

# Nordics Best Roaster 2025 Rules

## 1. The Competition

- 1.1. *Best Roaster* is a peer-assessed, uncompromising challenge focused on the real-world skills and expertise of the world's best coffee roasters. More than that, it is a celebration of the hard work and dedication that goes into being one of the world's best coffee roasters.

In March of 2025, some of the best coffee roasters in the Nordics will bring their best to Gothenburg to find out who will be the 2025 Nordic Coffee Roasting Champion.

## 2. What are we looking for in the champion?

- 2.1. Coffee roasters are the fulcrum of our industry, with direct access to everyone from consumers to coffee producers. A great coffee roastery must have an incredible breadth and depth of knowledge and experience, combined with the practical skills and management to deliver quality day-in and day out.

While there are many technical elements to being a great coffee roaster, most of us judge (daily) the quality of a roaster on one thing only: the coffee that ends up in your cup. This competition is designed to strip away all of the less important elements and focus on two core skills: sourcing and roasting coffee to deliver the absolute best-tasting cup possible.

However, sourcing and roasting coffee doesn't happen in a vacuum – sometimes conditions aren't perfect, or time is limited, and you have to do the best you can with what you have.

Our Coffee Roasting Champion is a coffee roaster that can leverage their expertise, skills, and experience to be able to take green coffee and roast it to bring the most interesting drinking experience to life.

## 3. 2025 updates abridged

- 3.1. We have added a selection round to the competition. There are 30 spots available.
- 3.2. We have increased the amount of mandatory coffee that roasters receive to at least 50kg.
- 3.3. The fee for application is 150 EUR, with an additional competition fee of 350 EUR for the selected finalists.
- 3.4. Only 10 roasters will be selected as finalists.
- 3.5. We have increased the number of judges from 15 to 24, including two people from each competing roastery.
- 3.6. All coffee must be shipped to the organizers ahead of time to ensure enough time for repacking before the final judging.
- 3.7. Two representatives of each roaster must be present for the final competition cupping as well as a select set of activities during the days of Nordic Coffee Fest (Mar 1-2, Gothenburg). These times will be

clearly communicated to you at least 1 month prior and won't conflict with any other official NCF activities.

- 3.8. By applying, competitors acknowledge that entry into the competition is binding. Applying to compete confirms an understanding of the rules, schedules, fees, and competitor obligations for the Competition Round (if selected as a finalist) in Nordics Best Roaster 2025.

#### **4. Application Process**

- 4.1. Applications to compete In Nordics Best Roaster will open on May 6th 2024 and will close on 14 June 2024.
- 4.2. Applications will be open to any commercial coffee roastery that fulfils the following criteria:
  - a. Located In one of the following countries: Norway, Sweden, Iceland, Denmark, Finland, Faroe Islands, Greenland, Åland, or Svalbard.
  - b. Roasts and sells at least 1 ton of coffee per year.
- 4.3. To apply, a roaster must purchase an application spot through the Best Roaster ticketing site. These will be limited in number and allocated on a strict first-come, first-served basis.
- 4.4. The application & competition fees are listed in the fee section below (13).
- 4.5. Once a roaster has secured an application spot, they must submit 1x 250g bag of roasted coffee for evaluation in the Selection round.
- 4.6. This bag of roasted coffee must arrive at the organizer's delivery address by 21 June 2024. Any coffee that arrives after this date will not be considered for the competition. Any costs related to the shipment of this coffee is the responsibility of the competing roastery. Full delivery details are listed at the bottom of this document.
- 4.7. The Selection round evaluation will take place within 2 weeks of the submission deadline.

#### **5. Coffee Guidelines for Application/Selection Round:**

- 5.1. The idea is that roasters will submit a coffee that represents them and speaks to their approach to sourcing, roasting and promoting their coffee and brand. The price cap exists to even the playing field between roasters of different sizes and capacities. Basically, choose the best coffee in the current line-up and send it in.
- 5.2. The coffee that applicant roasters submit, must comply with the following criteria:
  - a. The coffee may be of any origin, varietal and processing method.
  - b. The coffee must be available for purchase by consumers.
  - c. Maximum Green Coffee Price: 20 USD per kg (All in cost paid to get the coffee to your door – as in the cost per kg on the invoice).

#### **THE COMPETITION STRUCTURE**

- 5.3. There are two rounds in the Nordics Best Roaster Competition In 2025 - a Selection round and the final round.

#### **6. The Selection Round**

- 6.1. In the Selection round, a maximum of 30 applicant roasters will be narrowed down to 10 finalists through a blind cupping.
- 6.2. After each applicant roaster has shipped their submission coffee to the organizers, bags will be opened (all at the same time) and the coffee will be re-packed and codified for the Selection Round selection cupping, executed by a selection committee.
- 6.3. The selection committee will be made up of a range of at least 15 coffee professionals from different Nordic countries and in different fields of the industry.
- 6.4. Representatives of any roaster that have applied to compete will not be invited to/allowed to participate in the selection process.
- 6.5. Roasters who submitted the 10 best performing coffees in the Selection round will be announced on 1 July 2024, and are selected to compete in the final round for the title of Nordic's Best Roaster 2025.

## **7. The Final Round**

- 7.1. The final round of Nordics Best Roaster is comprised of two distinct categories: Mandatory Coffee Round and Sourced Coffee Category. The Roaster with the highest combined score from both categories will be pronounced the Nordic Coffee Roasting Champion.
- 7.2. Both Categories will be judged by the competing Roasters themselves (1 person per company) together with a panel of three industry Mystery Judges. Together these 15 people comprise the Judging Panel. The judging will be done through blind cupping in two separate sets. A more detailed description of the judging can be found in section 8 in the Rules.
- 7.3. In the Mandatory Coffee Category, the judging panel will evaluate samples of a coffee sourced and provided by the green coffee sponsor of the event. The Roasters will have at least one month to roast test batches and the final competition batch prior to the Evaluation Event.
- 7.4. In the Sourced Coffee Category, the judging panel will evaluate a sample of the coffee of their own sourcing. The limiting parameters for the Sourced Coffee have been communicated in section 5 of the Rules.
- 7.5. In addition to these two categories, the visitors of Nordics *Best Roaster* 2024 will have a chance to vote for their favorite profile of each coffee at the event venue. The winner of this vote will receive the Public Choice Award. This vote will not affect the result of the main competition.

## **8. THE MANDATORY COFFEE**

- 8.1. Each roastery will receive at least 50kg of Mandatory Coffee courtesy of our Green Coffee Partner. This coffee will be the same for all the competitors.
- 8.2. Roasting of the Mandatory Coffee will be done by each roaster in their own facilities using their own roasting equipment. Any roast machine may be used to complete this task.
- 8.3. The roasters will receive the Mandatory Coffee minimum of 1,5 months before the Evaluation.

- 8.4. The roasters will need to provide the roast profile graph (Cropster, Artisan or similar) from their Competition roast for educational purposes at the Evaluation event.
- 8.5. The roasters are required to bring a minimum of 10 kilos of the roasted Mandatory Coffee to the Evaluation Event.
- 8.6. The coffee must be delivered as a homogenous package of 10kg of coffee. If delivered in several smaller bags or containers, those bags will be blended before being divided up for the different uses.

## 9. THE SOURCED COFFEE

- 9.1. In addition to the Mandatory Coffee, each competing roastery will need to bring 10kg of a coffee sourced by the competing roastery.
- 9.2. The costs of sourcing this coffee are the sole responsibility of the competing roastery.
- 9.3. The sourced coffee must comply with the following parameters:
  - a. Region: To be announced July 2024
  - b. Process: To be announced July 2024
  - c. Maximum Price: 20 USD/kg
  - d. These criteria will be announced along with the finalists of the 2025 Best Roaster Competition in July.
- 9.4. Competitors participating agree to provide information about their competition coffee to the organizer, including purchase price. The organizer reserves the full right to use or publish this information without seeking any further permission from the competitor.
- 9.5. Using any additives after the coffee has arrived in your roastery, in either Mandatory Coffee or Sourced Coffee, will lead to the disqualification of the roastery in question.
- 9.6. The roasters are required to bring a minimum of 10 kg of the roasted Sourced Coffee to the Evaluation Event.
- 9.7. The coffee must be delivered as a homogenous package of 10kg of coffee. If delivered in several smaller bags or containers, those bags will be blended before being divided up for the different uses.

## 10. Roasting & Delivery of coffees

- 10.1. The Roasters will receive their Mandatory Coffee a minimum of 1,5 months before the Evaluation Event. The coffee may be roasted at any time from receiving it to the Evaluation.
- 10.2. The Sourced Coffee may be sourced and roasted at any point prior to the Evaluation Event.
- 10.3. The Roasters need to deliver a minimum of 10kg of the Mandatory Coffee for the Evaluation Event venue on February 24<sup>nd</sup> 2025 at 17:00 local time. Delivery address to be announced.
- 10.4. The Roasters need to deliver a minimum of 10kg of the Sourced Coffee for the Evaluation Event venue on February 24<sup>nd</sup> 2025 at 17:00 local time. Delivery address to be announced.
- 10.5. Failing to deliver either of the coffees on time will result in disqualification from the whole competition.

## 11. Uses of the coffee

- 11.1. Approximately 200g of each coffee will be reserved for cupping by the judging panel.
  - 11.2. Approximately 1,8kg of each coffee will be reserved for use in the Public Choice Award Activation.
    - a. All coffees will be brewed and available for sampling by attendees and visitors during the festival at the Public Choice Stand.
  - 11.3. Approximately 8kg of each coffee will be reserved for global online sales to consumers after the event.
    - a. This coffee will be packed down into 50g samples and compiled into two very exclusive sample boxes (Mandatory Coffee + Sourced Coffee). These boxes will be available to the public for purchase and will be a great source of promotion for the competing roasteries as well as a unique opportunity for people to taste the results of an international competition. One of each set will be sent to each of the competing roasters after the competition free of charge. The Organizer reserves the rights to all profits from the above-mentioned competition coffee sales.
  - 11.4. The Public Choice Award at Nordic Coffee Fest
    - a. In the Public Choice Award, festival attendees will vote on the different coffees (Mandatory & Sourced) on each of the days of the festival. The votes will be added together to receive the final score for the public's choice.
12. Any green or roasted coffee not submitted for the competition or judging shall remain the property of the participating roaster, with full discretion to utilize it as they see fit, including the option to sell the coffee for commercial purposes.

### **13. Evaluation**

- 13.1. Each competing roastery will need to designate two (2) people from their roasting team to attend the Evaluation Event in person and act as judges during the evaluation.
  - a. The Evaluation Event will take place in Gothenburg, Feb 28-Mar 2, alongside Nordic Coffee Fest. The decision of the exact date and timing of the cupping will be made in collaboration with the 10 finalists at least 3 months prior to the event.
  - b. Failure to send 2 members of the roasting team to represent the company can result in disqualification from the competition.
- 13.2. The Evaluation of both Mandatory and Sourced Coffees will be conducted through double-blind cupping.
  - a. Upon receiving the coffee, a special independent team will codify the coffee and deliver the coded samples to the production team. From this point onwards, no one involved in the production or judging of the competition will have any access to the codes.
- 13.3. The judging panel will be made up of 24 cuppers from the competing roasteries (two people per competing roastery) plus 4 Mystery judges selected from non-competing companies in the coffee industry. These Mystery judges must be qualified Q graders or have at least 5 years of experience in evaluating coffee.
- 13.4. The team members that the competing roastery nominates as part of the judging panel must be members of the current roasting team.
- 13.5. Each Category (Mandatory Coffee + Sourced Coffee) will be judged in separate cuppings, separated by at least 1 hour.

- 13.6. Each judge will rank all the samples in a way that the best sample will get 10 points and the worst sample will get 1 point. The judges will use a cupping score sheet for their own reference in putting the samples in order.
- 13.7. Cupping will be prepared according to the SCA cupping standard. (1:18 ratio, 92-94 °C, aimed TDS 1.3-1.4)
- 13.8. The specific details of the water quality will be specified and presented to the competing roasteries at least 2 months prior to the event.
- 13.9. The Roaster that receives the highest combined score from Mandatory and Sourced categories will win the title of Nordic Best Roaster.
- 13.10. A tie will be accepted for each of the individual Categories.
- 13.11. In the case of a tie in the overall score:
  - a. The roaster with the highest score in the Mandatory Coffee Category will win.
  - b. In the further case of a tie, the cumulative score of just the three Mystery Judges will be used to determine the winner of the competition.
  - c. In the case of a further tie, then the prize will be shared by the two winning roasters.
- 13.12. The winners from both Sourced and Mandatory Categories will be awarded with a separate honorary mention.

#### **14. FEES & COSTS**

- 14.1. The fee to apply to Nordic's Best Roaster is 150 EUR. This needs to be purchased through the Nordics Best Roaster Ticketing Site. This is non-refundable.
- 14.2. If you are selected as one of the 10 finalists to compete in Nordics Best Roaster 2025, there will be an additional competition fee of 350 EUR. This amount will be invoiced upon your selection into the competition.
- 14.3. Submission of your application for the competition signifies your acceptance of the following terms: You are obligated to remit the full competition fee and undertake to attend the Nordic Coffee Fest 2025 event as well as participate in the judging panel. These conditions are binding, non-negotiable, and non-refundable
- 14.4. On top of these fees, a roaster should expect the following costs:
  - a. Travel and accommodation for your team to attend the event.
  - b. Green coffee costs for the sourced coffee.
  - c. Shipping costs for application and competition coffee.
  - d. Any other overhead costs of packaging, time, labeling etc.
- 14.5. Any green or roasted coffee not used for the competition or judging shall remain the property of the participating roaster, with full discretion to utilize it as they see fit, including the option to sell the coffee for commercial purposes.

#### **15. Questions and information**

- 15.1. For more information about the competition and rules, please contact Filip Odeholm at [filip@nordiccoffeefest.com](mailto:filip@nordiccoffeefest.com)
- 15.2. Nordic Best Roaster is a competition fully owned by Ordna Event Agency AB. All rights reserved.
- 15.3. Shipping instructions for all competition coffee;

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