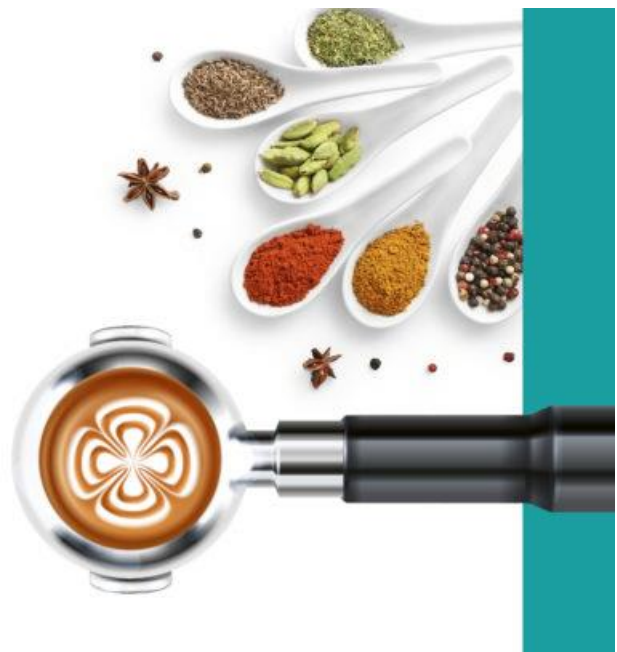


SIRHA+ COFFEE CHALLENGE

PLANT-BASED UNIVERSE
BY **alpro**

2022.
MÁRCIUS 22.

HUNGEXPO
BUDAPEST
F PAVILON



COMPETITION TENDER

SIRHA COFFEE CHALLENGE

Plant-based Universe by Alpro

Date: 22 March 2022, Tuesday from 10 AM to 6 PM

Location: HUNGEXPO F pavilion – Sirha Budapest exhibition

HU - 1101 Albertirsai út 10., III. gate

Professional latte art from a plant-based drink? Here's a great opportunity to show off your talent! Surely you also meet regularly with guests who want to have their coffee with a vegetable drink! Our goal is to support the barista profession and show how delicious and creative Alpro Barista products can be used!

The total prize money of the competition is HUF 400,000

1st place 100,000 HUF

2nd place 60,000 HU

3rd place 40,000 HUF

There are also other valuable prizes waiting for you!

The competition task consists of two parts:

1, on the one hand, competitors must make a creative drink, for which they must use an Alpro Barista product of their choice. They can work with their own coffee and use other auxiliary ingredients except of alcohol. Taste harmony and aesthetics are important.

2, the other task is to make a latte type drink from the chosen Alpro Barista product by pouring a selected sample. The volume of the latte have to be between 100 and 250 ml. Taste harmony and pattern are important.

Both creative and latte drinks make 2-2 competition drinks. Alpro will provide selected Alpro Barista products on site as well as test products in all four varieties within 8 days of submitting your application.

The competitor will take care of the glasses, coffee and other ingredients, and you can bring your own mill. If you do not bring a mill, please indicate on the application form and we will provide a mill on site.

We awaits baristas' application to the competition.

You can work alone in the competition program, but you can also have helpers. You can share who is doing what in the competition, latte-presentation-creative drink, can all be a separate task for each member. A person can be a member of more than one team. The point is the best competition program!

Total number: 8 teams

The competition follows the concept of barista professional competitions, with two workstations set up on stage. Competitors are provided with 15 minutes of preparation time and 15 minutes of competition time. As teamwork is allowed, it is up to the competitors to decide which category to show.

Competition venue:

The event takes place in the pavilion "F" of HUNGEXPO, on one of the stages of Sirha Budapest. Visitors can follow the event in the seated auditorium and on a large projector. All those who take part in the virtual exhibition can watch the program live on Sirha's website.

Organizers: Presspirit – KávéBár PR, Sirha Budapest

Strategic partner: Alpro

Application deadline: 16th March 2022, there is no participation fee!

Application: at the e-mail address info@presspirit.hu, by filling the application form. Please write *Alpro-Sirha competition application* to the subject.

We will send you more information by e-mail confirming your application.