



BEV-E 2009

Judging Score Form & Guidelines

(5 pages)

Introduction:

The BEV-E Judging Score Form & Guidelines have been laid out simply to assist judges during a visit to a nominated venue for BEV-E 2009. The Guidelines are divided into six sections. They should be used in conjunction with the Score Form and will help to ensure that judging is of the same standard across the UK. The Score Form indicates how many points are allocated to each section. The objective is to establish if the venue is truly worthy of the BEV-E 2009 Award.

The Visit:

- It is advisable to telephone the venue prior to visiting to ascertain hours of opening.
- All judging should be unannounced until after the judging is complete.
- If you wish to tell the establishment who you are when the judging is complete, please do so and explain what the BEV-E awards are.
- **'YOU HAVE BEEN JUDGED' CARDS, WITH THE JUDGES CONTACT TELEPHONE NUMBER SHOULD BE LEFT AT THE VENUE.**
- Each visit should take up to an hour. You should not judge a venue to whom you supply products/services.
- The Judging Score Form should be completed at the venue ensuring that ALL sections are covered including a detailed written explanation for each score given. Your written comments are ESSENTIAL for the final judging panel.
- You should not use your visit as an opportunity to gain the business of the venue you are judging.
- 1st Round completed forms to be returned to BSA by **MAY 31ST 2009.**

BSA Office Use Only	Category:
<u>1st Round :</u>	<u>Independent:</u>
<u>2nd Round:</u>	<u>Group:</u>
<u>Regional Finalist:</u>	<u>Coffee Cart/Mobile:</u>

Judging Guidelines on Quality of Beverage Served

Although the strength of your tea or hot chocolate can be subjective, the types of espresso-based coffees we expect are not. When awarding points for the taste of coffees, please deduct points for any of the following:

Espresso:

Under-extracted, pale crema – deduct 1 point
Over-extracted, burnt crema – deduct 1 point
No crema – deduct 1 point
Excessive acidity – deduct 1 point
Excessive bitterness – deduct 1 point

Filter/Cafetiere

The coffee is not fresh – deduct 1 point
Lacks body/weak – deduct 1 point
Overly strong and bitter – deduct 1 point

Cappuccino:

Less than 1/3 foam – deduct 1 point
More than 2/3 foam – deduct 1 point
Foam is old, dry, separated – deduct 1 point
Milk is reheated and old – deduct 1 point
Milk is not textured – deduct 1 point

Caffe Latte

More than 1/3 foam – deduct 1 point
Foam is old, dry, separated – deduct 1 point
Milk is not textured – deduct 1 point
Milk is reheated and old – deduct 1 point

Where possible, order an espresso first in order to determine the quality of the coffee being served. (Applicable to coffee houses.)

When assessing tea shops, order tea as your first drink.

Pass marks & percentages

When recommending or failing a café, consider the following for first round judging:

0% - 60%	FAIL
60% - 70%	PASS/FAIL AT THE JUDGE'S DISCRETION
70% - 100%	PASS

Name of Venue: Telephone: Address of Venue: Category:		NAME OF JUDGE:		DATE: TIME: % OF TABLES FILLED:	
CRITERIA	GUIDELINES	SECTION	MAX POINTS	POINTS SCORED	COMMENTS TO EXPLAIN THE POINTS AWARDED
QUALITY OF BEVERAGE SERVED	Where possible, order for Drink 1: Espresso, filter or cafetiere, Drink 2: Cappuccino, Latte or tea. Drink 3: Sample a non-coffee based beverage such as hot chocolate or tea. For venues such as tea shops or where an espresso coffee system is not available, choose Drink 1: Filter or cafetiere Coffee, Drink 2: Tea. Drink 3: Hot Chocolate.				
DRINK 1: Options: Espresso, Filter or Cafetiere Coffee. Beverage..... Cup size: Price/cup:	Points to be awarded with emphasis on the harmony between sweetness, bitterness, acidity & aromatic impression for espresso. Taste, body and strength for filter or cafetiere.	TASTE	8		
	Has the beverage been served at a suitable temperature?	TEMPERATURE	3		
	Points to be awarded based on the visual appearance of the drink and the visual presentation e.g. crockery, accompanying biscuit etc.	PRESENTATION	6		
DRINK 2: Options: Cappuccino, Latte or Tea. Beverage..... Cup size: Price/cup:	Points to be awarded with emphasis on the harmony between coffee and milk and overall taste for cappuccino. Taste and Strength for tea.	TASTE	8		
	Has the beverage been served at a suitable temperature?	TEMPERATURE	3		
	Points to be awarded based on the visual appearance of the drink and the visual presentation e.g. crockery, accompanying biscuit etc	PRESENTATION	6		
DRINK 3: Options: Hot Chocolate or Tea. Beverage..... Cup size: Price/cup:	Points to be awarded with emphasis on the ratio of bitter chocolate/sugary sweetness and the overall chocolate experience for hot chocolate. Taste and strength for tea.	TASTE	8		
	Has the beverage been served at a suitable temperature?	TEMPERATURE	3		
	Points to be awarded based on the visual appearance of the drink and the visual presentation e.g. crockery, accompanying biscuit etc	PRESENTATION	6		
TOTAL FOR QUALITY SECTION			51		

CRITERIA	GUIDELINES		MAX POINTS	POINTS SCORED	COMMENTS TO EXPLAIN POINTS AWARDED.
ENVIRONMENT	Is the venue layout well planned, appealing? Are there enough tables & chairs? Are other seating areas available? Is the design of the venue suited to the target market?	DESIGN & LAYOUT	4		
	Does the venue have a good feel? Relaxed atmosphere? Is the venue somewhere you feel comfortable in? Is it busy, friendly, professional?	AMBIENCE	5		
	Is the venue clean? Are tables, counters clear, clean & tidy. Please take into account the time of the visit. Are coffee machines clean? Are the steam wands clean? Are cloths used appropriately? How full is the hopper and dosing chamber? Please measure the extraction time for the espresso if possible.	CLEANLINESS & HYGIENE	7		
	Is there disabled access to the venue?	DISABLED ACCESS	1		
	Are toilets available onsite to customers? Points to be allocated for the following 1.Cleanliness 2. Toilet paper 3. Hand washing and drying facilities 4. Extra discretionary point for overall impression.	TOILETS	4		
TOTAL FOR VENUE ENVIRONMENT			21		
ADDITIONAL SERVICES	Award points for any additional services offered by the venue that you feel are worthy of a mention and contribute highly to the total beverage experience . Points can be awarded for 1.Newspapers/magazines 2. Background Music 3, Deli / Retail Products 4. Gifts 5. Outside Seating 6. Child Friendliness 7. WiFi Access 8. Discretionary point for any other service worthy.	Describe/list additional services here:	8		
TOTAL FOR ADDITIONAL SERVICES SECTION			8		

CRITERIA	GUIDELINES		MAX POINTS	POINTS SCORED	COMMENTS TO EXPLAIN POINTS AWARDED
CUSTOMER SERVICE	Were the beverages served to you promptly? Was the time between ordering & receiving your beverages acceptable to you? How long was it exactly? Please take into account the time of the visit.	SPEED OF SERVICE	4		
	Were you served politely & courteously? Consider the appearance of the people serving. Please describe the person that served you including their name if possible.	CUSTOMER SERVICE	7		
	Award points with regard to the range of beverages available. Was the beverage menu offered appropriate to the venue?	BEVERAGE MENU OFFERED	4		
	Consider the type of venue being judged and the standard of beverages served. What is the target market? Does the pricing reflect this type of market? Please make a note of the exact prices for the drinks you judged.	VALUE FOR MONEY	5		
TOTAL FOR CUSTOMER SERVICE SECTION			20		

TOTAL POINTS	Total points from each section should be added together to give a maximum of 100 points.		100		
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BEV-E AWARD? After experiencing this venue, would you recommend them for the BEV-E 2009 AWARD? Please state your reasons.	YES	NO	
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FEEDBACK	Your written comments are ESSENTIAL for the final judging panel. In addition, if you have any advice, comments with regard to how the venue could improve their score in the BSA BEV-E Awards, please use this section.