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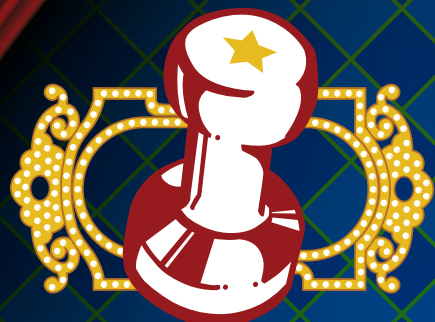
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HOSTED BY
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 micro-roastery

SPECIALTY COFFEE ASSOCIATION OF AMERICA
 presents



MARCH 28-30

WESTERN REGIONAL
2008 Barista
 COMPETITION

GAIA ARTS CENTER
BERKELEY, CALIFORNIA

TOP BARISTAS COMPETING
THE FOURTH MACHINE & CLOVER BREWER

SPEAKERS & SEMINARS

"Coffee: What Makes it Taste that Way"

SCAA Sensory Skills Class

Espresso Machine Maintenance

"Crafting Espresso, a Roaster's Perspective"

"Isn't Milk Just Milk? What are the Differences?"

The History of Barista Competitions

"THE PAINTED & PHOTOGRAPHED BEAN" ART EXHIBIT

BIKES TO RWANDA & COFFEE KIDS BENEFITS

www.WRBC2008.com
 free & open to the public

WELCOME TO THE 2008 WESTERN REGIONAL BARISTA COMPETITION!

Pacific Bay Coffee Co. & Micro-Roastery is proud to be this year's host of what has grown to be the largest regional competition in the country. We are especially excited to host this year's competition in Berkeley, well known as a cultural and culinary center, and perfectly aligned with our mission to bring a greater awareness of the specialty coffee industry to the public. This event would not have been possible without the contributions from our 100+ volunteers, 50+ sponsors, 16 roasters, 30+ judges, and 36 competitors—to all of whom we extend our deepest thanks.

Since 2004, Pacific Bay Coffee Co. and our crew of passionate coffee aficionados have offered a unique coffee experience at our independently owned and operated specialty coffee house and roastery in Walnut Creek. All of our coffees are sourced for their unique character and quality, and are roasted in small batches to ensure freshness and accentuate flavor. Our new Berkeley facility offers a wholesale coffee and barista training program designed for cafes, bakeries, and restaurants. We hope you'll come visit us soon!

Kerry & John Laird
 Pacific Bay Coffee Co. & Micro-Roastery

ABOUT THE COMPETITION

The United States Barista Championship (USBC), May 2-5, 2008 in Minneapolis, MN, is designed to encourage and recognize professional achievement in the art of espresso beverage preparation and service. The winner of the USBC goes on to represent the United States at the 9th Annual World Barista Championship in Copenhagen, Denmark. The Specialty Coffee Association of America sanctions ten regional competitions, including the Western Regional Barista Competition (WRBC). The winner has an automatic semi-final placing in the USBC competition.

COMPETITION RULES

Each contestant prepares and serves three espresso beverages for each of four sensory judges: one espresso, one cappuccino, and one "signature" drink of their own creation. Competitors have fifteen minutes to prepare all twelve drinks while being observed by four sensory and two technical judges. The drinks may be made in any order, as long as each round is presented at the same time. Competitors are judged based on drink taste, presentation, technical skills, and cleanliness. Points are deducted if the presentation runs over fifteen minutes; if it extends beyond seventeen minutes, the barista is disqualified.

GRAND PRIZE

Flight and accommodations to compete in the USBC. The top six finalists receive a custom WRBC 2008 Reg Barber tamper and the top three finishers receive trophies custom-made by local artist MK Shannon.



FRIDAY, MARCH 28TH

9am-5pm Fourth Machine & Clover Brewer Tastings
 MEZZANINE

9am-5pm Competition, Preliminary Round 1
 THEATRE FLOOR

SATURDAY, MARCH 29TH

9am-5pm Fourth Machine & Clover Brewer Tastings
 MEZZANINE

9am-5pm Competition, Preliminary Round 2
 THEATRE FLOOR

9:30am "Coffee: What Makes it Taste that Way"
 Ken Davids, CoffeeReview.com
 MEZZANINE CAFÉ

10:30am Sensory Skills Class
 Joseph Rivera, SCAA
 MEZZANINE CAFÉ

1pm "Espresso Machine Maintenance"
 Terry Ziniewicz, Espresso Parts NW
 MEZZANINE CAFÉ

2pm Sensory Skills Class
 Joseph Rivera, SCAA
 MEZZANINE CAFÉ

4:30pm "Crafting Espresso, a Roaster's Perspective"
 Mike Perry, Klatch Roasting
 John Laird, Pacific Bay Coffee Co. & Micro-Roastery
 MEZZANINE CAFÉ

5pm "Isn't Milk Just Milk? What are the Differences?"
 Robert Brewer, Straus Family Creamery
 THEATRE FLOOR

5:30pm Finalists Announced
 Preliminary & Special Awards
 THEATRE FLOOR

SUNDAY, MARCH 30TH

9am-2pm Fourth Machine & Clover Brewer Tastings
 MEZZANINE

10:30am-1pm Competition, Final Round
 THEATRE FLOOR

1pm "The History of Barista Competitions"
 Sarah Allen, Barista Magazine
 THEATRE FLOOR

1:30pm Awards Ceremony
 THEATRE FLOOR

COMPETITORS

David Amzel

Yalis Café

BERKELEY, CA

Rafael Augiar

Jones Coffee Roasters

PASADENA, CA

Chris Baca

Ritual Coffee Roasters

SAN FRANCISCO, CA

Ross Barclay

Marin Coffee Roasters

SANTA VENETIA, CA

Christopher Bord

Linnaea's Café

SAN LUIS OBISPO, CA

Drew Cattlin

Ritual Coffee Roasters

SAN FRANCISCO, CA

Aislinn B. Cullen

Yalis Café

BERKELEY, CA

Lindsey Elliott

Zoka Coffee Roaster & Tea Co.

SEATTLE, WA

Hector W. Flores

Caffe Calabria Coffee Roasting Co.

SAN DIEGO, CA

Kyle Glanville

Intelligentsia Coffee & Tea

LOS ANGELES, CA

Adam Glucksman

Caffe Mediterraneum

BERKELEY, CA

Nick Griffith

Intelligentsia Coffee & Tea

LOS ANGELES, CA

Fernanda Hernandez

Elan Organic Coffees

SAN DIEGO, CA

Monica Hill

Barefoot Coffee Roasters

SANTA CLARA, CA

Marie Holston

Barefoot Coffee Roasters

SANTA CLARA, CA

Janelle Bel Isle

Kean Coffee

NEWPORT BEACH, CA

Ben Lance

Temple Coffee

SACRAMENTO, CA

Ian Levine

The Conservatory

CULVER CITY, CA

Lita Lopez

Groundwork Coffee Co.

LOS ANGELES, CA

Yoshi Nozawa

Eon Coffee

HAYWARD, CA

Ozzie Ortiz

Anazao Coffee Co.

IMPERIAL, CA

Dan Peat

Café Mediterraneum

BERKELEY, CA

Devin Pedde

Intelligentsia Coffee & Tea

LOS ANGELES, CA

Ben Perkins

Pacific Bay Coffee Co. & Micro-Roastery

WALNUT CREEK, CA

Heather Perry

Coffee Klatch

SAN DIMAS, CA

Louie Poore

North Light Café

SONOMA, CA

Giovanni Sacco

Coffee Creek

MODESTO, CA

Ashlee Shell

Nugget Markets

WOODLAND, CA

Clint Slagle

JavaJ Espresso Bar

ROSEVILLE, CA

Jared Truby

Verve Coffee Roasters

SANTA CRUZ, CA

J. Valenta

JavaJ Espresso Bar

ROSEVILLE, CA

Brett Walker

Zoka Coffee Roaster & Tea Co.

SEATTLE, WA

Sean White

Verve Coffee Roasters

SANTA CRUZ, CA

Ryan Willbur

Intelligentsia Coffee & Tea

LOS ANGELES, CA

Jessica Woods

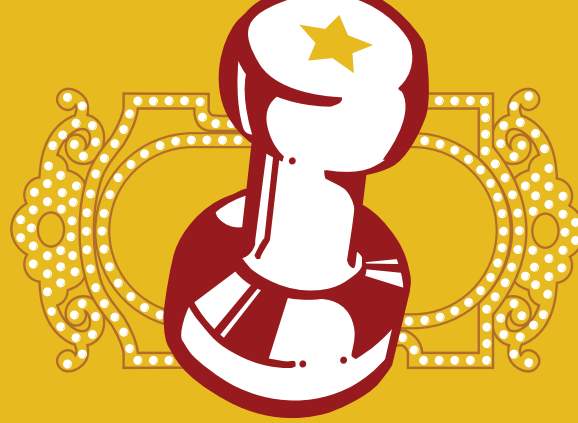
Temple Coffee

SACRAMENTO, CA

Jillian Woods

Linnaea's Café

SAN LUIS OBISPO, CA



EMCEES

This year's event emcees will be **Sarah Allen**, Editor of *Barista Magazine*, and **Jana Oppenheimer**, Pacific Regional Sales Manager for Franke Coffee Systems.

AWARDS

Best Espresso Award

Given to the barista receiving the highest score on their espresso during the preliminary round. *Award by Terry Ziniewicz, Espresso Parts NW.*

Best Signature Drink Award

Given to the barista receiving the highest score on their signature beverage during the preliminary round. *Award by Terry Ziniewicz, Espresso Parts NW.*

Most Promising Newcomer

Given to the first-time competitor with the highest overall score during the preliminary round. *Award by Terry Ziniewicz, Espresso Parts NW.*

The Barista's Barista Award

Competitors will vote for the competitor who has been the friendliest and most helpful during the weekend. *Award by Reg Barber, Reg Barber Enterprises Inc.*

Trophies

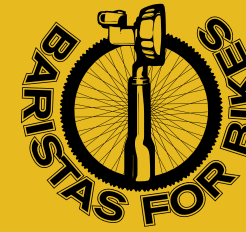
Continuing the WRBC tradition of awards made by local artists, this year's trophies are made by Oakland artist MK Shannon. The trophies, called "Celebration," are made of brushed pewter on a marble base and represent the joy and passion the winning competitors have for their craft. Each has a coffee bean heart cast from a roasted coffee bean: gold for the WRBC Champion, silver for second and pewter for third.

The top six finalists will receive a custom red 2008 WRBC Reg Barber tamper. All awards are available for viewing in the lobby.

"Awards when presented are...a prize, an honor. However, once the event is over, and the award has been presented, it will go into someone's home or office. Once that happens, the award becomes something more; it becomes a focal point, something that every time it is seen, a wonderful memory is revisited... I am creating for people—to touch them, to honor them, and to praise them. This is my highest ambition and what I have built my life's work upon. In my heart I am giving and someone out there is receiving and it makes both of our lives richer in that moment." —MK

BARISTAS FOR BIKES

Bikes to Rwanda and Pacific Bay Coffee Co. & Micro-Roastery have joined forces to bring a new chapter of fundraising and awareness to the regional competition. Each competing barista has been challenged to raise \$120 in sponsorships to purchase a bike and make a difference in a coffee farmer's life. Special t-shirts will be awarded to those who complete the challenge. Look for participants wearing their well-earned t-shirts throughout the weekend.



Bikes To Rwanda's aim is to provide cargo bicycles to co-operative coffee farmers in Rwanda. The goal is to improve quality of life in these communities through a bike workshop and maintenance program that provides transportation resources for basic needs and enhances production of quality coffee.

THE PAINTED & PHOTOGRAPHED BEAN: A COFFEE ART PERSPECTIVE

A themed art show, entries depicting the art and love of coffee from seed to cup (growing, harvesting, roasting, brewing and making espresso) or touching upon the senses of enjoying coffee are on exhibit on the Mezzanine level. All pieces are for sale; if interested, please contact the artist to make arrangements.

Best of Show

Barbara Silverman's mixed media piece, "One for the Road," was selected by a judging panel. She received a Baratza Virtuoso Burr Grinder, Bodum's Ibis Kettle, Shin Bistro Press Pot & Mugs, and fresh roasted coffee from Pacific Bay Coffee Co. & Micro-Roastery (value \$300). Look for it in the Mezzanine Café.

LIVE BLOG FROM THE COMPETITION

Live blog, photos & updates at www.WRBC2008.com
Bloggers: We welcome you! Please tag entries "wrbc."
Photographers: Help us add to our photo album! Bring your camera to the lobby to upload to our website and flickr. Please tag photos "wrbc."

RAFFLE PRIZES & COLLECTIBLES

We have raffles for many wonderful items for the coffee lover, as well as a free raffle for a **Baratza Virtuoso Burr Grinder**. Tickets are \$5 each or 5 for \$20 in the lobby. Winners will be selected at the final awards ceremony; need not be present to win.

WRBC 2008 T-Shirts, collectible espresso and cappuccino cups & saucers (can be used at the 4th Machine!), and pitcher shot glasses are available at the welcome desk. **While supplies last—get yours now!**

FOURTH MACHINE & CLOVER BREWER

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. Throughout the weekend, in one hour time slots, sixteen regional coffee roasters have chosen their favorite espresso blends. Skilled baristas are preparing and serving espresso and cappuccino by according to WRBC preparation guidelines – free all weekend!

NEW THIS YEAR: The Clover! Participating roasters may also showcase their single origins, one cup at a time, with the Clover single-cup brewing systems.

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

Sixteen regional specialty coffee roasters have one hour time slots to showcase and share their favorite espresso blends and single origin coffees. The Fourth Machine is located in the mezzanine area overlooking the competition.

Participating Roasters:

