



# MONIN Coffee Creativity Cup 2025

## Rules, Regulations & Guidelines

The purpose of this document is to provide guidance and principles on the MONIN Coffee Creativity Cup 2025 to create a worldwide standard. All the necessary information about the final competition, competitor requirements, judges and rules surrounding the event is detailed here.

### General Information

#### 1. Thematic

## MONIN Coffee Creativity Cup 2025

### Theme : Alchemy of Flavours

Welcome to MONIN Coffee Creativity Cup! An innovative, progressive and creative designer coffee mocktail competition for industry professionals. It is also a competition to support the growth of both the individuals and beverage community.

Embark on a sensory journey where mixology meets the world of exquisite coffee, creating a symphony of taste, flavours and aromas. The theme celebrates the magical transformation that occurs when MONIN's products are expertly infused and integrated with the finest coffee, resulting in innovative and delightful beverage experiences.

#### 2. The Concept

**Alchemy of Flavours** is an experiential theme designed for baristas and industry professionals who are passionate about pushing the boundaries of traditional coffee beverages. The theme explores the harmonious symphony of MONIN's extensive range of high-quality syrups, fruit mixers and sauces – combined with the rich complex profiles of coffee.

As competitors, we challenge you to elevate your designer coffee mocktail creations beyond mere taste and into the realm of storytelling. Creativity will be the pillar of our judging, encouraging you to think outside the box and create the perfect infusion of MONIN products with your coffee.

#### 3. Calendar & Deadlines

- **31 January 2025** : Deadline to confirm participating countries
- **February to May** : Countries to organize national chapters of competition
- **1 June 2025** : Deadline for submitting national winners & final recipes to marketing team in MONIN Asia.
- **9 September 2025** : MONIN Coffee Creativity Cup Grand Finals, Kuala Lumpur

*\*If you are unable to meet these deadlines or attend the dates of the competition, please inform your MONIN representative or contact immediately.*

## Rules & Regulations

### Summary

Here are the general rules & regulations of MONIN Coffee Creativity Cup. For more information and details of the competition format, please kindly refer to the detailed explanation in this document.

- The competition is open to participants 18 years old and above (no maximum age limit)
- Participants must use a minimum of 10ml of MONIN Products from the available range in Asia Pacific and EMEA.
- Participants must use at least one (1) shot of Espresso Coffee in the entire beverage, ranging from 30ml (+/- 5ml)
- Participants must use espressos that are extracted from the provided espresso machine and grinder.
- Participants are allowed to use their own coffee beans and/or opt for the official coffee beans provided by the organizers (subject to sponsor availability) Please kindly check with your local organizer on the sponsored beans available. This may defer by country or availability in specific countries.
- Participants must bring their own glassware, ingredients, barista gear, bar tools, accessories and equipment (if required). Only basic accessories will be available on-site.
- Homemade ingredients are permitted but may not be in direct conflict with any available flavours or MONIN products.
- Participants must be employed (Full-Time or Part-Time) in an active organization, café, bar or restaurant.

### Local Prizes

National & local prizes are determined by the event organizers that will be organizing their local chapters for MONIN Coffee Creativity Cup.

- Cash Prize (Amount to be determined by Event Organizer)
- Sponsored Trip to regional Grand Finals for the Winner (Kuala Lumpur, Malaysia)
- Trophies
- Any additional prizes

### Grand Final Prizes

Top 6 winners of the Grand Finals will be rewarded with prizes determined by MONIN Asia.

- Champion – Sponsored Farm Tour & Coffee Experience in Asia
- Trophies
- Certificate of Participation
- Any additional prizes

## Rules, Regulations & Guidelines

### Criteria for Participants

- The competition is open to participants 18 years old and above (no maximum age limit)
- Local organizers can use any creative method to shortlist the participants for the main competition in their respective countries.
- Each national competition is encouraged to have a maximum of twelve (12) participants for the main event / semi-finals to determine the Champion that will be representing the country)
- **The competitor must hold a valid travel passport** in anticipation to travel to compete for the regional or global finals. The organizers will not be responsible for non-valid travel documents.
- Local organizers reserve the right to reject any contestants, recipes or individuals that they consider unacceptable, inappropriate or inconsistent with the competition rules, regulations and overall theme.
- On the day of the competition, all competitors will be required to bring their own glassware, barista gear, accessories, equipment (if required) and follow the exact recipe that has been submitted. Changes to the recipe could result in points being deducted or disqualification from the competition.
- The Official Espresso Machine, Grinder, MONIN products will be provided by the event organizers at both local and the Grand Finals. In the exception that the participant does not bring their own coffee beans, the participant will be required to use the beans provided by the organizers.
- All competitors must be able to speak and present their drinks in **English**.
- Should the candidate be qualified to join the MONIN Coffee Creativity Cup - Grand Finals, the candidate has the choice to register with the same recipe or a new/improved recipe that he/she has presented for the national/local competition within the stipulated deadline for submission.
- Only a maximum of two (2) competitors are allowed per organization/chain to compete in the competition.
- Participants must be employed (Full-Time or Part-Time) in an active organization, café, bar or restaurant.

### Registration

- All participants must submit their registrations, recipes and all relevant details upon the stipulated closing date / deadline set by the event organizers.
- Event organizers are required to provide participants a minimum of one (1) month for participants to submit their applications and recipes.
- Upon submission of recipes, the event organizers will review all submissions in accordance with the rules, recipe criteria and overall theme application.



## Competition Format & Timings

Participants are required to stand by for their slots in the pre-stage preparation area at least 10-15 minutes before their time slots.

Participants will have 30 minutes in the pre-stage area to prepare and finalize all the necessary gear, accessories and ingredients to ensure that all aspects of their drink are ready for presentation (garnishes can be prepared beforehand).

Once the competition begins, participants will have 15 minutes to setup their competition station.

Upon completion of setup, competitors are required to call for time by raising their hands up and they will have 10 minutes to prepare and present their beverages, explaining its inspiration and connection to the competition's theme. Four identical servings of the beverage will be prepared, three of which will be served to the judges and one for photography or display purposes.

Finally, competitors will have 5 minutes to clean up their station and return all equipment and ingredients to their original places.

Pre-Stage Area : 30 Minutes  
Preparation / Setup Time : 15 Minutes  
Presentation Time : 10 Minutes  
Clean-Up Time : 5 Minutes

**All competitors are required to check-in at the beginning of the competition day for a pre-competition briefing and encouraged to stay at the venue for the entire duration of the event.** If the organizers are unable to locate the competitor, this may result in disqualifications.

Penalties to apply for exceeding time limit allocated. 1 point will be deducted for every second above the 10 minutes of the presentation time. Participants that exceed 11 minutes will be disqualified from the competition.

## Criteria for Recipes & Presentation

Here are the rules and regulations for participants when submitting their recipes

- Participants must prepare four (4) full portion drinks for the presentation to the judges. Three (3) drinks will be presented to the judges and one (1) drink will be used for photos and display.
- Recipes must include a minimum of 10ml of one (1) MONIN product. This does not include MONINfusion.
- MONIN products can be from ranges available in Asia Pacific & EMEA only. (Le Sirop de MONIN, Le Fruit de MONIN, Le Frappe de MONIN, Le Sauce de MONIN)
- If competitors are using sugar substitute syrups such as MONIN Agave, Honey or Pure Cane Sugar Syrups, this will need to be accompanied by a second MONIN product/flavour.
- Participants are allowed to use multiple MONIN products in the recipe submitted.
- Participants are required to use a minimum of at least one (1) espresso shot defined by the criteria below

- i. An espresso extracted from the espresso machine with a double portafilter in one (1) continuous extraction.
  - ii. Participants must use at least one (1) shot of Espresso Coffee in the entire beverage, ranging from 30ml (+/- 5ml)
  - iii. Extraction time is determined by the participant to their coffee requirements.
  - iv. Espresso is required to be extracted during the presentation time.
  - v. Espresso may be served hot or cold, depending on the recipe requirements of the participant.
  - vi. Espresso must be extracted from the provided/sponsored machine and grinder by event organizers.
- The following products and equipment will be provided by the event organizers of the Grand Finals :
  - i. Espresso Machine (2-Group) with 58mm Basket & Double Spout Portafilter
  - ii. Espresso Grinder
  - iii. Coffee Beans (Optional, if the participant does not bring their own)
  - iv. MONIN Products
- Participants are allowed to bring a maximum of two (2) additional electronic equipment for their presentation. All additional equipment must be declared to the event organizers at least 48 hours before the event. This is to ensure that there are sufficient energy and power sources for the additional equipment.
- Participants are encouraged to bring and use their own coffee beans to ensure that their recipes are in synergy with their coffee of choice.
- Participants are required to include coffee calibration into their 15 minutes setup time.
- Homemade ingredients are permitted, and the ingredients used may not be in direct conflict with any available MONIN Products available. (Eg. Homemade syrups, fruit mixers, frappes, sauces and such). Participants are encouraged to use MONINfusion to elevate and infuse ingredients with MONIN Products.
- **Strictly no alcohol** is permitted for both local and Grand Finals rounds.
- All ingredients and edibles must be safe to consume, and any ingredients used must not be in direct competition with MONIN products. (Apart from the thematic garnishes that is used for decoration of the drink presentation and display)
- Garnishes can be prepared before the presentation time and must be consistent with the theme of the competition.
- Participants are required to observe cultural sensitivities and may not be offensive in their garnishes and presentation. Any participant or presentation that are deemed unacceptable, inappropriate or inconsistent with the theme, rules and regulations by either the judges and/or event organizers, may be asked to be removed, replaced or disqualified.

## Competition Flow

Local MONIN Coffee Creativity Cups will be held in several stages to determine national/local winners to represent their respective countries in the Grand Finals in Kuala Lumpur.

- Option to organize a preliminary selection process if the number of participants is above the number required for the semi-finals.
- The local on-ground national semi-finals is to determine the top three (3) finalist for the respective country.
- **The Champion** of each respective national competition will represent their country at the MONIN Coffee Creativity Cup Grand Finals.

### Main Event

- The main MONIN Coffee Creativity Cup must be held physically to determine the winner, 1<sup>st</sup> runner up and 2<sup>nd</sup> runner up for the respective countries.
- The main competition will be a single round designer coffee mocktail competition, judged by four (4) industry experts.
- Any additional rounds required may be added and is determined by the discretion of the local event organizers.
- These additional rounds must be held after all contestants complete their presentation and recipes that they have registered.
- If required, local event organizers are allowed to organize competitions in specific outer cities leading up to the national finals – to determine the champion to represent their country.

## Judges

### Criteria for Judges

The organizing committee, (i.e., MONIN Asia) shall recruit and invite expert judges that are professionally qualified to evaluate the participants and competition.

Each panel of judges will consist of

- One (1) Technical Judge that will assess the technical skills of the participant
- Three (3) Sensory Judge with strong knowledge of the industry and professionally qualified with the experience to judge sensorial aspects, creativity and non-technical evaluation.
- If there are more than one (1) competition station, it is advised that organizers prepare at least two (2) panels of judges.

Judges will be required to keep in mind that each participant is required to prepare and present four (4) drinks.

- Three (3) drinks are to be presented to the Sensory Judges
- One (1) drink is to be presented for photo and display

The selection of judges can include the following :

- i. MONIN team members or representatives
- ii. Industry professional from the coffee community (Qualified National Judge, National Association Members, etc)
- iii. Chefs & Bartenders (That have basic knowledge and understanding of coffee)
- iv. Industry Key Opinion Leaders / Media Personalities
- v. Food & Beverage Managers or Directors

### Judges Code of Conduct

All selected judges must :

- Judge each beverage and performance fairly against its own merit and not against any other drinks when it comes to creativity and presentation.
- Judges must refuse judging in the case of conflict of interest (working or personal relationship, direct coaching or association with the participant)
- If a judge is deemed as biased in any form towards a participant or perceived by others to have a conflict of interest with one or several participants, the judge may be disqualified from judging.
- Behave ethically, honestly and with integrity. Respect fellow judges, competitors, volunteers, and staff always.
- Appreciate and be sensitive to culturally different opinions and customs.

- Maintain appropriate confidentiality. Do not misuse privileged information in areas sensitive to fellow judges, competitors, volunteers, or staff that might cause harm or embarrassment.
- Abstain from talking to each other unless all the judges have finished filling in the scoring sheet.

The judging committee will make sure that each competitor's number and details are filled in correctly on the scoring sheet. They will sign the scoring sheet after each drink is judged and all scoring sheets shall be collected and delivered to the scoring committee who will compile the results.

## **Participant Competition Music**

Participants are required to provide the music files that is required for the competition presentation (if required). If no background music is provided, the organizer reserves the right to play any background music of their choice.

All participants are encouraged to provide the organizers with a .mp3/.mp4 file at least 1 month before the competition day. If more than one (1) music file is used, please kindly clearly rename the files accordingly to the instructions below.

Participants are required to label the files according to the format below by name and number.

### **Example :**

Background Music 1.mp4 > 01 Participant Name  
Background Music 2.mp4 > 02 Participant Name

This will allow the AV team to ensure the accuracy of the music sequence. For convenience, you may also combine them together into one (1) single music file.

## **Rejections, Penalties & Disqualifications**

Local event organizers may reject any participants, recipes or any recipe name if they consider any of those aspects unacceptable, inappropriate or inconsistent with the theme, rules and regulations.

Points deductions and disqualifications applies if :

- i. Changes to the submitted recipe without declaration to the organizers
- ii. Participants are late to their stations or cannot be found within the venue
- iii. Participants exceed the presentation time
  - a. 1 point for every second above 10 minutes
  - b. Total maximum deduction of 60 points (1 minute)
  - c. Participants that exceed 11 minutes will be disqualified
- iv. Participants do not clean up after their presentation for the next participant
- v. Any disrespect towards other participants, judges, event organizers, venue staff and/or members of the audience
- vi. Participants that are found to have falsified information provided to the organizers

Local event organizers reserve the right to manage and determine rejections, penalties and disqualifications within their own national competitions. All decisions are final upon discretion of the local organizers.





## Results Gathering & Announcements

Once all the competitors have presented their drinks, the scoring committee will compile all the scores and determine the ranking of all the competitors. The committee will double check all the results to avoid any mistakes.

Results of the competition shall be announced at the end of the competition day and the necessary announcements will be made via the host / emcee of the day.

**For National Competitions :** The winner will be able to compete in the Grand Finals

**For Grand Finals :** The Top 6 Finalist will be determined and entitled to prizes.

If in the case that any of the national champions are not able to join the Grand Finals, the organizers reserve all rights to offer the competition slot to the finalists placed after them.

## Participant Code of Conduct

The organizing committee requires that all participants will be honest in their behaviour and respect the rights, opinions, and culture of fellow competitors and all others involved in the competition.

Each competitor is required to use the exact drink recipe they submitted before the entry deadline and not to make any change or alteration, as this will result in points being deducted.

### 1. General Guidelines

By entering this competition, each competitor is agreeing to give MONIN the full right to use all mocktail and drink recipes created and presented during all stages of the competition for use in any and all publication.

A competitor is an ambassador not only for the organization they are representing, but also for the coffee community. A competitor's interaction with the public, as well as other professionals, reflects greatly on the global coffee community. Please respect this responsibility.

All competitors are expected to be committed in pursuing drink excellence and are encouraged to share information and knowledge among each other to improve the craft of coffee beverages.

MONIN wishes to take, reproduce, and use photos or videos of the event for promotional purposes in link with the event. As part of the competitor's participation in this event, MONIN asks that they read and certify the model release agreement provided and send it back fully signed and completed before competition starts.