

# FHAM 2025

FOOD AND HOSPITALITY ASIA MALDIVES  
GLOBAL CULINARY CHALLENGE & EXHIBITION

07 08 09 SEPTEMBER

Central Park | Hulhumale  
Maldives

## BARISTA CHAMPIONSHIP

## RULES AND REGULATIONS

BARISTA & MOCKTAIL SPONSORS





## **Barista Challenge by Lavazza**

### **FHAM**

Maldives  
2025

Dear competitor,

As a winner of National Lavazza Barista challenge organized in your local country in 2025., you will be qualified to compete in the international finals taking place in Turin, Italy in 2026.

You will be competing with other international competitors in a challenge to prepare a coffee-based signature preparation, with your own twist, yet keeping the coffee as the main ingredient that can contribute in taste and the story behind your creation.

The base of your beverage must be a Lavazza Food Service espresso product. You have the freedom to choose the product based on the taste characteristics and how it mixes with the rest of the ingredients to create synergy.

The coffee does not have to be the dominant taste, although it must be present and in balance with the rest of ingredients being used.

You will be evaluated based on your stage performance, professional use of ingredients, espresso brewing techniques, your coffee-based beverage creativity, taste synergy and the concept behind your ideas.

You will have 12 minutes on stage to prepare 4 identical coffee signatures to serve 4 sensory judges, while a technical judge will evaluate your stage performance, where you will be presenting and explaining your concept and beverage.

The winner will be the one who accumulates the highest score as a sum of all evaluation score sheets from the sensory judges and the technical judge.

In the next pages, you will find more details on the rules and regulations. Please study them well in preparation for the competition.

Good Luck!

## **A. Ingredients**

Competitors may use any type of other ingredients for their recipe, however, no branding is allowed during the stage performance.

Instead of keeping the ingredients in the original packaging, competitors can use small containers or jars during the competition time.

Competitors must mention all the ingredients to the judges during performance and be able to provide any information needed, after the stage performance.

Competitors must also be able to provide the same information in case of using any homemade ingredient.

Alcohol is allowed to be used as an ingredient, as long as it doesn't violate any local production rules and illegal transportation.

Welcomed and allowed additional ingredients: Competitors are free to use any botanical ingredient such as aromatic herbs, spices, citrus and fruits that apply to their signature creation providing relevant info during stage performance regards taste synergy and contribution to the final taste/texture.

## **B. Lavazza Jury**

The evaluation jury will be composed of four Lavazza professionals with vast coffee industry expertise.

The jury will be split as: 4 sensory judges and 1 technical judge.

There will also be a stage manager and a timekeeper to organize the competitors' rotation and record the final competitors' stage time.

## **C. Equipment, tools & Supplies**

The following equipment will be available for use in the venue during the competition:

- 1 Espresso machine\* 2 group for the practice area
- 1 Espresso machine\* 2 group for the challenge stage
- 3 on demand grinders\*
- 2 mixers for Freddo
- Knock boxes
- Dishwasher
- Sink
- 2 waiter's carts for removing competitors set up on & off stage

\*Machine & grinders models will be communicated prior to the event.

The following equipment will be available, upon request, during practice time:

- Tampers coffee distributors
- Machine and grinder cleaning products
- Milk pitchers
- Scales
- Lavazza branded cups (Espresso, Cappuccino, and glass 12 oz)

Competitors are required to bring any additional necessary supplies for their presentation.

Each competitor will be provided a flight ticket with a check-in luggage included to allow carrying any necessary equipment, tools, or ingredients for the challenge.

The event staff are not responsible for the safety of the items left in the competitors' preparation room or competition area.

The list of items the competitors may bring include the following:

- Tamper
- Shot glasses
- Steaming pitchers
- Glassware & crockery for drinks
- Any specific utensils required
- Bar towels/clean cloths (for practice and the competition)
- Tray(s) (for serving drinks to the judges)

#### **D. Practice Time**

The preparation/practice room will have a 2-group espresso machine and grinders identical to the competition equipment on stage.

Each competitor will have a scheduled practice time of 10 minutes. Practice times will be scheduled based on competition time (e.g., the first scheduled competitors will have the earliest scheduled practice times).

The competition schedule will be formulated by a draw that will take place during a “competitors meeting” before the event starts.

During practice time, competitors will have the opportunity to calibrate their grinders with chosen blend of coffee from the Lavazza range and can use the same grinder on stage.

Any other extra preparation can be done before the stage time on the available tables that every competitor will have access to before, during and after the event.

#### **E. Supporters/Assistants**

No person(s) other than the competitor, Lavazza officials and Lavazza Distributor Training managers (or Distributor country representative) may be on stage during the competitor’s preparation and clean-up time.

During the competition time, no one is allowed to be on stage other than the competitors and the judges, else the competitor faces the penalty of disqualification by the head judge.

#### **F. Preparation Time and stage set up**

Each competitor will have 10 minutes of preparation time.

Once the prior competitor begins their competition time, the next scheduled competitor may begin their 10-minute preparation time upon announcement from the stage manager and/or the preparation timekeeper.

The purpose of the preparation time is to set up the station and prepare your stage set up.

When the time is up, and the stage competitor has ended their performance (and the stage tables are cleaned up) you will have 10 minutes to move your ingredients to the stage area and prepare your set up for the stage performance. At this point you can also move the grinder you calibrated on stage with the support of an organization member. After this, your 12 minutes of competition time will start.

Summary:

- 10 minutes in practice stage
- 10 minutes stage set up
- 12 minutes competition time

## **G. Practice Shots**

Competitors are allowed and encouraged to pull practice shots during their preparation time. "Pucks" (also known as "cakes") are allowed to be left in the portafilters at the start of the competitor's competition time.

## **H. On stage**

Every competitor has 12 minutes to prepare, present and serve 4 identical beverages. The time count will start upon the competitor's request calling "time" to the timekeeper.

Competitors are allowed to use their own music as part of their on-stage performances. In such cases, competitors can provide the organizing team their preferred 12-minute music track in .mp4 on a USB stick minimum 24 hours before the event starts. When using music, the competitor can ask for their track to start and then call "Time" to start counting the performance time.

## **J. End Competition Time**

Competition time will be stopped when a competitor raises their hand and says "Time".

It is the competitor's responsibility to call "Time" clearly to allow for the timing to be recorded accurately.

## **Overtime Penalties**

For the Stage Presentation, 1 point will be deducted from the final score for every second of delay. Competitors exceeding 13 minutes of performance will be automatically disqualified.

## **K. Coaching**

Instructions or coaching may not be provided to a competitor during their competition time.

If provided instructions or coaching, the competitor will face a penalty of disqualification.

## **L. Forgotten Accessories**

During the preparation time, if a competitor has left behind any of their required equipment and/or accessories, the competitor may exit the stage to retrieve the missing item(s); however, their preparation timer will not be stopped.

During the competition time, if a competitor has left behind any of their required equipment and/or accessories, they must inform the head judge that they have forgotten an item(s) offstage and retrieve the missing item(s) themselves; however, the competition timer will not be stopped.

No tools, equipment, accessories or ingredients are to be delivered to the competitor by the runners, supporters, team members or the audience, at any point.

## **M. Clean-Up**

Once a competitor has finished their competition time, they should begin cleaning up the station. If a waiter's cart was used, a station runner will bring the waiter's cart back out on stage for the competitor to load their supplies.

Competitors are expected to remove all their personal equipment and supplies and thoroughly wipe down their station.

The judges do not evaluate the presentation during the clean-up time.

## **N. Technical Issues**

A competitor may raise their hand and declare a "technical time out" in the event of a technical problem with any of the Lavazza provided equipment, such as:

- The espresso machine:
  - Power
  - Steam pressure
  - control system malfunction
  - Lack of water
  - Drain malfunction
- The grinders
  - Power
  - Clogging
  - Overheating

In such events, the following will take place:

1. The preparation or competition time will be paused by the stage manager (during preparation time) or the head judge (during competition time).

The official timekeeper will make note of time when the "technical time out" is called.

It is the head judge's responsibility to ensure the timekeeper is aware of making note of "technical time out" being called.

2. If the head judge agrees there is a technical problem that can be easily resolved, they will decide the appropriate amount of time to be credited back to the competitor.

Once the technician has fixed the problem, the competitor's time will resume.

3. If a competitor must stop their competition time, the competitor along with the head judge and stage manager will reschedule the competitor to compete in full again at a later time.

4. If it is determined that the technical issue is due to competitor error or the competitor's personal equipment, the head judge may determine that no additional time will be given to the competitor, and the preparation or competition time will resume without time being credited

## Judging Criteria

### 1. Competition Area

The technical judge will evaluate:

- The competition area for cleanliness at the beginning and end of the performance/competition time.
- Workflow.
- Organization of the area.

### 2. Taste Evaluation

Points will be awarded for the taste of each individual drink. Competitors should strive to combine coffee with other ingredients to create a quality \*cold coffee base drink.

Coffee may not be the dominant flavour of the final drink but must be clearly identifiable.

Every beverage to be evaluated has to contain at least 1 single espresso\* shot

If signature creation is not applying the above criteria as described in definition they will not receive any score related to taste evaluation receiving 0 to the respectful categories.

Competitors can increase the coffee taste presence if they wish with any other coffee preparation method, these methods can be cold brew preparation or any coffee infusion that requires time and cannot be done on stage.

In this case they must provide info about their ratio/method during performance to the judges, this applies also in case of coffee usage in other forms/textures made of coffee extract.

In case of other slow coffee technique (cold drip, moka pot, v60, clever dripper, Chemex etc) again info must provide about ratio or any technique that contributes to the coffee preparation or to the final Cold signature preparation.

Competitors are advised to explain verbally to the judges why they chose their coffee, including but not limited to, mentions of the coffee profile, the beverage constituent structure, the major taste elements, the ingredients used in the signature beverage, and the concept behind the beverages served to the judges.

### 3. Beverage Presentation

Points will be awarded based on the visual presentation of the drinks.

### 4. Technical Skills

Points will be awarded based on the competitor's technical knowledge and skill.

\*Must be serve to judges table in temperature equal or below 9 degrees Celsius

\*7-10 gr. Of coffee with at least 1:1,5 ratio

### 5. Performance

Points will be awarded based on the judges' overall impression of the competitor, their skills, flair, and personal and beverage presentation.

### 6. Visual Creativity

The judges will review all three drinks presented. The judges should look for originality in the aesthetic look of the drinks.

The judges will take into consideration the consistency between all drinks presented, when evaluating visual creativity of these beverages.

## **7.Overall Visual Appeal**

Points will be awarded based on how enticing and appealing the beverage is from a visual perspective.

## **8.Overall Presentation**

Visually, how appealing is the competitor's presentation of their beverage. This includes how the competitor demonstrates bartending skill by inviting the customer into the creation of the drink. Evaluation will include the confidence, flair, and style the competitor displays in the production of their drinks.

## **9.Workspace Organization and Cleanliness**

The cleanliness and organization of the competitor's workstation (worktable, prep table, top of machine) will be evaluated on a scale between 0 and 6. Points will be deducted for disorganized workspaces (e.g., grounds on counter or machine, spills, broken glassware, smudges, etc.)

It is permissible to have a small amount of coffee grounds around the grinder.

The judge will assess the competitor's ability to organize the working area in a practical and efficient way.

Competitors may have pucks (used coffee grounds) in the portafilters at the start of their competition time. This will not count against a clean area at start up.

## **10.Coffee Brewed Professionally**

Competitors must use espresso brewing method apart from any other extra preparation might add to increase their coffee presence in the final Cold beverage

The competitor's coffee brewing techniques (e.g., knowledge of the coffee selected, consistent grinding and dosing, coffee waste management, extraction time, brewing time, expertise with brewing equipment, etc.) will be considered.

## Evaluation Scale

There will be two types of scoring:

1. Yes/No
2. Numeric Scores: 0-6

The evaluation scales are consistent for sensory and technical judges.

### **Yes/No Score**

The competitor receives 1 point for a score of Yes, and 0 points for a score of No.

### **Numeric scores**

Scores range from 0 to 6.

Half-points are permissible in the range from 1 to 6.

Judges are encouraged to use the full range of scores.

Low numbers indicate a poorer presentation and higher indicates a better presentation.

Certain scores are weighted and multiplied by 2 or 4.

### **Tie Scores**

In case of a tie between 2 or more competitors, the competitor with the highest score in "Balance" on the sensory form will win the tie and will be placed above any other competitor with the same total competition score.

If the tied competitors have the same "Balance" score, then the higher placement will be awarded to the competitor with the highest "Overall impression of the taste of the drink" as a sum both in technical and sensory score sheets.

For any questions please feel free to contact:

[training.centre@euromarketingmaldives.com](mailto:training.centre@euromarketingmaldives.com)

**Tel: 9911144**

**INDIVIDUAL APPLICATION FORM**

Entry fee for the Individual Competitions is US\$ 90. Registration fee should accompany applications and are not refundable unless the class is full. Applications received without fees will not be processed. Emailed entries should be accompanied by a proof of payment.

The organizers reserve the right to limit the number of entries. Entries will be accepted on a first-come-first- served basis.

(Please type or fill in block capitals for legibility (Please complete all sections.)

NAME OF COMPETITOR: \_\_\_\_\_ NATIONALITY: \_\_\_\_\_

JOB TITLE: \_\_\_\_\_ AGE: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

ORGANIZATION ADDRESS: \_\_\_\_\_ COUNTRY: \_\_\_\_\_

TEL: \_\_\_\_\_ MOBILE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

GROUP COORDINATORS NAME (IF APPLICABLE) : \_\_\_\_\_ EMAIL: \_\_\_\_\_

AUTHORIZED SIGNATURE OF ORGANIZATION: \_\_\_\_\_

SIGNATURE OF COMPETITOR: \_\_\_\_\_

ORGANIZATION STAMP: \_\_\_\_\_

**PAYMENT DETAILS**

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Tel/Fax: +960 779 224 / +94 766 970702  
Email: fhamcc@cdcevents.net | Web: www.fhamaldives.com

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Application/Payment Received On:

Bank: \_\_\_\_\_

Amount: \_\_\_\_\_

Remarks: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Submission of a completed entry form shall constitute of, and agreement to abide by the Rules & Regulations of FHAM 2025

Please photocopy if extra forms are needed. Please do not send cash by mail. Competitors will be advised of application outcome in due course.

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