

SIRHA LATTE ART CHAMPIONSHIP BY ALPRO 2026

Official competition rules and judging system

Aim of the competition

The aim of the competition is to showcase baristas' technical skills, visual creativity, precision and reproducibility in latte art, and to promote coffee and matcha latte art culture.

Competition details

Date: 3 March 2026

Duration: 11:00 a.m. to 2:00 p.m.

Venue: Hungexpo, Pavilion G – SIRHA BUDAPEST EXPO

Competition venue: Competition stage

Main sponsor: ALPRO

Conditions of participation

Participation in the competition is free of charge and open to all professional competitors who:

is at least 18 years of age,
accepts all points of these rules,
has registered by the registration deadline.

Competitors may enter in teams of up to 2 people.

The organisers reserve the right to limit the number of entries.

Total prize money: the organisers will provide a total prize money of HUF 200,000 and additional gifts for the competitors.

Competition categories and techniques

The competition will be held in two beverage-based categories:

1. Coffee latte
2. Matcha latte

Two techniques are mandatory in both categories:

- Free Pour
- Etching (drawing with a tool)

Judges

Competitors are evaluated by three (3) sensory judges and one (1) technical judge.

Assistants

The competitors' work will be assisted by a master of ceremonies (1) and a timekeeper (1). Each competitor or team may have one assistant, whom they must provide themselves.

The competition

Each team (consisting of 1-2 members) must prepare a total of four drinks in twelve minutes as follows:

Coffee latte

- 1 cup using the free pour technique
- 1 cup Using the etching technique
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Matcha latte

- 1 cup using the free pour technique
- 1 cup using the etching technique

Each drink constitutes a separate evaluation unit.

Each drink must be prepared using an Alpro Barista drink selected by the barista.

Ingredients and equipment

COFFEE LATTE ART

Ingredients and equipment provided by the organiser

Competitors must use the lever coffee machine and grinder provided by the competition.
Coffee machine type: Dalla Corte

Each work area will be equipped with the following:

- machine table (for the coffee machine, grinder, kettle)
- work table (for trays and other accessories),
- presentation table (for the judges)
- coffee machine
- 300 ml capacity cup
- grinder
- compactor
- tray
- scraper
- Alpro Barista products
- waste bin

Competitors are responsible for procuring all necessary equipment and materials other than those listed above, in quantities greater than necessary if possible, in case of breakage during travel or competition.

Competitors may bring the following items to the competition:

- measuring cups, bowls
- milk frothing containers
- cleaning tools (hand brush, grinder cleaning brush, etc.)
- Etching tools (sticks, pens)
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Prohibited tools and materials

- Colouring agents
- Stencils
- External decoration
- Prohibited additives

Mandatory: printed photos

1 printed photo is required for EVERY sample. Must be labelled:

- "Free Pour"
- "Designer"

COFFEE LATTE ART – JUDGING SYSTEM

General principles

Coffee latte art drinks will be judged by two independent judging panels:

1. Technical jury – evaluates the execution and work process
 2. Visual/sensory jury – evaluates the appearance of the finished drink
- The evaluation does not cover taste, only technical and visual execution.

Coffee latte drinks to be prepared (evaluation basis)

Competitors in the coffee latte category must prepare the following drinks:

- 1 cup of coffee latte – using the free pour technique
- 1 cup of Coffee Latte – using the Etching technique

The two drinks will be evaluated separately and then added together.

I. TECHNICAL JURY – COFFEE LATTE

The technical jury will evaluate the competitor's

- work process,
 - use of tools,
 - technical control
- while the drink is being prepared.

Technical evaluation criteria

Scoring for each criterion:

0–6 points / drink

Evaluation criterion	Explanation
Milk texture quality	Silky microfoam, no bubbles
Contrast	Clear separation of crema and milk
Sharpness of pattern	Clarity of contours
Symmetry and proportions	Centred, proportionate pattern
Technical control	Conscious casting / etching
Cleanliness	Cup rim, working area

Technical scores

- Score per drink: 0–36 points
- Coffee latte category total (2 drinks): 0–72 points

II. VISUAL/SENSORY JURY – COFFEE LATTE

The task of the visual jury

The visual jury evaluates only the finished drinks and does not observe the preparation process.

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The evaluation focuses on the latte art pattern appearing in the cup.

Visual evaluation criteria

Scoring for each criterion:

0–6 points / drink

Evaluation criterion	Explanation
Overall impression	First visual impression
Creativity	Uniqueness, idea
Pattern complexity	Detail in relation to technique
Aesthetics	Harmony, clarity
Appropriate use of technique	Correct application of free pour/etching

Visual scores

- Score per drink: 0–30 points
- Coffee latte category total (2 drinks): 0–60 points

III. COFFEE LATTE CATEGORY – TOTAL

Subscore	Point range
Technical jury	0–72
Visual jury	0–60

Coffee Latte Art maximum score: 132 points

Tie in the coffee latte category

1. Higher technical score decides
2. If the tie persists:
 - extra coffee latte free pour round, or
 - decision by jury consensus

MATCHA LATTE ART

The aim of the Matcha Latte Art Championship is to showcase baristas' technical skills, visual creativity and milk frothing (or plant-based drink texturing) skills in relation to plant-based drinks, with a particular focus on the different physical and visual properties of matcha and plant-based drinks.

The characteristics of matcha latte art

Matcha latte art differs from coffee latte art in the following ways:

- there is no crema, so the contrast comes solely from the difference between the green matcha and the light-coloured milk,
- due to the density and tendency of matcha to settle, the foam stability lasts for a shorter period of time,
- visual clarity and proportions are more important than complex patterns.

The jury will take these characteristics into account during the evaluation.

Drinks to be prepared

Each competitor must prepare 2 cups of matcha latte:

1. 1 cup using the Free Pour technique
2. 1 cup using the Etching technique

The two drinks are evaluated separately and do not need to contain the same ingredients.

Time limit

Total time available: 6 minutes per competitor

The time includes:

- preparation of matcha,
- texturising the plant-based drink,
- presentation of drinks.

Ingredients and equipment provided by the organiser

- Matcha powder (quality specified by the competition)
- ALPRO plant-based drink
- Soft water
- Kettle
- Induction hob
- Matcha mixing bowl, bamboo brush
- 300 ml cup (mandatory)

Ingredients and equipment that must be provided by the competitor

- Foaming jug
- Etching tool (stick, pen)
- Bamboo whisk (chasen), mixing bowl

Prohibited

- Colouring
- Stencils
- External decoration
- Powder sprinkles, toppings

Mandatory: printed photos

1 printed photo is required for EVERY sample. It must be labelled:

- "Free Pour"
- "Designer"

MATCHA LATTE ART – JUDGING SYSTEM

The judging panel consists of two parts:

- Technical jury
- Visual judging panel

The evaluation does not cover taste, but only technical and visual execution.

9. Technical jury – evaluation criteria

Scoring: 0–6 points / criterion / drink

Evaluation criterion	Explanation
Matcha preparation	No lumps, even dissolution
Milk/plant-based drink texture	Silky smoothness, stable microfoam
Contrast	Green–light separation
Pattern sharpness	Recognisability, distinctness
Technical control	Conscious casting/drawing
Cleanliness	Cup, rim, working area

Technical score:

- Total per beverage: 0–36 points
- Total: 0–72 points

10. Visual jury – evaluation criteria

Scoring: 0–6 points / criterion / drink

Evaluation criteria	Explanation
Overall impression	First visual impression
Harmony	Proportions, balance
Creativity	Idea, form
Pattern complexity	Detail appropriate to the match
Appropriate use of technique	Correct application of free pour/etching

Visual score:

- Per drink: 0–30 points
- Total: 0–60 points

11. Total scores

Subscore	Point range
Technical	0–72
Visual	0–60

Matcha latte art maximum score: 132 points

12. In the event of a tie

1. Higher technical score decides
2. If the tie persists:
 - extra matcha free pour round, or
 - decision by jury consensus

13. Rule violations

The following may result in point deductions or disqualification:

- use of unauthorised ingredients or tools,
- colouring or decoration,
- unsportsmanlike behaviour.

OTHER

- A) The order in which the drinks are prepared is arbitrary, but all drinks within each drink category must be served before the competitor can begin preparing the next drink category.

- B) The two drinks in each category must be prepared using the same coffee and matcha, which will be provided by the Organiser.
- C) Competitors may prepare an unlimited number of drinks during the competition, but only drinks submitted to the judges will be evaluated.

Definition of drinks

Latte-type coffee drink

- A) Latte-type coffee drinks are made from coffee and Alpro Barista drinks, offering a harmonious blend of the rich flavours of plant-based drinks and espresso coffee.
- B) The latte-type drink must be made from one (1) espresso coffee and Alpro Barista drink.
- C) The total volume should be 250-300 ml.
- D) The latte-type drink must be served with latte art. The latte art pattern can be chosen by the competitor. Precise execution is more important than the complexity of the pattern.
- E) Before presenting the drinks, the competitor must provide a printed image of the freehand pattern they have chosen, as well as the drawn pattern.

Latte-style matcha drink

- F) A latte-type coffee drink made from coffee and Alpro Barista drink, offering a harmoniously rich flavour of plant-based drink and espresso coffee.
- G) The latte-type drink must be made from one (1) serving (1 g) of matcha tea and Alpro Barista drink.
- H) The total volume is 250-300 ml.
- I) The latte-style drink must be served with latte art. The latte art pattern can be chosen by the competitor. Precise execution is more important than the complexity of the pattern.
- J) Before presenting the drinks, the competitor must provide a printed image of the freehand pattern they have chosen, as well as the drawn pattern.

Competition procedure

- 03.03.2026 HUNGEXPO Hall G
- Arrival: 09:30
- Briefing: draw 09:45
- Practice (in the same order as the competition): 10:00-10:50
- Competition time: 11:00-14:00

- A) The competition area consists of two work areas, numbered 1 and 2.
- B) Each competitor is assigned a start time and a work area number.
- C) Each competitor has 20 minutes in their designated work area, as follows:
 - i) 4 minutes preparation time
 - ii) 14 minutes of competition time / completion time
 - iii) 2 minutes cleaning time

The judges' presentation table

Competitors do not need to set up the presentation table; water will be provided by the Organiser. Before the start of the competition, competitors shall hand over printed images of the competition drinks, which shall be served on trays provided by the Organiser.

Preheated cups

Cups may be preheated during the preparation time, but there must be no water in the cups at the start of the competition.

End of preparation

Competitors may not exceed the 5-minute preparation time limit. When the time is up, the timekeeper will ask the competitor to step away from the work table.

Competition time

Introduction by the master of ceremonies

When the 4-minute preparation time is up and the judges are ready, the master of ceremonies will introduce the competitor.

Start of competition time

Before the start of the competition time, you must start a 14-minute competition time. During the competition time, the timekeeper will give the competitor warnings at ten minutes, five minutes, three minutes, one minute and thirty seconds before the time is up, even if the competitor is speaking at that moment.

Serving drinks

All drinks must be served on the judges' presentation table, separated by category and type.

Removal of served drinks

After the drinks in a given category have been served and the judges have evaluated them, the master of ceremonies removes the drinks from the presentation table.

Use of the work area

Competitors may only use the designated work area: the machine table, the work table and the presentation table. Competitors may not use the area under the tables for storage, otherwise they will receive zero points on all technical score sheets for "Work area management/Clean work area at the end of the competition".

End of competition time

The competition time ends when the competitor raises their hand accompanied by a clearly audible "time" call. The competitor may decide to end the competition time at any time, for example when they serve the last drink to the judges on the presentation table, or when they return to the work table after serving the last drink. The maximum competition time (without penalty) is 14 minutes. Competitors will not receive penalty points or bonus points if they finish in less time.

Technical problems

- A) The competitor may raise their hand and loudly say "technical time out" to indicate that they have noticed a technical problem with any of the equipment provided:
- i) problem with the coffee machine (power, pressure, control system, lack of water, drainage fault)
 - ii) problem with the grinder or other equipment

The master of ceremonies (during the preparation time) or the head judge (during the competition time) will stop the timer in this case. Once a technician has solved the problem, the competitor's competition time will continue. If the technical fault is caused by the competitor or the competitor's electrical equipment, the head judge may decide that the competitor will not be given any additional time. In this case, the preparation or competition time will continue.

Inadequate knowledge of the technical equipment does not entitle the competitor to request a technical timeout.

Cleaning time

When the competitor's competition time is up, they must begin cleaning their work area. Competitors must remove all personal equipment and raw materials from the work area and wipe it down thoroughly. The judges do not evaluate the cleaning time.

Competitor's total score

The competitor's total score is the sum of the points on the technical score sheet and the four sensory judges' score sheets, from which any penalties are deducted.

Alpro Barista drinks may not be referred to as milk in any way, as they are not milk. They must be referred to as plant-based drinks, Alpro Barista, Alpro oat-soya-coconut-almond drinks. Incorrect naming will result in a deduction of 10 points from the total score per judge.

Dead heat

If two or more competitors are tied on total points, the scorekeepers will add up all sensory scores.

If the sensory scores of the competitors who have tied are also equal, the competitor with the higher latte sensory total score (the second part of all four sensory score sheets) will be the

winner.

If the competitors who have tied also have the same total and latte sensory scores, the competitor with the higher overall impact score (the fifth part of all four sensory score sheets) will be the winner.

EVALUATION CRITERIA – IN DETAIL

The evaluation scale is the same for sensory and technical scoring. Insufficient =

0, Sufficient = 1, Average = 2, Good = 3, Very good = 4, Excellent = 5, Exceptional

= 6

Scores range from zero to six

In this scoring system, half points can also be awarded between 1.0 and 6 points, which must be indicated with a decimal point rather than a fraction, e.g. 1.5, 2.5, 3.5. The lowest possible score is one (1); it is not possible to award 0.5 points. Zero points are awarded for completely unacceptable performance. Both zero and six point scores must be confirmed by the chief judge.

Technical evaluation procedure

Each competitor is evaluated by a technical judge, who records the evaluation on a technical score sheet.

Work area

- A) The cleanliness and tidiness of the competitor's work area (workbench, preparation table, top of the machine) is evaluated on a scale of one to six. If the area is untidy, one point is deducted.
- B) The competitor's ability to arrange the work area in a practical and efficient manner must be checked.
- C) Excessive preparation results in a loss of points (e.g. liquid in the frothing jug, water pre-filled in the water glasses, etc.).
- D) The cups must be placed on top of the coffee machine during warming, unless the competitor uses their own equipment to warm the cups. There must be no water in the cups at the start of the competition. If there is water in the cups placed on top of the coffee machine at any time during the competition, the competitor will receive zero points on both technical score sheets for the 'Work area management/Clean work area at the end of the competition' assessment.
- E) There may be grounds in the filter at the start of the competition, and this does not affect the cleanliness of the work area.

DETAILS

Rinsing the head

The head must be rinsed before each brew, after removing the filter or between extractions. If the head has been rinsed before preparing the drink, the judge will mark 'Yes'.

Clean, dry filter before dosing

If the filter has been dried and cleaned before preparing the drink, the judge will mark "Yes".

Consistent coffee dosing and tamping

The competitor must use a consistent method for dosing and tamping, filling the ground coffee evenly and then tamping it with the appropriate pressure. Cultural differences must also be taken into account.

Cleaning the filter before insertion

The rim and wings of the filter cup must be cleaned before placing it on the coffee machine. If this is done, the judge will mark "Yes".

Immediate tapping after placement

After placing the filter cup, tapping the coffee must begin immediately. If this is done, the judge will mark "Yes".

Brewing time (within 3 seconds of difference)

The judges measure the brewing time for all drinks and then determine whether they are within the 3-second tolerance. If the brewing time for the drinks in a given category is within this tolerance, the judge marks "Yes". The brewing time is measured from the moment the competitor activates the coffee machine's brewing cycle. The brewing time of drinks that are not served is not evaluated.

Empty/clean container at the start

Cold, fresh Alpro Barista must be poured into the clean frothing vessel. Filling the vessel with liquid during the preparation time is not permitted. The frothing vessel must be clean both inside and out.

Opening the steam tap before frothing

Before placing the milk in the machine, the competitor must release the steam tap.

Cleaning the steam valve after frothing

The steam pipe must be wiped with the designated kitchen towel at the end of frothing.

Opening the steam tap after frothing

Once frothing is complete, the contestant must release the steam from the steam pipe.

The spouts of the lever are clean / the spouts do not come into contact with the grounds container

When cleaning the spout, the competitor must remove all water and coffee from it. To achieve this, rinsing, using a cloth or wiping with your fingers are acceptable methods.

General hygiene during the competition

The judge will score this aspect by evaluating the competitor's hygiene throughout the competition. If the competitor has maintained good hygiene practices throughout the competition, the judge will give a "Yes" rating.

The contestant will receive a "No" rating for this criterion in the following cases:

- Touching the face, mouth, etc. with the hands.
- Touching the floor with their hands.

Proper use of wipes

The judges will evaluate the proper and hygienic use of wipes during the competition. The competitor will receive a "No" rating for this criterion in the following cases:

- Use of a cloth not specifically designated for the frother (if the competitor used the cloth used for the frother for other purposes).
- Use of the wipe in a manner that poses a risk to food safety (e.g. touching the face or mouth, etc.).
- Using a cloth that has fallen or touched the floor.

Visual assessment

The judges evaluate the appearance of the latte: the surface should show a combination of the colours of the Alpro drink and the coffee, with adequate contrast, a symmetrical arrangement and a smooth and, if possible, shiny/glass-like appearance. The pattern increases the score. The highest score is given to a clean, symmetrical, contrasting pattern, with the second criterion being the complexity of the pattern. A complex but inaccurately poured pattern is worth less than a simpler, accurately poured pattern.

Use of the correct cup

Lattes must be served in the mandatory 300 ml cup.

For information about the venue, competition and registration, please contact Noémi Szuna atszunanoemi@presspirit.hu or on +36 30 250 1298.

Application deadline: 25 February Participation in the competition is valid upon completion and submission of the application form and written confirmation. All confirmed competitors will receive written information about requesting practice drinks and on-site admission by 25 February.

Budapest, 3 February 2026.