

2013 EVALUATION



The present evaluation sheet shows tendencies from Nordic Barista Cup 2013. The result is a statistic representation of the answers and selected comments from the sheets. The (12) in the back of a comment means that 12 persons total had remarks similar to the quoted comment. In general the blank and equivocal answers are listed as "invalid". "Equivocal answers" are for instance where there has been made an unclear correction or where two scores have been circled.

We now have a what-to-do-better list for Copenhagen 2014.

From the evaluation sheets we learn that people had a very positive experience overall. People were positive towards the of many of the lectures, the food, the importance of the event and the atmosphere as a whole.

Still there are some things to do better for next year. We will work towards the following changes for Nordic Barista Cup 2014:

Be together: More space at the venue / between cupping tables
Develope food options and afternoon / evening set up (social program)

Act together: Work on integrating team competition with the attendees
Keep the balance between lectures and leisure

Learn together: Work on the level / topic of lectures
More science / technical focus

How well do you feel the 2013 program varied between lectures and leisure?

Very well balanced - keep it up

This was an excellent year! (2)

Good / very well (34)

Too much leisure (5)

Was great. Liked the topic day "service"

Shorter lectures, more speakers

First day lectures should have been held by professors

Good, no need for more leisure

I was on a team, did not see enough lectures (9)

Fantastically!

Poor!

More relevant lectures, less tasting coffee, too much competition

Would you like NBC format to be more "loose" or more "hard core" as regards lectures and leisure?

Neither. Very well balanced. (46)

More hard core (35)

More loose (6)

Hard core. Less competition bullsh**

More hard core lectures. Day 1 lectures were too anecdotal

Lectures more hard core, leisure more loose (3)

Good balance. More contact to the barista competition

Impossible to be looser, impossible to be harder. It is perfect!

Science for me was too hard core. Ther rest was perfect

Information is why we are there. The end party is enough.

Brakes between dinner and evening program, please (3)

Comment on one thing you would like to see improved:

Information beforehand about both lectures and leisure
Food! For a vegetarian the food was poor: less bread, more food! (3)
More cuppings or something to do between the speakers
Fewer attendees + more interaction. Discussion after lectures was dead
Drop Nordic Roaster comp.: too much time used, we cant taste that much
More variation in lectures, and higher level in nerdiness
Let teams see more lectures, no latte art competition for teams (8)
I would like to see more team comp.I wanted to see latte art competition
More info on team competition: How are they competing? Etc
filming+sound engineering could improve, interactive part was poor
Less american lectures, more Nordic (except for the farmers of course)
Sight seeing would be great, like we did in Copenhagen.
More circus, more culture, more sight seeing
Tastemore differet coffees - not just only one.

The food (7)
The food. Alternative for those with allergies.
No more saying "Your mom doesn't work here!"
brakes between dinner and evening program, please
professional attitude of attendees and some speakers
No wifi (3)
We were in Oslo, but haven't seen Oslo.
Cupping logistics could have been better
better leading of cupping tables (2)
More lecture with hard core speakers
Less paper cups
The venue/more space around cupping tables (21)
Better breakfast: croissant and juice isn't enough (3)
Cuppings brewed on drip do not work.

Chose one thing you liked very much and comment on it

Grinding session (15)

Water session (9)

Science at origin (2)

Felipes talk (6)

Christer Söderberg (6)

Ved Stranden 10 lecture (5)

The MC's are the best ever. Don't change! (3)

Renés lecture (2)

volunteers are amazing

Wine tasting (2)

The daily themes worked very well (4)

The auction: great to get rid of all the used stuff (3)

Organsation and people

Cuppings were very precise and educational (3)

Social networking was sensational (2)

Dinner at Brazilian embassy

The food (7)

MC's. Capoeira. Evenings events.

interaction btw teams and public in Mathallen

interaction with fine-dining restaurants

Ideas for 2014

more farmers to have lectures

more science, more brewing experiments

how to start buying green coffee?

Juan Velez regarding organic milk from US

Have a university professor to talk about percolation

more water

service science, communication science (2)

less espresso

on service concepts

coffee genetics: variety cupping

Ben Kaminsky

Peter Giuliano

more workshops

About grinders and grinding (2)

Preinfusion and more extraction

Aida Battle, Jeremy "4barrel", Kyle Glanville

more on sustainability: how to become a sustainable café

Each team presents a small study (20 min) about a topic they choose

Maybe cooking our dinner ourselves in cooking class

if there are no good lectures, just shorten the event

Lectures on marketing and communication: how do you promote quality?

we busted the flat vs. Conical myth. Would love to do the same on portafilter diameter

more focus on the baristas - both as the attendees and competitors

Barista competition seems meaningless. Improve it or skip it (3)

EK43, Charles Babinski, Matt Perger, Tim Wendelboe, Colin Harmon

Focus on retail: how to sell coffee in an efficient way

coffee prices, new markets (China, India) and the effect on pricing

Coffee countries policies, corruption, child labour, chemicals.

more lectures on leadership and HR

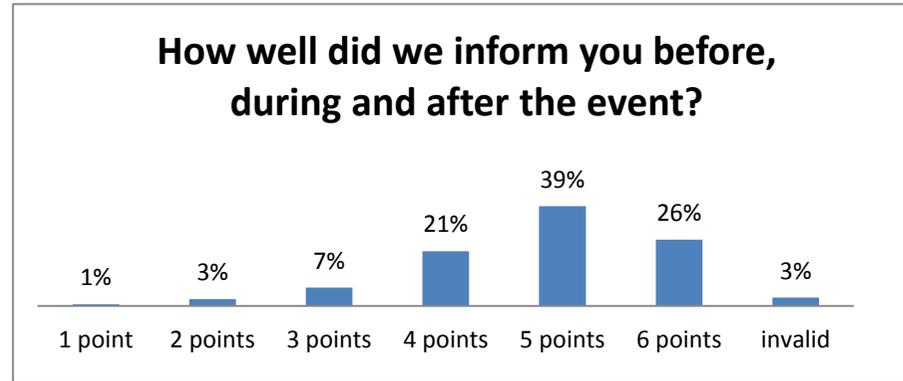
Filter brew on espresso machines, conical vs. Flat espresso

test different packaging for roasted coffee

what is going on in an espresso machine and grinder (take us back to school)

How well did we inform you before, during and after the event?

1 point	1	1%
2 points	4	3%
3 points	11	7%
4 points	33	21%
5 points	60	39%
6 points	40	26%
<i>invalid</i>	5	3%
TOTAL	154	100%

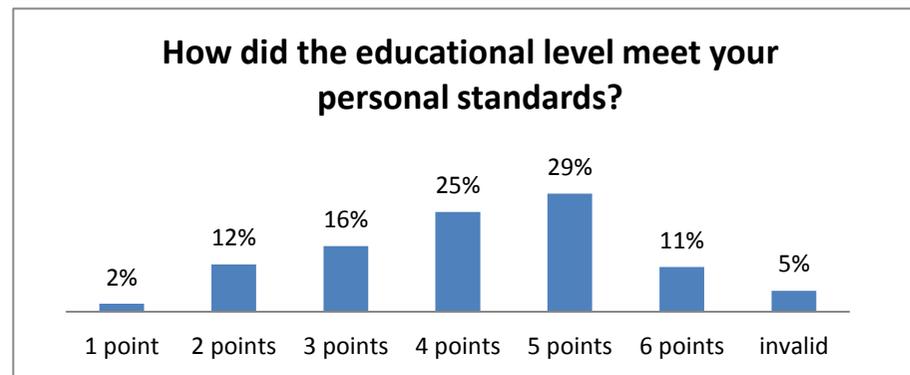


Great email communication before (9)
 You could do better before the event (5)
 Lots of things happening off-program
 A little chaotic at times.

I felt very well informed thought out the event. Always! (4)
 General info: good, but info about team evaluation Sat. morning was poor.
 Nobody seemed to know the program beforehand - why?
 MC's are the best (3)

How did the educational level meet your personal standards?

1 point	3	2%
2 points	18	12%
3 points	25	16%
4 points	38	25%
5 points	45	29%
6 points	17	11%
<i>invalid</i>	8	5%
TOTAL	154	100%



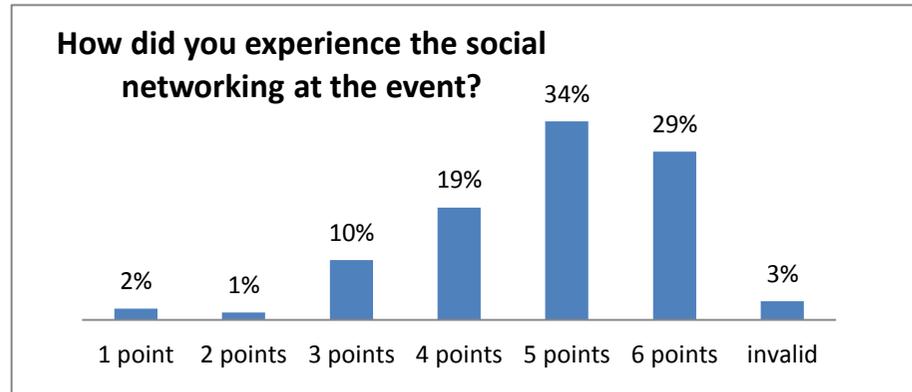
Speakers on day 1 should have been more prepared
 More technical.
 I could have made a better lecture on service my self.
 Some things we all know, others were thought-evoking

Increase the information that is applicable to our cafés
 This year was under the usual (high) level (3)
 More cuppings!
 Maaemo+Noma were mediocre (3), sustainability guy was to thin

How did you experience the social networking at the event?

1 point	3	2%
2 points	2	1%
3 points	16	10%
4 points	30	19%
5 points	53	34%
6 points	45	29%
<i>invalid</i>	5	3%
TOTAL	154	100%

Weirdly short parties, lack of alcohol
 It is the best thing! (3)
 Website should be updated/improved
 There was no wi-fi!! (4)

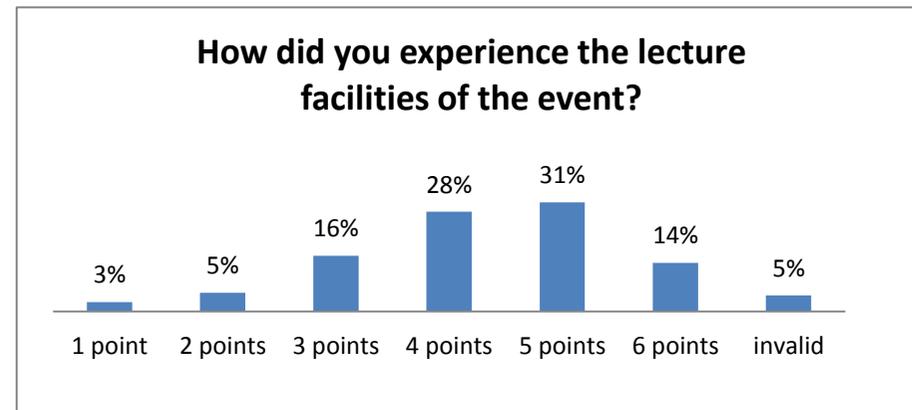


Mix cupping tables every day (3)
 Give people special seats during gala dinner, to increase mingling
 The format is perfect to meet and interact with other people
 Too many people to actually get to be together (2)

How did you experience the lecture facilities of the event?

1 point	4	3%
2 points	8	5%
3 points	24	16%
4 points	43	28%
5 points	47	31%
6 points	21	14%
<i>invalid</i>	7	5%
TOTAL	154	100%

The venue was too tight/charis to tight together (16)
 Great venue (5)
 No wifi !! (4)
 Great audio/video. A lot of space.



I missed a table to have my note book on
 Great to have cupping tables in lecture room
 Great weather (2)
 Let's stay in Copenhagen (5)

How did the event meet your expectations?

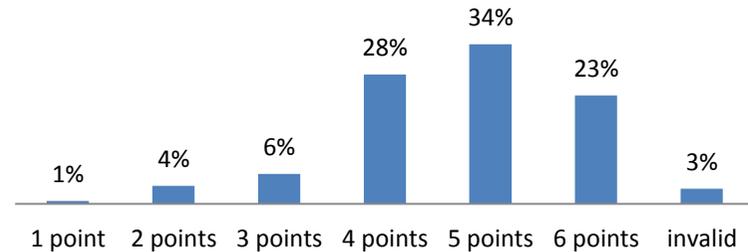
1 point	1	1%
2 points	6	4%
3 points	10	6%
4 points	43	28%
5 points	53	34%
6 points	36	23%
<i>invalid</i>	5	3%
TOTAL	154	100%

You guys are the best! (2)

I must say, last year kicked ass (5)

As expected (2)

How did the event meet your expectations?



Better than anticipated

More info, less generalisation!

It didn't! Unfortunately I came a long way and was self-funded.

What is your overall impression of the event?

1 point		0%
2 points	2	1%
3 points	8	5%
4 points	35	23%
5 points	65	42%
6 points	40	26%
<i>invalid</i>	4	3%
TOTAL	154	100%

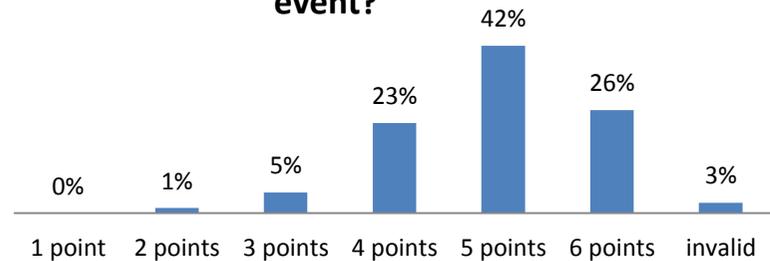
It is the most valuable event for coffee people (6)

A well-organized event (3)

See you next year (7)

Drop the many NR tastings: more value for money!

What is your overall impression of the event?



The educational level was too low - too expensive as well

I wish the baristas could have been more present at the lectures (4)

Looks like a cheap labour for the teams

Happy Happy, Joy joy

SEE YOU IN COPENHAGEN IN 2014