

CAFEC UK Brewers Cup 2025

Rules

Welcome to the CAFEC UK Brewers cup 2025.

We are thrilled to announce the inaugural **CAFEC UK Brewers Cup 2025** - a celebration of precision brewing, craftsmanship, and the pursuit of the perfect cup.

This competition aims to discover and crown the UK's most skilled brewer using **CAFEC's industry-leading filter papers and brewing equipment**. It is more than just a contest - it's an invitation to explore the depths of manual brewing, highlighting the subtle art and science behind each cup.

CAFEC, renowned for pioneering the world's first cone-shaped paper filter, is committed to helping baristas, home brewers, and coffee professionals elevate their brewing through carefully designed tools that bring clarity, balance, and nuance to every cup. In the UK, CAFEC products are proudly represented and distributed by **CAFEC UK** in partnership with **Cascara UK**, who together play a vital role in supplying and supporting specialty coffee professionals nationwide with CAFEC's full product line.

This competition is part of **CAFEC UK's broader mission** to build a vibrant community of brewers and coffee enthusiasts across the country, while showcasing the importance of high-quality brewing tools in achieving excellence in cup quality. It also marks the beginning of a long-term vision: **to establish CAFEC as the number one brewing brand in the UK**, trusted by both professionals and passionate home brewers alike.

1. Competitors

- Competitor tickets will be available from **6pm on Monday 15th June** on Cascarra UK's [website](#). Tickets will show as sold out until they are released.
- The total entry cost is £50 and tickets are limited to 1 per transaction.
- Tickets can be purchased by anyone, of any skill level, as this competition is open to everyone
- Competitors must be available from **4pm on Friday 11th July** to compete at the **Victoria Arduino Camden Experience Lab**.
- Purchased competitor tickets are non-refundable, but are transferable. If a transfer is required, email andrew@thecuppingdirectives.com as soon as possible.
- There are a total of 24 competitor places available and are filled on a first come, first serve basis. Tickets will show as sold out after all places are filled.
- When all competitor tickets are sold, a waiting list will be available in case of transfers. Please email andrew@thecuppingdirectives.com to be added to the waitlist. If tickets requiring a transfer become available, we will contact you on a first come, first serve basis from the waiting list. We will not be involved in

- any transfer of money outside of purchasing tickets via the website.
- The competitor list will be released 2 weeks before the competition.
- Each competitor will be supplied with 200g of coffee from PLOT Roasting, 1 [Cafec Tritan Flower Dripper 1 cup](#) (in their choice of colour) and 1 pack of filter papers, to practice with and keep.
 - We will contact each competitor after registration to confirm choices and delivery.
- Each competitor will be supplied with promotional social media content to post.

2. Competition Format

- A total of 24 competitors will take part in the competition
- The **first round** is made up of 6 heats of 4 competitors each.
 - Competitors will be randomly allocated to a heat.
 - 1 winner from each first round heat will progress into the second round.
- The **second round** is made up of 3 head-to-head heats.
 - 1 winner from each head-to-head will progress into the final round.
 - 1 loser from each head-to-head will progress into the third round.
- The **third round** is made up of 1 round and includes 3 competitors
 - 4th, 5th and 6th place will be selected. The competitor in 4th place will also progress to the final round.
- The **final round (finals)** is made up of 1 round and includes 4 competitors.
 - 1st, 2nd 3rd and 4th place will be selected.

3. Equipment and coffee

- The sponsor and roaster of the coffee is Plot Roasting
- There will be two coffees used in the competition.
 - The coffee for the **first round** will be included in your competitor pack.
 - The coffees for the **second round**, **third round** and **final round** will be announced at the beginning of the **second round**.
- Competitors will use the [Cafec Tritan Flower Dripper 1 cup](#) supplied to them before the competition.
 - The brewing device may not be modded in any way.
- Competitors will be given a new pack of their chosen filter papers.
- Kettles and scales will be provided by Felicita
- A Bentwood vertical 63 will be provided for grinding
- Water will be supplied by the filtration system at the Victoria Arduino Camden Experience Lab.
- Competitors may also bring any of their own equipment to use

4. Competition rules

- Each round will be 12 minutes
 - How this time is used is up to the competitors.
 - Competitors may lay out and test their equipment before time begins.
 - Kettles may be filled and turned on before time begins.
 - No coffee may be ground before time begins
- On the brewing table, a submission area will be marked clearly and told to the competitors - brews must be submitted in the provided CAFEC serve across this line, or into or onto the area, before the end of brewing time.

- Competition staff will check the submitted brew weight.
- Judges will begin judging the coffee 5 minutes after brewing time ends, or after each coffee has been submitted - whichever comes first.
- Coffee will be poured from the CAFAC servers into ceramic cups for tasting. Any remaining coffee may be served to spectators.
- Competitors must clean down their station by themselves.
 - The manner and cleanliness of the brewing and station will not be evaluated.
- No Performance or presentation is required.
- Any amount of coffee can be used for your recipe and any grind size can be used.
- The amount of coffee to be brewed and submitted to the judges must be between 200-300g in the carafe.
 - You may take a sample of your brew to taste, but if the submitted brew falls outside of the range you will be disqualified.
 - Bypass brews and recipes are not allowed and result in disqualification.
 - Only one brew can be submitted. The final submission can not be made up of multiple brews.
- Competitors may brew multiple times but can only submit one brew.
- Submitted brews will be made anonymous so that the judges do not know who has brewed which submission.

5. Judging

- There are a total of 5 judges for the competition
 - One judge will be appointed as head judge.
 - Each judge will evaluate all coffees across the competition.
 - Each judge will taste the brewed coffee to evaluate it.
 - The judging criteria is:
 - Complexity and intensity of acidity
 - Complexity and intensity of sweetness
 - Intensity of bitterness and aftertaste
 - Body and mouthfeel
 - Harmony and balance overall
 - Which brew they would want to drink again
 - A scorecard will be made with instructions for judges.
 - After evaluation, each judge will point to their winning cup
 - If there is a draw, the head judge will choose a winner from the brews with the most votes.
 - For the third round and final round, judges will decide as a group to decide 4th/5th/6th and 1st/2nd/3rd/4th respectively.

Questions regarding the competition format or rules should be directed to andrew@thecuppingdirectives.com.

Good luck,