

Two New World Coffee Champions Crowned in Melbourne

SEPTEMBER 30, 2022 — After four days of intense competition, two new World Coffee Champions have been announced in Melbourne, Australia: Anthony Douglas representing Australia is the 2022 World Barista Champion, and Shih Yuan Hsu (Sherry) representing Taiwan is the 2022 World Brewers Cup Champion.

2022 World Barista Championship (WBC) Final Ranking

- 1. Anthony Douglas, Australia
- 2. Morgan Eckroth, United States
- 3. Claire Wallace, United Kingdom
- 4. Takayuki Ishitani, Japan
- 5. Benjamin Put, Canada
- 6. Patrik Rolf, Sweden

2022 World Brewers Cup (WBrC) Final Ranking

- 1. Shih Yuan Hsu (Sherry), Taiwan
- 2. Elika Liftee, United States
- 3. Elysia Tan, Singapore
- 4. Tomas Taussig, Czech Republic
- 5. Jhon Christhoper, Indonesia
- 6. Simen Andersen, Norway

The World Coffee Championships (WCCs) have taken place over the last four days as part of the Melbourne International Coffee Expo (MICE). Competition has been fierce, with over 90 competitors representing their Competition Bodies across four World Coffee Championships – 45 competitors in the World Barista Champion and 32 in the World Brewers Cup.

We are delighted to bring the WCCs back to Melbourne for the third time, having hosted the 2013 WBC & WBrC, and the 2014 World Latte Art, World Coffee in Good Spirits, and World Cup Tasters Championships.

The WCCs take place annually and are the culmination of local and regional events hosted by sanctioned Competition Bodies from around the world. The Melbourne WCCs marks the first event that we will be working with many of the WCC qualified sponsors announced earlier in 2022; Barista Attitude, Victoria Arduino, Cafetto, BRITA, BWT water+more, and Breville. We look forward to working with them and seeing the innovations that these partnerships facilitate over the coming years.

World Barista Championship

The World Barista Championship focuses on promoting excellence in coffee, advancing the barista profession, and engaging a worldwide audience with an annual championship event that serves as the culmination of local and regional events around the globe. Each year, competitors from around the globe each prepare 4 espressos, 4 milk drinks, and 4 original signature drinks to exacting standards in a 15-minute performance set to music. WCE Certified Judges from around the world evaluate each performance on the taste of

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beverages served, cleanliness, creativity, technical skill, and overall presentation. The everpopular signature beverage allows baristas to stretch their imagination and the judges' palates to incorporate a wealth of coffee knowledge into an expression of their individual tastes and experiences. The top 15 highest-scoring competitors from the first round, plus the wild-card winner from the Team Competition, advance to a semi-final round. The top 6 competitors in the semi-final round advance to the finals round, from which one winner is named World Barista Champion!

World Brewers Cup

The World Brewers Cup competition highlights the craft of filter coffee brewing by hand, promoting manual coffee brewing and service excellence. In this Championship, competitors prepare and serve three individual beverages for a panel of judges. During the first round competitors complete two coffee services – a compulsory service and an open service. For the compulsory service, competitors prepare three beverages utilizing whole bean coffee provided to them by the competition. For the open service, competitors may utilize any whole bean coffee of their choosing and must also accompany their beverage preparation with a presentation. The six competitors with the highest score from the first round will go on to compete in the finals round consisting exclusively of an open service. One competitor from the final round will be named the World Brewers Cup Champion.

The World Coffee Championships are supported by:

World Barista Championship: <u>Barista Attitude</u>, <u>Victoria Arduino</u>, <u>Cafetto</u>, <u>BWT water+more</u>, <u>Toddy</u>, <u>Brewista</u>, <u>Scotsman</u>, <u>Hario</u>, <u>Riverina Fresh</u>, <u>Ally Coffee</u>, <u>Force Tamper</u>, <u>Breville</u>, <u>Reg</u> <u>Barber</u>

World Brewers Cup: <u>Hario</u>, <u>Breville</u>, <u>BRITA</u>, <u>Cafetto</u>, <u>Mazzer</u>, <u>Chemex</u>, <u>Taf</u>, <u>Akirakoki</u>, <u>Aeropress</u>, <u>Loveramics</u>, <u>Brewista</u>, <u>Ally</u>, <u>Detpak</u>, <u>BUNN</u>

WCC Brew Bar: BRITA, Cafetto, Mazzer, Detpak, Loveramics, Brewista, Chemex, Hario, Clever Dripper, Aeropress, BUNN, Daterra, Taf, Tres Maria Coffee, The Underdog, Veneziano Coffee Roasters, Toby's Estate, Offshoot Coffee, Ditta Artigianale, Criteria Coffee, Gardelli, Rogue Wave Coffee, Five Senses

WCC Espresso/Team Bar: Barista Attitude, Victoria Arduino, Cafetto, BWT water+more, Alpro, Mazzer, Brewista, Loveramics, Force Tamper, Detpak, Daterra, Riverina Fresh

WCC Product Partners: Rhinowares, Barista Supply

Notes to Editors:

- Download official stage photography credit the Specialty Coffee Association
- See live tweets describing Anthony Douglas' presentation
- Watch Anthony Douglas' final round presentation

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• Watch Shih Yuan Hsu (Sherry)'s final round presentation

• Watch all the WCC presentations

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About the WCCs

The World Coffee Championships are produced by World Coffee Events (WCE)—the event management organization of the SCA, and the premier producer of events for the coffee community worldwide. WCE's mission is to develop events that engage the specialty coffee community and promote coffee excellence. The current portfolio involves the World Coffee Championships; the World Barista Championship, World Latte Art Championship, World Brewers Cup, World Coffee in Good Spirits Championship, World Cup Tasters Championship, World Coffee Roasting Championship, and the Cezve/Ibrik Championship; the All-Stars program; and show features such as the Espresso Bar and the Brew Bar. Learn more at worldcoffeeevents.org.

About Barista Attitude

Tempesta is the latest chapter of the Storm Barista Attitude project. Inspired by the sentiment of bravery that explorers demonstrate when facing the unknown, this project couples maximum performance with uncompromised design, staging the barista's talent at its absolute best. Driven by the core values of openness and inclusion, Storm Barista Attitude originated from collaborative efforts between internal and external stakeholders harmoniously integrating manufacturing know-how, barista expertise, and operator experience, thus resulting in a very intuitive, heavy-duty, workflow-friendly range of espresso machines and grinders. Tempesta represents the highest expression of competitive performance within this range, conceived for high volume locations and tuned for competition purposes. Find out more at <u>barista-attitude.com</u> and on Instagram at <u>@barista.attitude</u>.

About Victoria Arduino

At Victoria Arduino we carefully nurture the passion for excellence in all espresso coffee lovers with the most advanced coffee knowledge, the best technology and design since 1905. We love working alongside our partners who strive for success through coffee excellence and the principles of ethical, social, and environmental responsibility. Victoria Arduino, inspired by your Passion. Learn more at <u>victoriaarduino.com</u>.

About BWT water+more

As a water optimisation specialist operating on an international footing, we at BWT water+more have an overview of water situations worldwide and support the international barista scene with our full know-how. Founded in 2005, the water filter specialist is a member of the global Best Water Technology Group (BWT water+more). Founded in Austria in 1990, the BWT water+more Group is Europe's leading player in the water treatment industry, with approx. 5,000 employees in 70 subsidiaries and affiliates. Learn more at <u>BWT-water.</u>

About Cafetto

Cafetto is proud to be an official sponsor of the World Coffee Championships. We love coffee and our involvement with passionate coffee people. What better way to promote

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the industry than to support those who actually brew this magical beverage. Learn more at <u>cafetto.com</u>.

About BRITA

BRITA is proud to be the official water sponsor of the 2022 World Cup Tasters Championship and World Brewer Cup. We are very pleased to continue our long and successful partnership with the SCA. BRITA looks forward to sharing its water filtration expertise with the specialty coffee community. Learn more at <u>brita.net</u>.

About Breville

Over the past 90 years Breville® has grown to become an iconic global brand, delivering kitchen products to over 70 countries around the globe. The company sells under the Sage® brand in Europe, and under the Breville® brand in the rest of the world. Breville® enhances people's lives through the delivery of brilliant innovation and thoughtful design based on deep consumer insights, empowering people to do things more impressively or easily than they'd thought possible in their own home and ultimately allowing them to Master Every Moment[™].

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