

*Setting the standard of filter coffee
brewing throughout Europe*

SCAE Gold Cup
Programme





What is the Gold Cup programme?

SCAE Gold Cup = Win-Win-Win

The Gold Cup Programme is a European initiative by the Speciality Coffee Association of Europe (SCAE) to improve the standard of filter coffee consumed in the marketplace. It ensures a WIN for the Coffee Roaster, a WIN for the Restaurateur and a WIN for the consumer.

The **SCAE's** Gold Cup programme promotes a better, measurable standard in filter coffee. This will be achieved by recognising an internationally respected set of rules on brewing filter coffee.

The Gold Cup sets minimum standards for coffee to water ratio, brewing temperature and holding time, and optimum standards for coffee extraction and strength. Establishments meeting this standard will be endorsed by the **SCAE** by way of a certificate and plaque. Consumers will be able to pick out coffee brewed to a high standard wherever they see this plaque.

The standard will be rolled out and 'policed' by an army of 'Gold Cup Brewmasters' who will be qualified to test and troubleshoot filter coffee to scientifically meet the Gold Cup standard.

How the Gold Cup works

SCAE approves all courses to be carried out

SCAE Gold Cup training programme – Level 1 Brewmasters

€300 per participant includes full certification

Sample from site sent by Brewmaster to SCAE

SCAE validate coffee sample is to Gold Cup standard

SCAE send full certification directly to Brewmaster

Brewmaster requests plaque for site

€130 per site certification & plaque despatch

Plaque sent to Brewmaster from SCAE

SCAE manage Brewmaster database & Gold Cup site database

Brewmaster sends samples to SCAE for annual re-certification

€130 per site for re-certification & plaque renewal

We are proud to be sponsored and supported by the following companies in our drive for better quality filter coffee.

Where to find out more

The Speciality Coffee Association of Europe (**SCAE**) is responsible for the integrity of the Gold Cup programme. The **SCAE** will be happy to answer any questions on the Gold Cup Programme and future Brewmasters training courses.

CONTACT the SCAE on:

Oak Lodge Farm, Leighams Road,
Bicknacre, Chelmsford, Essex, CM3 4HF, United Kingdom

Email secretary@scae.com

Tel +44 (0) 1245 426060

Web www.scae.com

Testimonials

“The Gold Cup award ensures that our customers are providing premium quality filter coffee to their customers.”

Tom Rooney, General Manager, Robert Roberts Coffee Roasters.

“It is a great course, and I would recommend it to anyone”

James Hoffmann, Director, Square Mile Coffee Roasters and World Barista Champion 2008.

“I can without hesitation recommend this course for all who have a passion for coffee and a willingness to learn from masters in the industry. It is simply the best coffee course I have attended.”

Joseph Smith, SCAE Board Member, Authorised SCAE Trainer, WBC Judge, Certified Brewmaster.

“The Brewmaster course has given us a chance to refocus and re-educate both ourselves and the retailer in delivering better filter coffee to the marketplace. Improving filter coffee quality will be a huge benefit to the consumer, the retailer, the roaster and the producer.”

Jude Finn, Service Manager, Robert Roberts Coffee Roasters.



The economy of Gold Cup

VALUE FOR CONSUMERS

Consumers are happy to pay more for quality – be it perceived or actual. Research shows consumers will pay up to 15% more for Fairtrade or organic coffee. The environment in which the coffee is served may also contribute to its value. The quality in the cup is undeniably another point of value. If the cup is a certified Gold Cup brew, the value perception and coffee experience are both improved.

Gold cup coffee = better coffee experience for the customer = better value.

*Consumers are happy to pay
more for quality*



BECOMING A BREWMASTER

The **SCAE Gold Cup** Brewmaster's training programme marries the art and the science of coffee brewing, linking the subjectivity of taste to the objectivity of scientific analysis.

To become a Brewmaster, you must sit a 2-day training programme. The Brewmaster's course covers coffee from the seed, through roasting, grinding, brewing and tasting and includes hands-on roasting and professional coffee cupping. Most significantly the course will train you to scientifically assess extraction rates of any brew, enabling the Brewmaster to objectively assess a filter brew against the Gold Cup standard.

VALUE FOR RETAILERS

In commodities such as sugar, reducing the cost of the raw material has a significant effect on the potential profit at the point of sale. The cost price of coffee is so low compared to the sale price of the cup, reducing coffee volume does not make a significant difference to the retailer's profit and is more likely to result in lower quality and hence lower sales.

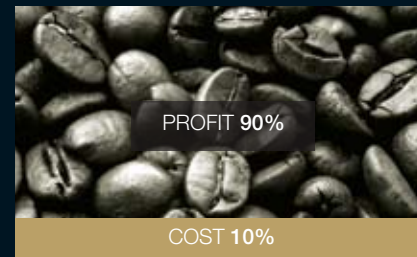
Increased coffee volume and quality = Improved coffee experience. Improved experience = repeat business and more sales.

With Gold Cup, more cost = more value = more profit!

SUGAR



COFFEE

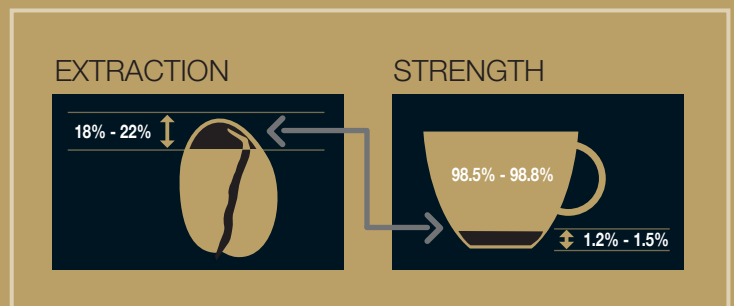


THE ART OF BREWING

There are acres of paper filled with data on coffee, coffee origins, coffee roasting and coffee flavour profiles. All these things have huge importance on what goes in the cup.

As important is the alchemy or art of turning a coffee bean and water into a perfectly extracted cup of coffee.

The Art of Brewing is effectively taking between 18 and 22% of a coffee bean and extracting it into approx. 1.3% of the finished beverage.



The most important aspect of 'the perfect cup' is the balance between strength of the beverage and correct extraction of the bean.

VALUE FOR ROASTERS

Meeting Gold Cup standard may mean increasing ground coffee volume by 50%. A modest 5% increase in the menu price of the coffee will still result in GREATER net profit for the retailer and greater sales for the roaster.



COST OF A €2 COFFEE

Cup, Lid, Sugar, Stirrer, Napkin	8.5c
Milk	6c
Coffee	6c
Labour	38c
Rent	27c
Admin.	52c
VAT	30c
Utilities	4c
Profit	28.5c

COST OF A €2.10 COFFEE

Cup, Lid, Sugar, Stirrer, Napkin	8.5c
Milk	6c
Coffee	9c
Labour	38c
Rent	27c
Admin.	52c
VAT	31.5c
Utilities	4c
Profit	34c

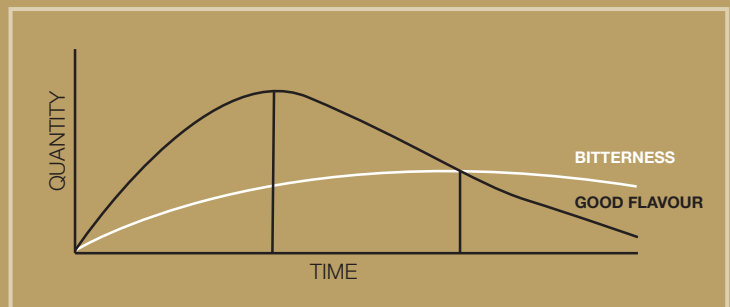
THE SCIENCE OF BREWING

Filter coffee as defined by the **SCAE Gold Cup** standard – ‘A ratio of 1 litre of fresh water brewed at 92° to 96°C through 50g to 65g of freshly ground coffee and filtered through an oxygen-bleached filter paper to extract between 18% and 22% of solids from the coffee’.

Scientifically, there are many aspects which influence the quality of filter coffee, most significantly:

- 1. Grammage** How much coffee we use per litre of water.
- 2. Grind** How coarse or fine we grind the roasted coffee bean.
- 3. Contact Time** How long the ground beans and water are in contact to extract the brew.
- 4. Temperature** How consistent and what temperature the water is at brew time.

WHAT HAPPENS DURING THE BREW?



The Gold Cup Brewmaster's training programme develops each of the **SCAE's SIX ESSENTIALS OF COFFEE BREWING**, supporting the theory with hands-on workshops.