITION

To win the overall Golden Bean you need to enter THREE CATEGORIES: Espresso (Category #1), Milk Based (Category #2) and Filter (Category #3). Beans that are entered will need to be commercially available pre and post competition.

1. Beans must be roasted in a country governed by Australia/New Zealand or Asia.
2. Chain Store/Coffee Franchise must have at least 3 stores under the same Roaster (Small franchise 3-20 stores, Large franchise 21+ stores)
3. Must be a commercial roaster
4. Beans must be provided whole
5. Six coffee entries per category per roaster is permitted
6. The same coffee can be entered into multiple categories
7. Entries will not be accepted without payment
8. Beans must cost under \$60AUD per 1kg (excluding the Elite Category)
9. No flavoured beans will be accepted - including barrel aged

### CONTRACT ROASTING FOR A THIRD PARTY

#### (RETAILER, CHAIN OR FRANCHISE)

- A roaster may submit coffees that they have roasted under contract for a third party. The roaster must have permission from and include the name of the third party on the entry form
- A retailer, chain or franchise may submit coffees that have been roasted for them under contract. The retailer, chain or franchise must have permission from and include the name of the roaster on the entry form
- Both the roaster and the third party will be acknowledged in the announcements of results, however the business that entered the competition will receive the trophy/medal if applicable. Please advise if any information is to be kept private
- On the entry form in Coffee Entry > Roastery Company Name should be "ENTRANT NAME" first, then "/ CONTRACTED by or for NAME"

### COFFEE REQUIREMENTS

- Coffee entries must be received by 5pm Friday 10th November 2023
- Provide one bag of coffee per entry in the Golden Bean bags provided: 1 x (500g) sample for judging
- Once received, the coffees are stored correctly in a temperature controlled room ready for judging

### BREWING PARAMETERS & EQUIPMENT

#### CATEGORIES USING ESPRESSO

- Slayer Steam EP's
- Tamping TBA 15kg
- Brewhead set at 93°C
- 20g in basket with a brew mass yield of between 40g-43g
- Extracted over 25-28 second extraction split into two shots

#### CATEGORIES USING MILK

- Espresso – shot as per above
- Cup size – 6oz (Takeaway cup)
- 80g of whole milk

#### CATEGORIES USING ALTERNATIVE MILK

- Espresso – shot as per above
- Cup size – 6oz (Takeaway cup)
- 80g of The Alternative Dairy Co. milk

#### FILTER – BEHMOR BRAZEN PLUS

- Brewer will be altitude calibrated at the event to ensure the highest temperature accuracy
- 900ml of filtered PENTAIR/Optipure water
- 6'0g of coffee, filter ground - Medium
- Temperature set to 92°C (and held constant for the entire brewing process)
- Pre-soak / Bloom time set for 45 seconds
- Will yield 2 x 225ml cups of coffee +/- 5% (depending on roast depth.)

#### CATEGORY 8: SUPER AUTOMATIC

Schaerer Coffee CLub

#### ESPRESSO & FILTER GRINDERS

- Mahlkonig EK43

#### WATER FILTER

- Providing water filtration for all categories from PENTAIR Everpure. WBC standard of 80 - 120 TDS.

#### COFFEE PRODUCTION STATIONS (ENGINE ROOM)

The Engine Room is a closed room, separate to the judging area and will consist of:

- Head Barista to manage the Engine Room
- 2 x espresso coffee production stations
- Slayer Steam EP's
- 2 x professional baristas per machine
- 1 x grinder per machine
- Pre coded bags ie. blind tasting process



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## TROPHIES AND MEDALS / ADVERTISING AND PROMOTION

### CHAMPIONS TROPHIES

World renowned tapper man Reg Barber only provides his trophies to elite coffee events around the globe. A Reg Barber trophy is recognised as a collectable piece that any winner would be proud to own. There will be three Reg Barber trophies up for grabs at the Golden Bean competition:

1. Overall Champion Golden Bean
2. Overall Chain Store / Franchise Champion Small
3. Overall Chain Store / Franchise Champion Large

Overall Champion of The Golden Bean Coffee Roasters Competition 2023 will be determined by the highest combined score of the three determining categories:

- Category #1: Espresso
- Category #2: Milk Based
- Category #3: Filter

Overall Chain Store / Franchise Champion of The Golden Bean Coffee Roasters Competition 2023 will be determined by the highest score in the two determining categories:

- Category #5: Chain Store / Franchise (Milk Based)
- Category #6: Chain Store / Franchise (Espresso)

We will acknowledge both Small and Large Chain Store / Franchise businesses with separate Overall Champion trophies.

Trophies and medals will be awarded after the event - either hand delivered or by courier.

### MEDALS

Gold, Silver and Bronze Medals are awarded to the top scores in each category and delivered post event.

- Gold (top score)
- Silver (2-5 winners depending on number of entries)
- Bronze (10-15 winners depending on number of entries)

\* NB In the case of multiple same scores this will increase the amount of medals given out. Golden Bean rewards

60% of total entrants into the competition.

### PUBLICATION OF RESULTS

The Golden Bean winners will be announced Saturday 18th November at the Awards Night. We will also endeavour to post the winners on The Golden Bean Facebook page throughout the event and post to our website within 7 working days of the event. Medals will be posted out within 30 days of the event conclusion.

### FEEDBACK

All roasters that entered the competition will receive feedback on their coffees via the online portal. This information (scores) will be kept confidential and will not be disseminated to any other roasters or to the public.

### MERCHANDISE

The winners will have access to purchase Golden Bean medal artwork and digital package for their trade, retail and wholesale packaging.

### ADVERTISING AND PROMOTION

Café Culture International - Ownership of Awards:

- All branding including logos, text and images of the Golden Bean remain the sole property of Café Culture International.
- Authorisation for use of the Golden Bean logo artwork must be obtained from Café Culture International in writing, prior to use.
- The logo in its entirety or part thereof must not be replicated or recreated without prior consent from Café Culture International.
- The logo must be used in its entirety to include text and imagery.
- In the event of branding breaches legal action may be taken by the event organiser (Café Culture International) and/or its naming rights sponsor.

..... **END** .....



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## QUICK ACCESS INFORMATION (SEND COFFEE TO 30 JAMBALI RD, PORT MACQUARIE NSW 2444)

### ENTER & ATTEND!

**ROASTERS ARE ENCOURAGED TO ENTER THE COMPETITION AND ATTEND THE CONFERENCE TO ACT AS A JUDGE IN THE BLIND TASTING FORMAT**

### JUDGING TAKES PLACE

The Golden Bean Coffee Roasters Conference  
Serenity, Diamond Beach, NSW.

### WHEN

Tuesday 14th - Saturday 18th November 2023

### SEND COMPETITION COFFEE TO

\*Send in provided Golden Bean bags to:  
ATTN: THE GOLDEN BEAN COFFEE  
ROASTERS COMPETITION  
30 JAMBALI RD, PORT MACQUARIE NSW 2444

### CONTACT

[info@goldenbean.com](mailto:info@goldenbean.com)  
Please ensure you track your package and clearly mark it is  
for The Golden Bean Coffee Roasters Competition

### ENQUIRIES

[sean@cafeculture.com](mailto:sean@cafeculture.com)

### ENTRY FEE

\$150 AUD + GST per bag entered (1 bag per entry)

### ENTRY DATES:

August 2023 - Entries Open!

### COFFEE DELIVERIES BY

5pm Friday 10th November 2023

### JUDGING DATES

Tuesday 14th November - Saturday 18th November 2023.  
(please note: you cannot BRING coffee with you.  
You will need to send it in advance to be eligible to compete)

### COFFEE CATEGORIES

- Category 1: Espresso
- Category 2: Milk Based
- Category 3: Filter
- Category 4: Alternative Milk
- Category 5: Decaf
- Category 6: Elite (Green Bean value exceeds \$60 AUD/kg)
- Category 7: Super Automatic Espresso
- Category 8: Large Chain Store Espresso
- Category 9: Large Chain Store Milk
- Category 10: Small Chain Store Espresso
- Category 11: Small Chain Store Milk

### WINNING ELIGIBILITY

To be eligible to win The Golden Bean Overall Champion you must enter commercially available coffee in the following categories:

- Category 1, 2 & 3 (Independent Roasters)
- Category 8 & 9 (Large Chain Store / Franchise)
- Category 10 & 11 (Small Chain Store / Franchise)

\*Large is defined by 20+ and Small is 3-20

### WORLD SERIES

To be eligible to enter you need to Win a gold or silver medal at the 2023 Golden Bean competition in Australasia or North America Or have previously won overall champion in either of the events in past years

### QUICK LINKS

GoldenBean Website  
[www.goldenbean.com.au](http://www.goldenbean.com.au)

Online Entry and Registration (AwardForce)  
[goldenbean.awardsplatform.com](http://goldenbean.awardsplatform.com)

Online Conference Registration Form  
<https://goldenbean.com.au/attend>

Newsletter Signup Form  
[www.goldenbean.com.au](http://www.goldenbean.com.au)

Golden Bean Facebook  
[www.facebook.com/  
GoldenBeanCoffeeRoasterCompetition](http://www.facebook.com/GoldenBeanCoffeeRoasterCompetition)

Golden Bean Instagram  
[www.instagram.com/goldenbean.australasia](http://www.instagram.com/goldenbean.australasia)

### DON'T FORGET!

**ENTER 6 OR MORE COFFEES AND  
RECEIVE 1 X COMPLIMENTARY DELEGATE  
TICKET VALUED AT \$550**