

GoldenBean East Asia
IN SHANGHAI, CHINA

INSTRUCTIONS



Everything you need to know about the 2024 Golden Bean East Asia Competition & Conference.

HONGQIAO INTERNATIONAL COFFEE HARBOUR, 1988 SHENKUN ROAD, BLOCK A

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Welcome Coffee Roasters!

Please find enclosed everything you need to complete your entry into The Golden Bean East Asia Coffee Roasters Competition and Conference 2024.

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.

Key Information

WHEN

Friday, November 22 to Tuesday, November 26, 2024

WHERE

Hongqiao International Coffee Harbour
1988 Shenkun Road
Block A

WHO

Open to all roasters in East Asia

COFFEE DELIVERED BY

Thursday, November 21, 2024 to
Golden Bean
B2 Warehouse 1988 Shenkun Road
Minxing District
Shanghai
China
15301975787

ENTRY FEE

\$100 USD + GST per bag entered (*CNY 715; HKD 785; TWD 3,200; JPY 14,400*)
1x 500g bag per entry

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

- Category 1, 2 & 3 (Independent Roasters)
- Category 15 & 16 (Small Chain Store /Franchise/Retail)
- Category 17 & 18 (Large Small Chain Store /Franchise/Retail)
(“Large” is defined by 21+ and “Small” is 2 - 20)

**DON'T FORGET: Enter 6 or more coffees
and receive 1 x complimentary delegate
ticket valued at \$400 USD**

ENTRY SUBMISSION ON AWARD FORCE

<https://goldenbean-ea.awardsplatform.com/>

Categories

OPEN CATEGORIES

You may enter any of the open categories no matter if you are an independent roaster, a small chain store, a large chain store / franchise, or an artisan roaster.

- Category 1: Espresso
- Category 2: Milk Based
- Category 3: Pour Over / Filter

ELITE

Elite coffees are blends or single origin coffees with a green bean price of above USD 60/kg

- Category 4: Elite – Espresso
- Category 5: Elite – Milk Based
- Category 6: Elite – Pour Over/Filter

INFUSED

Infused coffees are roasted from green beans whose flavor profile has been altered by adding substances other than coffee cherries during processing.

- Category 7: Infused – Espresso
- Category 8: Infused – Milk Based
- Category 9: Infused – Pour Over/Filter

SUPER AUTOMATIC

Coffees in this category are specifically crafted to be brewed on fully automatic / super automatic coffee machines

- Category 10: Super Automatic - Espresso
- Category 11: Super Automatic – Milk Based

DECAF

Coffees in this category are crafted from decaffeinated green beans, irrespective of the method of decaffeination

- Category 12: Decaf – Espresso
- Category 13: Decaf – Pour Over/Filter

Categories cont.

ALTERNATIVE MILK BASED

Coffees in this category are crafted to be prepared on semi-automatic espresso machines with alternative milk.

Category 14: Alternative Milk Based

RESTRICTED CATEGORIES:

SMALL CHAIN STORE

You are a small chain store if you operate 2-20 cafes under your own brand(s), and you are not a large chain store / franchise (21 or more stores)

Category 15: Small Chain Store – Espresso

Category 16: Small Chain Store – Milk Based

LARGE CHAIN STORE / FRANCHISE / RETAIL

You are a large chain store / franchise/retail if you operate 21 or more stores under your own brand(s)

Category 17: Large Chain Store / Franchise – Espresso

Category 18: Large Chain Store / Franchise – Milk Based

ARTISAN ROASTER

You are an artisan roaster if you are not a registered business (i.e. a home roaster) or if you are roasting in a single store café on a roaster with less than 3kg batch size (shop roaster)

Category 19: Artisan Roaster – Espresso

Category 20: Artisan Roaster – Pour Over/Filter

About Golden Bean

WHAT IS GOLDEN BEAN?

Celebrating 20 years in Australia and now in its 11th year in The Americas, the world's largest coffee roasting competition debuts in East Asia this year. The Golden Bean, works to promote the growth and skill levels of coffee roasters while recognizing 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.

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 20 different categories using various brew methods. The competition is open to roasters from all over East 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.

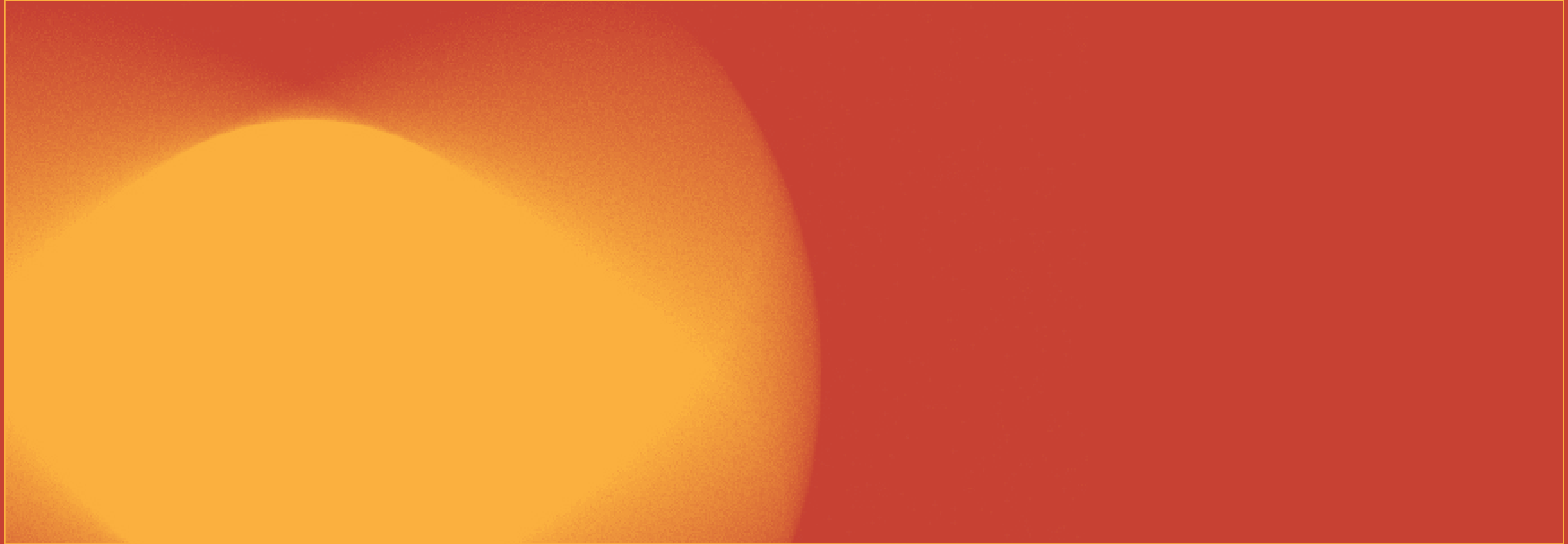
About Golden Bean cont...

ELIGIBILITY FOR ENTRY

- Open to all roasters in East Asia
- Chain Store/Franchisencategories must have at least 2 stores under the same name (small franchise 2-20 stores, large franchise 21+ stores)
- To win the overall Chain Store / Franchise category you will need to enter coffees that are commercially available coffee pre and post competition
- All entries must cost under \$60 USD/kg green coffee, except for the Elite category
- Maximum of 6 x coffee entries per category per roaster

10 REASONS WHY YOU SHOULD PARTICIPATE IN GOLDEN BEAN

1. Professional development
2. Industry recognition
3. Brand & profile building
4. Fresh industry perspective
5. Benchmark your product
6. Re-energize 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



Competition How-To's

How to Enter

- You need to be a coffee roaster currently operating in East Asia.
- Enter via The Golden Bean website at goldenbean.com. To register click on the 'Enter Now' button, which takes you to the Award Force portal where you enter your details and coffee entries.
- Coffee entries must be received no later than Thursday, November 21, 2024 by 5pm to be eligible for judging.
- If sending from overseas, please allow 3 weeks. No refunds if your coffee entry arrives after 5pm on November 21, 2024.
- Please send in your coffee entries using white, neutral flat bottom bags with valve and ziplock, clearly mark with category codes + packing label. (The packing label is available for download from the portal upon completing a paid entry.)
- Please be sure to refer to 'Delivering Your Entries' for all information and instructions on packing and sending your coffees to the competition.

**DON'T FORGET: Enter 6 or more coffees and receive
1 x complimentary delegate ticket valued at \$400USD**

ENTRY SUBMISSION ON AWARD FORCE:
[Click Here](#)

Delivering Your Entries

1. Complete entry form online and receive confirmation of your payment. To do this go to: goldenbean.com
2. You will need to provide one bag of coffee per entry in neutral, white, flat bottom ziplock bags with valve: 1x (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)
7. DO NOT write your business name on the coffee bags. Any bags that are marked in any way that could identify you will be disqualified
8. Coffee must be delivered by 5pm on Thursday, November 21, 2024
9. Once we receive your entries they will be coded and stored correctly in a temperature controlled room ready for judging
10. 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'.

REMEMBER

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

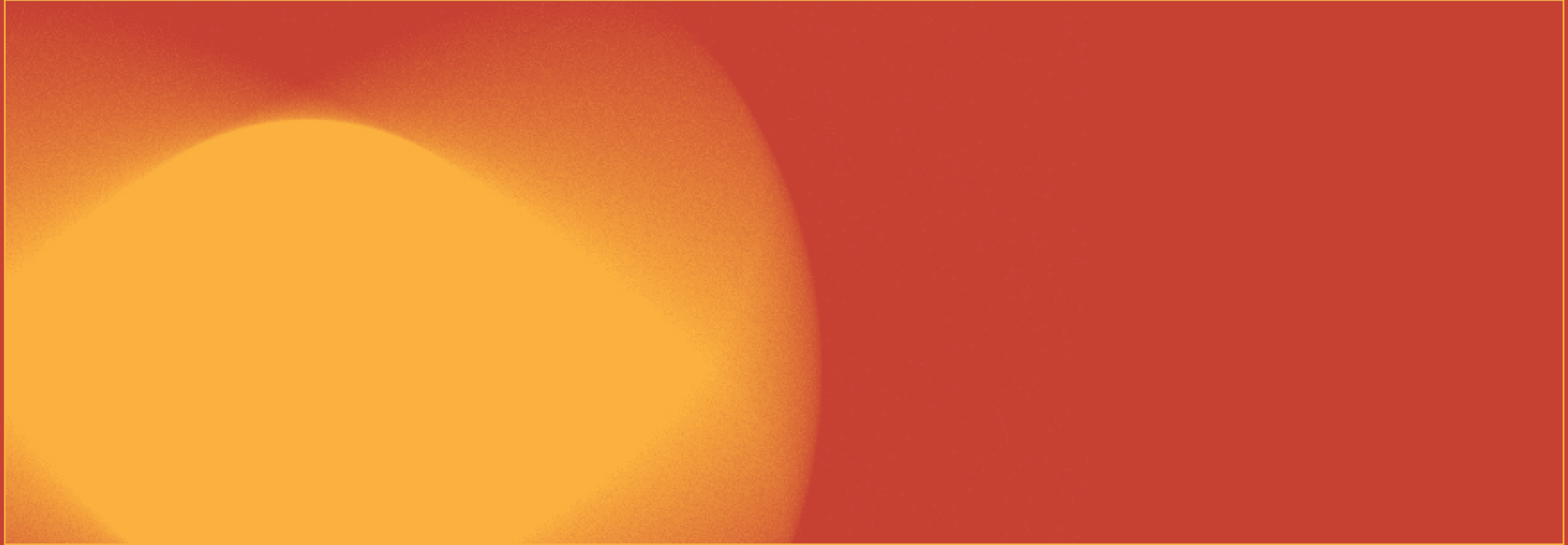
POST TO:

Attn: Golden Bean
B2 Warehouse 1988 Shenkun Road
Minxing District
Shanghai
China
15301975787



Coffee Bags

Please send your coffee in unbranded bags (neutral, white, flat bottom ziplock bags with valve) in time for your to arrive by 5pm Thursday, November 21, 2024.



Rules, Guidelines & Judging

Rules, Guidelines & Judging

HOW TO CLAIM THE TITLE OF OVERALL CHAMPION OF GOLDEN BEAN EAST ASIA:

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 (except Artisan Roaster categories).

RULES OF THE COMPETITION

1. Any roasters located in East Asia may enter coffees in the competition
2. Chain Store/Franchise entries must have at least 2 stores under the same Roaster (Small franchise 2-20 stores, Large franchise 21+ stores)
3. Must be a commercial roaster (except Artisan Roaster categories)
4. Beans must be provided whole
5. Six coffee entries per category per roaster are permitted
6. The same coffee can be entered into multiple categories
7. Entries will not be accepted without payment
8. Beans must cost under \$60USD per 1kg (excluding the Elite Category)

9. No flavored roasted beans will be accepted
10. We accept all types of processing techniques that are done at the green bean development stage (Infused coffees only in the Infused categories)
11. All entries must be submitted in neutral, white, flat bottom bags with valve an ziplock without any markings that could reveal the identity of the roaster.
12. Any roaster who has entered coffees in the competition may participate as a judge provided he/she has purchased or received a conference pass. Sponsoring the competition, serving as a judge, or contributing in any other way to organizing the competition does not affect eligibility to enter the competition.

Guidelines cont...

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 Thursday 21st November 2024
- Provide one bag of coffee per entry in white, unbranded flat bottom, valve & ziplock bags: 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

- Machine: Semi-automatic
- Tamping Puqpress 15kg
- Brew-head set at 93°C
- 20g basket
- Ratio of 1:2 in basket with a brew mass yield of between 38g-42g
Extracted over 25-28 seconds extraction split into two shots
- Cup size – 4oz (Takeout cup)

CATEGORIES USING MILK

- Espresso – shot as per above
- Cup size – 8oz (Takeaway cup)
- 80g of whole milk

CATEGORIES USING FILTER

- Brew ratio 1:15
- Filter ground - Medium
- Temperature set to 93°C (and held constant for the entire brewing process)
- Pre-soak / Bloom time set for 45 seconds

CATEGORIES USING ALTERNATIVE MILK

- Espresso – shot as per above
- Cup size – 8oz (Takeaway cup)
- 80g of Oat Milk

Brewing Parameters & Equipment cont...

SUPER AUTOMATIC CATEGORY

- Eversys or comparable

ESPRESSO & FILTER GRINDERS

Mahlkönig

WATER FILTER

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

THE 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
- 3 x semi-automatic espresso coffee production stations
- 2x professional baristas per machine
- 1x grinder per machine
- 2x super-automatic coffee machine
- 1x professional baristas per machine
- 3x filter brewing machine
- 1x grinder for filter
- Pre-coded bags ie. blind brewing and tasting process

JUDGING PROCEDURES

- Every year following each event, The Golden Bean judging procedures are reviewed to ensure we continue to deliver the best outcomes and information to all coffee roasters.
- Judging will take place at The Golden Bean East Asia Coffee Roasters Conference 24th-26th November 2024.
- An official Head Judge will be appointed to oversee the competition. Head Judge has the discretion to request remaking any coffee if the quality is not up to standard.
- Category Head Judges will be appointed to all categories. They will oversee the judging for that category and report back to the Head Judge with any anomalies.
- It is compulsory for all Judges to be calibrated at the beginning of each day to be eligible to participate.
- A calibration session will be conducted on the first day with all judges and ALSO daily for new arrivals to the event.
- All judges are industry professionals who are invited or have purchased a conference pass to attend the event.
- All coffees are coded and blind cupped.
- No baristas or judges are privy to code information.
- Judges taste finished coffees only and do not inspect beans or pucks.
- Each coffee category will be judged by the same set of judges throughout the competition with a head judge responsible for overseeing that category.
- Each coffee is assessed and scored by two judges at the same time.
- Each judge will assess a maximum number of coffees in each session with time for palate cleansing between sessions.
- Any coffees scoring extremely high or low will be checked by the category head judge or head judge for consistency.
- Random samples will be re- run throughout the judging to maintain calibration standards.
- Upon registering, each delegate/judge will be asked to provide their coffee judging qualifications and preferred category for judging eg. Espresso, Milk, Filter.
- The Head Judge has the final decision regarding the eligibility of entries, judges and compliance with Golden Bean rules. No further protests or appeals will be entered into.

CALIBRATION SESSION

Each day a calibration session will take place, including a review of sensorial training, cupping terminologies and technical standards. Score-sheets will be reviewed along with the qualifiers of aroma, body, taste, flavor, acidity and mouth feel and how they relate to the scoring. Any judges arriving after day one will also be taken through this calibration process upon arrival, each day.

JUDGING CRITERIA

Coffees will be judged on the following criteria:

- Espresso beverages –

Categories will be judged on: acidity, sweetness, body and balance (combination of sweetness, acidity, body and overall flavor)

- Milk beverages –

Categories will be judged on: sweetness, flavor, aftertaste and balance (coffee cut through milk)

- Filter beverages –

Categories will be judged on: sweetness, acidity, mouth feel, uniqueness of flavor and balance

- Alternative Milk beverages –

Category will be judged on: sweetness, flavor, aftertaste and balance (coffee cut through alternative milk)

THE GOLDEN BEAN COFFEE ROASTING COMPETITION

Coffee Code:

Sensory Judge:

GoldenBean

Scoring Key:

Fair	Average	Decent	Good	Very Good	Excellent	Outstanding
0 - 4	5	6	7	8	9	10

Category 1 - Espresso

Taste Evaluation

Sweetness:

Intensity

High

Low

Quality

2345678910

Acidity:

Intensity

High

Low

Quality

2345678910

Body:

Level

Heavy

Thin

Quality

2345678910

Taste Balance:

(Combination of sweetness, acidity, body & overall flavour)

Quality

2345678910

Judges Feedback:

Flavour / Aftertaste:

PLEASE ADD YOUR TOTAL SCORE

fruity

floral

coffee blossom

nutty

chocolate

vanilla

cocoa

toast

malt

caramel

butter

carbon

roasty

tobacco

medicinal

spicy

cooked

beef

vibrant

soft

winey

sour

grapefruit

lemon

citrus

tart

sweet

sharp

smooth

bright

lively

astringent

buttery

creamy

rich

smooth

velvet

delicate

clean

elegant

quick

lingering

chalky

dry

balanced

round

viscous

sweet

balanced

fruity

intense

mellow

citrus

cherry

bitter

mild

piquant

woody

earthy

molasses

spice-like

chocolate

dirty

juicy

syrupy

THE GOLDEN BEAN COFFEE ROASTING COMPETITION

Coffee Code:

Sensory Judge:

GoldenBean

Scoring Key:

Fair	Average	Decent	Good	Very Good	Excellent	Outstanding
0 - 4	5	6	7	8	9	10

Category 2 - Milk Based

Taste Evaluation

Sweetness:

Intensity

High

Low

Quality

2345678910

Flavour:

Quality

2345678910

Aftertaste:

Quality

2345678910

Taste Balance:

(Combination of sweetness, flavour & aftertaste present in milk)

Quality

2345678910

Judges Feedback:

PLEASE ADD YOUR TOTAL SCORE

fruity

floral

coffee blossom

nutty

chocolate

vanilla

cocoa

toast

malt

caramel

butter

carbon

roasty

tobacco

medicinal

spicy

cooked

beef

vibrant

soft

winey

sour

grapefruit

lemon

citrus

tart

sweet

sharp

smooth

bright

lively

astringent

buttery

creamy

rich

smooth

velvet

delicate

clean

elegant

quick

lingering

chalky

dry

balanced

round

viscous

sweet

balanced

fruity

intense

mellow

citrus

cherry

bitter

mild

piquant

woody

earthy

molasses

spice-like

chocolate

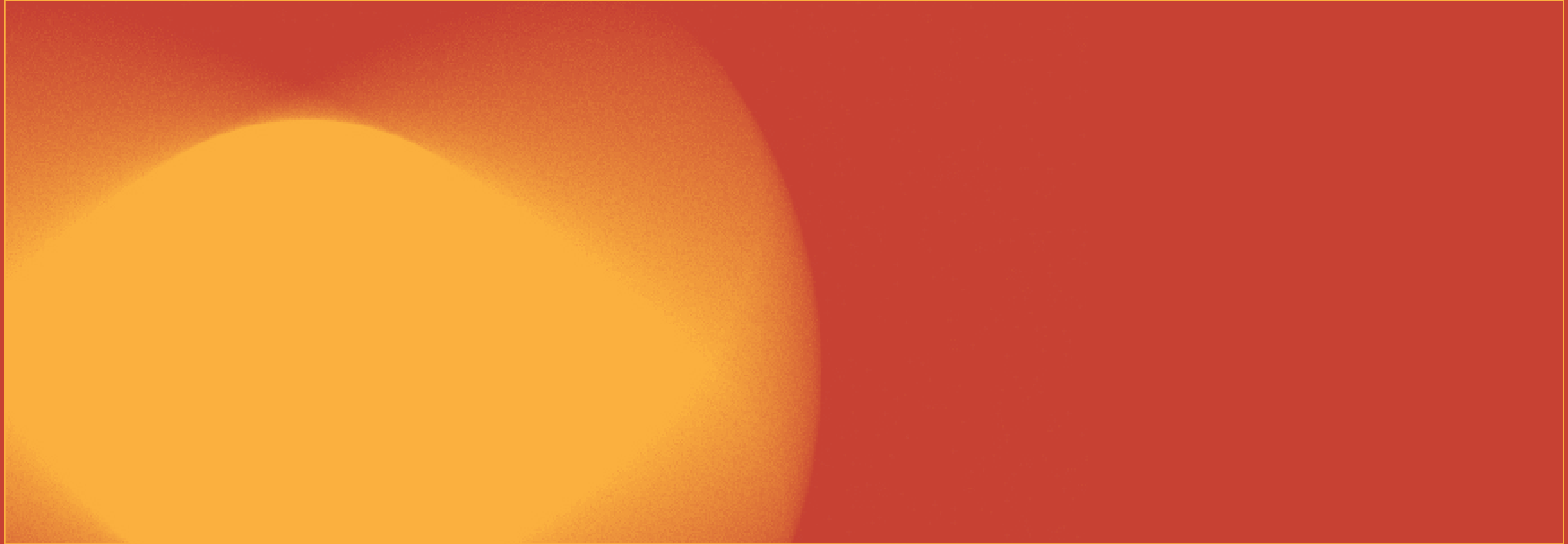
dirty

juicy

syrupy

SAMPLE SCORE-SHEET
Category 1: Espresso

SAMPLE SCORE-SHEET
Category 2: Milk-based



Trophies & Medals / Advertising & Promotion

Champion Trophies

There will be four trophies up for grabs at the Golden Bean East Asia competition:

- Overall Champion Golden Bean East Asia
- Overall Champion Chain Store/ Franchise Champion Small
- Overall Champion Chain Store/ Franchise Champion Large
- Overall Champion Artisan Roaster

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

Overall Champion of The Golden Bean East Asia Coffee Roasters Competition 2024 will be determined by the highest combined score of the three determining categories:

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

Overall Small Chain Store / Franchise Champion of The Golden Bean East Asia Coffee Roasters Competition 2024 will be determined by the highest score in the three determining categories:

- Category #15: Chain Store/ Franchise (Espresso)
- Category #16: Chain Store/ Franchise (Milk Based)

Overall Large Chain Store / Franchise Champion of The Golden Bean East Asia Coffee Roasters Competition 2024 will be determined by the highest score in the three determining categories:

- Category #17: Chain Store/Franchise (Espresso)
- Category #18: Chain Store/ Franchise (Milk Based)

Overall Artisan Roaster Champion of The Golden Bean East Asia Coffee Roasters Competition 2024 will be determined by the highest score in the three determining categories:

- Category #19: Chain Store/Franchise (Espresso)
- Category #20 Chain Store/ Franchise (Milk Based)

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.

FEEDBACK

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

PUBLICATION OF RESULTS

The Golden Bean winners will be announced Tuesday 26th November at the Awards Night. We will also endeavor to post the winners on The Golden Bean social media pages 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.

DIGITAL PACKAGES

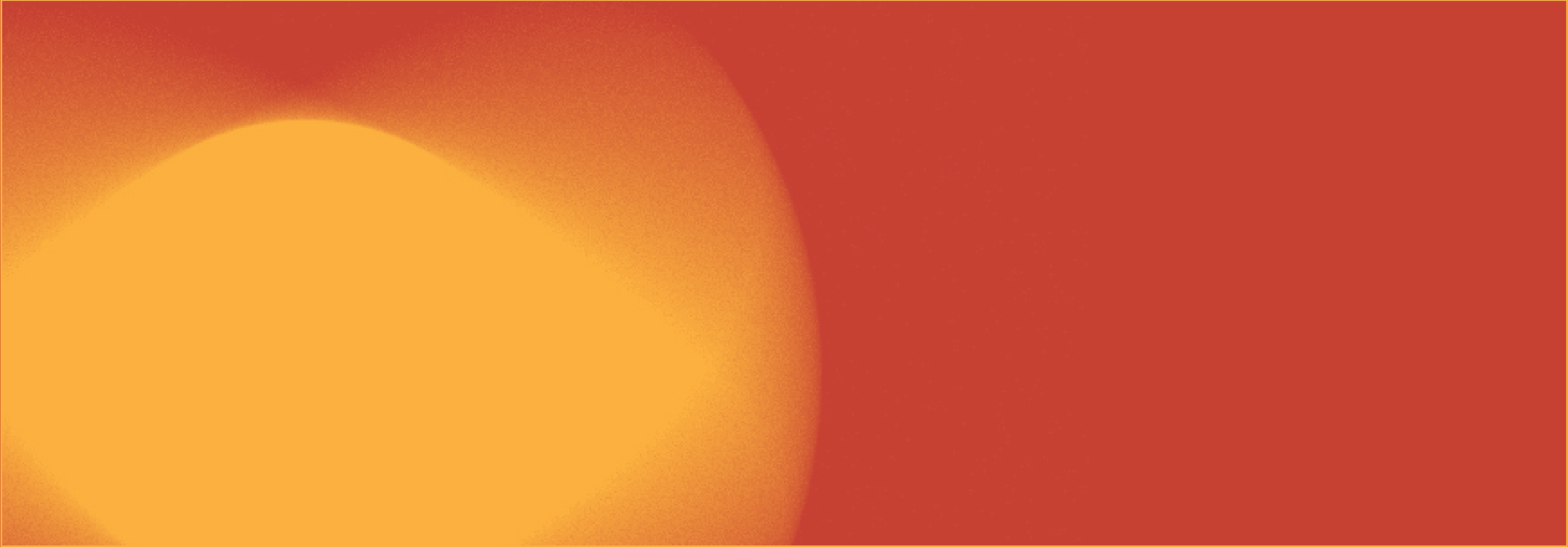
The winners will have access to purchase Golden Bean medal artwork and digital package for their trade, retail and wholesale packaging.



ADVERTISING & 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.
- Authorization 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 organizer (Café Culture International) and/or its naming rights sponsor.



Attendance

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 finalize payment prior to the event date via The Golden Bean website.
- Please go to www.goldenbean.com 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.
- 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



How Can I Attend Golden Bean?



Volunteer!
As a barista in the Engine Room or Runner.



Become a Sponsor
Sign up to be a sponsor; attend, speak and judge.



Purchase an Attendance Ticket
Available from our website



Become a VIP
With every 6 coffee entries, you receive a free full access attendance ticket.

WORLD SERIES COMING 2025

17th - 20th February
Antigua, Guatemala

You got to be in it to be eligible to enter into the
next round!

Receive a silver or gold in Golden Bean The
Americas and head to the World Series.

Stay tuned by following us on Instagram:
[goldenbean.eastasia](https://www.instagram.com/goldenbean.eastasia)

