

presented by 
WESTERN REGIONAL
Barista
COMPETITION

MARCH 16-18, 2007
PETALUMA, CALIFORNIA
WWW.WRBC2007.COM

- ★ COMPETITION
- ★ SEMINARS
- ★ TRADE SHOW
- ★ FOURTH MACHINE



ABOUT THE COMPETITION

The United States Barista Championship (USBC) is a competition created to elevate the status of the barista in the United States. The competition showcases a barista's knowledge and expertise in the preparation and service of specialty espresso coffee. Baristas from the United States may compete in a series of regional competitions. The winners advance to the USBC; the champion of the USBC will then proceed to the World Barista Championships (Tokyo, Japan, July 2007).

COMPETITION RULES

Each competitor must prepare and serve three espresso beverages for each of four sensory judges—one espresso, one cappuccino and one “signature” drink of their own creation. Competitors will have only fifteen minutes to prepare all twelve drinks while being observed by two technical judges. The drinks may be made in any order, as long as each round is presented at the same time. Competitors will be judged based on technical skills, cleanliness, presentation and the taste of their beverages. Points will be deducted if the barista's presentation runs over fifteen minutes; if it extends beyond seventeen minutes, the scores will be disqualified from the competition.

GRAND PRIZE

Flight and accommodations to attend and compete in the United States Barista Championship (Long Beach, California, May 2007). The winner of the WRBC has an automatic semi-final placing in the USBC competition. The top three competitors will receive trophies custom-made by a local artist.

COMPETITION SCHEDULE

Friday, March 16, 2007

10:00am–4:30pm

Saturday, March 17, 2007

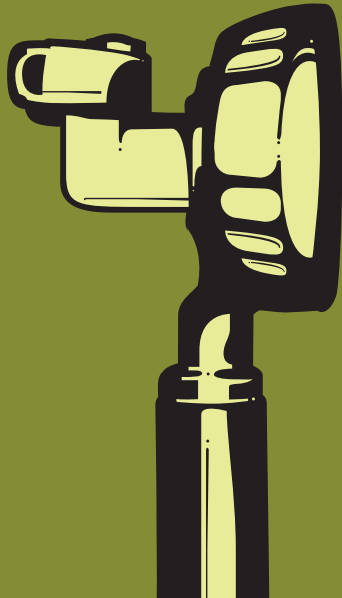
10:00am–4:30pm

Finalists announced at 6:30pm

Sunday, March 18, 2007

11:00am–2:00pm

Awards Ceremony at 2:00pm



COMPETITORS

Chris Baca
Ritual Coffee Roasters
SAN FRANCISCO, CALIFORNIA

Tar Byerhoff
Temple Coffee
SACRAMENTO, CALIFORNIA

Lindsay Davis
Barking Dog Roasters
SONOMA, CALIFORNIA

Tom Fraser
Caffe Mediterraneo
BERKELEY, CALIFORNIA

Kyle Glanville
Intelligentsia Coffee & Tea
LOS ANGELES, CALIFORNIA

Greg Grabow
Barking Dog Roasters
SONOMA, CALIFORNIA

Nick Griffith
Coffee Klatch
SAN DIMAS, CALIFORNIA

Alison Harris
North Light Books & Café
COTATI, CALIFORNIA

Monica Hill
Barefoot Coffee Roasters
SANTA CLARA, CALIFORNIA

Sean Kohmescher
Temple Coffee
SACRAMENTO, CALIFORNIA

Danielle Lantta
Flying Goat Coffee
SANTA ROSA, CALIFORNIA

Yaelle Levine
Barefoot Coffee Roasters
SANTA CLARA, CALIFORNIA

Ariel Mahon
Flying Goat Coffee
HEALDSBURG, CALIFORNIA

Vittorio A. Martinella
Queen Bean Coffee House
MODESTO, CALIFORNIA

Konrad Maurer
Bishop Artisan Coffee Roasters
BISHOP, CALIFORNIA

Thomas Dio McLead
Flying Goat Coffee
HEALDSBURG, CALIFORNIA

Andy Newbom
Barefoot Coffee Roasters
SANTA CLARA, CALIFORNIA

Dan Peat
Caffe Mediterraneo
BERKELEY, CALIFORNIA

Heather Perry
Coffee Klatch
SAN DIMAS, CALIFORNIA

Ryan Peterson
Bellano Coffee
SAN JOSE, CALIFORNIA

Lucky Rodrigues
Temple Coffee
SACRAMENTO, CALIFORNIA

Elizabeth Sabo
North Light Books & Café
COTATI, CALIFORNIA

Peter Schultz
Bishop Artisan Coffee Roasters
BISHOP, CALIFORNIA

Dominic Taylor
Barefoot Coffee Roasters
SANTA CLARA, CALIFORNIA

Crystal Thomas
A'Roma Roasters
SANTA ROSA, CALIFORNIA

Jared Truby
The Naked Lounge
CHICO, CALIFORNIA

Eton Tsuno
Groundwork Coffee Co.
LOS ANGELES, CALIFORNIA

David Whitaker
Mokka LLC
BERKELEY, CALIFORNIA

Mary Wholey
Barefoot Coffee Roasters
SANTA CLARA, CALIFORNIA

2007 WRBC Presented BY

TAYLOR
· MAID ·
FARMS

FLYING GOAT
COFFEE

Dolce  Neve

Taylor Maid Farms is a certified organic producer of coffee and tea products located in Sebastopol. Their distinctive line of gourmet coffees and teas are available in markets and restaurants throughout California.

Flying Goat Coffee is a certified organic and Fair-Trade coffee roaster with three retail locations in Sonoma County. They source the finest coffees from around the world and roast them daily at their Healdsburg roastery.

Dolce Neve is an industry leader specializing in the sale and service of quality espresso machines, coffee equipment and coffee related products and accessories.



FEATURING

Bunn-O-Matic

Barista Magazine

Java Jacket

Intelligentsia Coffee & Tea

Barefoot Coffee Roasters

Pacific Natural Foods

High End Uniforms

Petaluma Coffee & Tea

Vaneli's

Trade SHOW

Speak directly with industry leaders and professionals; celebrate the art of fine coffee and espresso making and learn about products first-hand.

The Trade Show is located in the Sheraton's lobby, and is open Friday, March 16th and Saturday, March 17th.

Attendance is open to the public, free of charge.



education seminars

FEATURING

Taste of the Western Region

Understanding the "C"

Espresso Theory 101

WBC or Bust

2007 Green Coffee Picks

Getting the Most Out
of Specialty Coffee

Professional Barista Tips
for the Prosumer

SCAA Sensory Skills Test

Creating Development
Partnerships

Home Roasting Demystified

Espresso Preparation
in the Restaurant Setting

This seminar is free & open to the public.

Whether you have been in the specialty coffee industry for years or are just getting started, this year's WRBC Educational program is packed with pertinent, cutting edge topics you won't want to miss.

Attendees who purchase an "Educational Seminars" badge can benefit from attending all educational sessions on Friday and Saturday, in two tracks: Industry Professional and Consumer.

Registration is \$75.00 for the entire 2-day program.



FOURTH *taste for yourself* machine

FEATURING

Flying Goat Coffee
HEALDSBURG, CALIFORNIA

Taylor Maid Farms
SEBASTOPOL, CALIFORNIA

Equator Coffees & Teas
SAN RAFAEL, CALIFORNIA

Pacific Bay Coffee Co.
WALNUT CREEK, CALIFORNIA

Ritual Coffee Roasters
SAN FRANCISCO, CALIFORNIA

Mr. Espresso
OAKLAND, CALIFORNIA

Barefoot Coffee Roasters
SANTA CLARA, CALIFORNIA

Ecco Caffè
SANTA ROSA, CALIFORNIA

Intelligentsia Coffee & Tea
LOS ANGELES, CALIFORNIA

Groundwork Coffee
LOS ANGELES, CALIFORNIA

An important part of the WRBC's mission is to educate and inform the general public about specialty espresso and the role of the skilled barista in preparing it. In an effort to further this mission, the WRBC hosts and official espresso machine sponsor, Espresso Specialists, Inc., have arranged for a fourth La Marzocco FB80 EE to be available for competitors and WRBC-certified baristas to demonstrate their skills by preparing free espresso and cappuccino for the spectating public.

One-hour time slots are available for roasters to feature their espresso blends for the public to taste in the form of espresso and cappuccino. The Fourth Machine will be stationed in the competition hall near the entrance.

Fourth Machine baristas may serve only straight espresso and cappuccino, prepared according to WRBC competition standards (one ounce ristretto espresso and five ounce cappuccino).

TAYLOR
· MAID ·
FARMS

FLYING GOAT
COFFEE



Dolce Neve



pacific bay coffee co.
micro-roastery



dowHOUSE
graphic design

PRESTON
OF DRY CREEK



JAVA JACKET.

ESPRESSO SPECIALISTS
a FRANKE Company

BUNN



groundwork
coffee company los angeles, ca



GRIMAC ROYAL
FALCON CORP.

InterAmerican Coffee



KNUTSEN
COFFEES, LTD.



GREAT INFUSIONS CO.

FETCO

MR. ESPRESSO
OAK WOOD ROASTED COFFEE SINCE 1978



Baristella
The Flavorful Lite Syrup!

Capriccio
Exotic Islands® Smoothies & Granitas



REG BARBER
ENTERPRISES

Sonoma Syrup Co.
INFUSED SIMPLE SYRUPS™



BODYCOFFEE.



BOHEMIAN
PROUDLY BROADCAST BY THE NORTH BAY

