



2011 Ultimate Barista Challenge® USA



Presented by WholeCup Coffee Consulting, LLC



Schedule of Events

Sunday, August 28

- 8:30 – 10:00 Mandatory Challenger Meeting - Practice
- 9 – 9:30 Judges Calibration
- 10:30 – 1:30 *Latte Art Challenge, Qualifying Round*
- 1:30 Challenge Winner of Qualifying Round Announced –
Challenges the Ultimate Barista for Final Challenge!
- 2:00 – 2:30 “Milk Texturing, Steaming Techniques and Latte Art Demonstration” with the
Ultimate Barista USA brought to you by Routin 1883 Syrups & Organic Valley
- 3:00 – 3:30 *Ultimate Barista Challenge Latte Art*
- *Finalist vs. Ultimate Barista USA*
- 3:45 – 4:00 Ultimate Barista Challenge Latte Art Winner Announcement & Awards!
Press Photos & Interviews
- 4:30 – 5:00 “How to make the Perfect Espresso” Demonstration with Sherri Johns
- 5:00 Show Floor Closes

Monday, August 29

- 9 – 10:30 Mandatory Challenger Meeting - Practice
- 10 – 10:30 Judges Calibration
- 11:30 – 12:30 *Espresso Frappe Challenge - Qualifying Round!*
- 12:45 Challenge Winner of Qualifying Round Announced – Challenges the Ultimate
Barista for Final Challenge!
- 1:00 – 1:15 “Espresso Frappe Demonstration” with Ultimate Barista USA brought to you by
Cappuccine Inc. & Vitamix Foodservice
- 1:30 *Astoria” Plus 4 You” Espresso Machine Demonstration brought to you by GEEC / Astoria*
- 2:00 – 3:00 *Ultimate Barista Challenge Espresso Frappe - Finalist vs. Ultimate Barista USA!*
- 3:30 Ultimate Barista Challenge Espresso Frappe Champion Announcement & Awards! Press Photos
& Interviews
- 5:00 Show Floor Closes

Tuesday, September 30

- 9 – 10:30 Mandatory Challenger Meeting - Practice
- 10:00 – 10:30 Judges Calibration
- 11 – 12:00 *Best of Brew Challenge - Qualifying Round!*
- 12:15 Challenge Winner of Qualifying Round Announced –
Challenges Ultimate Barista for Final Challenge!
- 12:30 – 1:00 *Best of Brew Demonstration with UBC Head Judge Sherri Johns! Brought to you
by BUNN & Chemex*
- 1:30 – 2:00 *Best of Brew Ultimate Challenge – Finalist vs. Ultimate Barista USA*
- 2:30- 3:00 Announcement & Awards for Best of Brew! /Total Points Champion! Press
Photos & Interviews Event Awards Ceremonies
- 3:00 – 3:30 Ultimate Baristi Latte Art Demonstration by the Ultimate Baristi USA!
- 4:00 Show Floor Closes