



Malaysia Signature Coffee Beverage Championship 2023

Johor Coffee Week 2023

18th - 19th March (Saturday - Sunday)

Johor Bahru City Square

Cash Prize

Champion: RM 3,000

1st Runner Up: RM 2,000

2nd Runner Up: RM 1,000

Malaysia Signature Coffee Beverage Championship @ Johor Coffee Week 2023

Official Rules & Regulations

1.0 PARTICIPANTS

The Squeeze Your Brain Juice Competition is open to individuals who are at least 18 years of age at the time of competition of any nationality.

1.1 APPLICATION

Participants must complete the Squeeze Your Brain Juice Competition Registration Form online through MSCA official website. Approved applicants will receive confirmation by email.

1.2 ENFORCEMENT OF RULES AND REGULATIONS

The Squeeze Your Brain Juice Competition will employ these rules and regulations throughout the competition. If a competitor violates one or more of these rules and regulations, they may be automatically disqualified from the competition.

2.0 COMPETITION SUMMARY

- A. Day one (18/03): Preliminary round. Competitors will be given seven (7) minutes preparation time and eight (8) minutes performance time to prepare and serve three (3) signature beverages to two (2) sensory judges; a total of 6 beverages.
 - a. Beverage must contain espresso, official milk, and official syrup
 - b. Beverage must contain espresso, official alternative milk and official syrup
 - c. Beverage must contain espresso and official syrup
- B. Day two (19/03): Final round. Competitors will be given seven (7) minutes preparation time and fifteen (15) minutes performance time to prepare and serve three (3) signature beverages to four (4) sensory judges; a total of 12 beverages.
 - a. Beverage must contain espresso, official milk, and official syrup
 - b. Beverage must contain espresso, official alternative milk and official syrup
 - c. Beverage must contain espresso and official syrup
- C. All beverages served must contain official syrup.
- D. Substances such as alcohol, alcohol extracts, alcohol by-products are not allowed in the competition. Controlled or illegal substances are also strictly not allowed. If these substances are found in the beverage, the competitor will be automatically disqualified from the competition.

- E. Products of brands that are in direct competition with any of our sponsors are strictly prohibited.

2.1 COMPETITION PROCEDURE

- A. During competition time, non-competitors including coaches and assistants may give no assistance in any forms to competitors.
- B. From time to time, the competition emcee may interview the competitor regarding the competition. Competitors should be prepared for this.
- C. Competitors must attend the competitor briefing provided by the organiser.
- D. Competitors should be at the competition site at least thirty (30) minutes prior to the allocated competition time. Any competitor who is not onsite at the start of their competition time may be disqualified. If the competition is delayed, the competitor should still be prepared at their designated time.

3.0 JUDGING

There will be three (2) sensory judges and one (1) head judge for the preliminary round; four (4) sensory judges and one (1) head judge for final round.

3.1 PROCEDURE

- A. Judges will drink the beverage served directly from the vessel.

3.2 SCORESHEET

Scoresheet will be provided for competitors' reference.

4.0 TECHNICAL ISSUE

During the competition, if the competitor believes there is a technical problem with any of the official products provided, they should raise their hand and call for a technical time-out. Once the technical issue has been resolved, the competitor's time will resume. If the technical problem cannot be solved in a timely manner, a reallocation of time will be done by the official.

5.0 COMPETITOR PROTEST AND APPEALS

There will be no competitor debriefing. The judges' decisions are final.

Official Syrup

DaVinci Gourmet



FLAVOUR GENIUS™

Distributed by Global Coffee Resources

Official Espresso Machine

Crem EX3 2-Group Espresso Machine



Distributed by Dankoff Coffee Specialist

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specialist

Official Grinder

Eureka Helios On-Demand Grinder 65mm

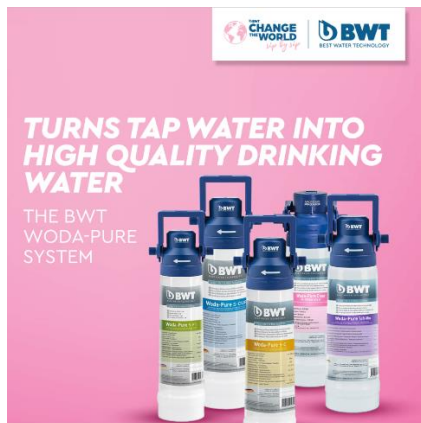


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Official Water Filtration System

BWT Woda-Pure System



OFFICIAL DISTRIBUTOR
Domestic & Commercial Technologies

Distributed by DD Techniche Sdn Bhd

Official Alternative Milk

Vitasoy Cafe for Barista (oat, almond, soy)



Official Ceramic Cup



Clayton Fine China (Tableware) Sdn Bhd

Clayton®
Since 1920

Official Milk

Yarra Farm Master Barista Milk

