



"2025 K-Coffee Award: Winter & Spring Season"

THE BEST GREEN BEANS AND COFFEE FARM

Guidelines for Coffee Green Bean Submission and Application

The '2025 3rd Nowon Gongneung Forest Coffee Festival' will feature the **World Coffee Competitions (WCC)** as part of its program.

The '**2025 K-Coffee Award: Winter & Spring Season**' is the first award in Korea established to honor and appreciate the dedication of coffee farmers and producers. This initiative aims to promote coffee-producing regions, expand distribution channels, and ensure fair compensation for producers.

Below are the details regarding participation and coffee submission:

The award selection process will be conducted in two categories:

1. **Washed Processing**
2. **Processing Methods Other Than Washed**

Submissions are accepted for both newly imported green coffee beans and those already available in the domestic market. Efforts will continue to facilitate direct participation by coffee farms in production regions.

Please ensure compliance with the following guidelines when submitting green coffee beans:

1. **Submission under Farm Name**
 - Green beans must be submitted under the farm's name, and certification will be issued accordingly.
2. **Application Completion**
 - Submission of **1 kg of green beans** along with the **application form** is required to complete the application process.
3. **Promotional Sales Requirement**
 - If awarded, a minimum of **12 kg** of the submitted coffee must be made available for promotional sales by the organizing committee.
 - The price at which the coffee can be provided must be specified in the application form.
4. **Clear Identification of Origin and Processing Method**
 - Specify the **producer's name, farm name, and processing method** clearly.



- Processing methods are categorized as follows:
 - A. **Washed Processing:** Includes Washed, Semi-Washed, Fully Washed, etc.
 - B. **Non-Washed Processing:** Further classified into:
 - i. **Drying Process-Based:** Natural, Pulped Natural (Honey)
 - ii. **Flavor-Enhancing Process-Based:** Known as “Third-Wave Processing.”
 - iii. If six or more types of Third-Wave Processing are submitted, the Non-Washed category may be further divided. Judges will allocate entries to appropriate categories for evaluation.
 - iv. Any discrepancies between submitted information and actual processing methods may result in disqualification or award revocation.
5. **Award and Certification**
- Overall rankings will be announced for each category.
 - All participants will receive certification in **PDF format**.
 - **Top 3 winners** in each category will receive a framed certificate.
6. **Application Deadlines**
- **Submission Deadline:** April 6, 2025 (Sunday) by 18:00 (1 kg of green beans & origin report; no application fee)
 - **Roasting for Judging:** 400g submission between April 9-10, 2025
 - **Final Judging:** April 12, 2025 (Saturday) at 09:00
- A panel of 5-6 professional judges will evaluate the top 7 submissions to determine the Coffee of the Year.*
7. **Submission Methods**
- Green beans can be sent via mail, courier, or in person to the **Coffee Critics Association** office:
Address: 648 Seobu-saetgil, Geumcheon-gu, Seoul, Daeryung Techno Town 6th, Suite 704, Coffee Critics Association.
Contact: +82-2-859-7787
8. **Application Form Submission**
- The **application form** must be submitted via email to **infowcc@naver.com** only.
 - The form must be filled out carefully, as its content will be considered in the evaluation.



9. **Result Announcement**

- Results will be announced on **April 14, 2025, at 12:00 PM** on the Coffee Evaluation Association's website.

10. **Inquiries**

- All inquiries must be sent via email to **infowcc@naver.com**. Phone inquiries will not be accepted.

K-Coffee Award Head Judge

Ahn Kwangjung



"2025 K-Coffee Award: Winter & Spring Season"

THE BEST GREEN BEANS AND COFFEE FARM

Rulebook

Review: Competition Organizing Committee & Coffee Critics Association
Head Judge: Kwangjung Ahn

1. Competition Overview

1.1 Background

Despite the global fascination with coffee, the farmers in coffee-producing regions who lead the most valuable lives remain largely unknown. This competition was established to honor and appreciate their lives, philosophies, and efforts. It is not just about evaluating the taste of coffee but also about recognizing how much passion and pride these farmers put into producing coffee. Additionally, the competition aims to promote fair and ethical trade by fostering balance among producers, sellers, and consumers.

1.2 Purpose

The **2025 K-Coffee Award** is the world's first award designed to acknowledge and appreciate the hard work of coffee farmers and their products at the consumer end in Korea. Through this competition, we aim to promote coffee origins, assist in market expansion, and ensure that producers receive fair compensation.

1.3 Motto

"In Search of the Most Noble Coffee in the World."

1.4 General Information

- **Event Name:** 2025 K-Coffee Award: Winter & Spring Season
- **Hosted by:** Nowon District Office, Seoul, Korea
- **Organized by:** Coffee Critics Association (CCA)

1.5 Eligibility

All coffee farmers and individuals working in coffee-producing regions worldwide are eligible to participate. (Minimum harvest sale quantity: 20kg)



2. Entry Application

2.1 Application Process

- **Submission of Documents & Green Bean Samples**
 - Download and submit the official application form via email (infowcc@naver.com)
 - Clearly state origin information (producer name, farm name, processing method, etc.)
 - Applications missing origin details will not be evaluated.
 - A unique entry number will be assigned upon successful registration.
 - **Deadline:** April 6, 2025 (Sunday) by 18:00 (KST)
 - **Sample Quantity:** 1kg per farm/processing method
- **Submission Methods:** Postal mail, courier, or in-person
 - **Address:** Coffee Critics Association, 704, Daeryung Techno Town 6th, 648 Seobu-saet-gil, Geumcheon-gu, Seoul, South Korea, 08504
 - **Phone:** +82-2-859-7787
- **Sale of Entry Beans:**
 - The competition organizing committee may purchase up to 12kg of the submitted beans for promotional purposes.
 - The selling price must be specified in the application.

2.2 Entry Requirements

- Entries must be submitted under the farm's name and will be certified accordingly.
- **Categories:**
 - **Washed Processing:** Washed, Semi-Washed, Fully Washed
 - **Non-Washed Processing:**
 - **General Process:** Natural, Pulped Natural (Honey)
 - **Special Fermentation Methods:** Innovative processing techniques
 - If six or more special fermentation methods are submitted, they will be judged separately.
- If the submitted coffee processing method does not match the application details, it will be disqualified.
- Minimum sale quantity: 20kg

3. Judging Process & Criteria

3.1 Judging Schedule

- **Green Bean Submission Deadline:** April 6, 2025 (Sunday) by 18:00 (KST)
- **Roasting for Evaluation:** April 9–10, 2025
- **Preliminary Rounds:** May be omitted depending on competition conditions
- **Finals:** April 12, 2025 (Saturday) at 09:00



- **Location:** CCA Coffee Critics Association Training Center
- **Judging Panel:** 5–6 expert judges select the “K-Coffee of the Year” from the top 7 entries (Preliminary round scores will not be considered.)
- **Final Results Announcement:** April 14, 2025 (on the CCA website)
- **Award Ceremony:** May 9–10, 2025 (TBA)
 - **Venue:** Nowon District, Gongneung Forest Road Coffee Festival
 - **Awards:** Top 3 winners receive framed certificates
 - **Winner Representation:** “K-Coffee of the Year” farmer or representative
 - **Digital Certificates:** Top 3 winners will receive framed certificates.

3.2 Judging Panel

- Composed of **up to 15 judges**, divided into general and expert judges
- **Selection Process:**
 - General Judges: Selected by the organizing committee based on qualification
 - Expert Judges:
 - Must have **10+ years of experience** in the coffee industry
 - Roastery shop owners must have experience in handling green beans
 - Must hold a professional coffee-related certification in green bean evaluation (e.g., **CIA Flavor Master, Q-Grader, Coffee Cupping Expert, Sensory Analyst**)
 - Individuals with **10+ years of experience in coffee import** can substitute the certification requirement.
 - Must have significant expertise and social credibility
 - **Head Judge:** Appointed by the CCA
- **Code of Conduct:**
 - Judges must conduct evaluations fairly.
 - Information related to the evaluation cannot be disclosed until official announcements.

3.3 Judging Methodology

- **Green Bean Handling:**
 - 1kg samples are used for evaluation; **10–20%** of the submitted coffee will be kept as green beans.
- **Roasting:**
 - Performed **3–4 days before evaluation**
 - **High or City Roast (400g)**
- **Brewing:**
 - Wilfa brewer used, coffee-to-water ratio **1:15**
- **Blind Tasting:**
 - **Preliminary (if held):**
 - **400g roasted samples prepared 3 days before evaluation**
 - All samples roasted to the **same level (High or City)**
 - Blind tasting conducted twice:
 1. First round: random order
 2. Second round: reordered
 3. Scores are combined to determine ranking



- **Finals:**
 - Same procedure as the preliminary round
 - The **highest-scoring coffee** is named **“Coffee of the Year”**
 - **Scoring Format:**
 - Judges evaluate coffee based on **absolute scoring criteria**
 - Scores are assigned using a **10-point scale**
 - Each coffee undergoes **two rounds of blind tasting**, with scores combined for final ranking.
-

4. Awards & Certification

4.1 Award Categories

- **Overall Rankings Announced & Certificates Provided (PDF)**
- **Top 3 Coffees:** Framed certificate awards
- **“Coffee of the Year”:** Award for the best-performing farmer or farm

4.2 Certification & Benefits

- Award-winning coffee receives **official certification** and promotional support.
 - Winning coffees will be featured on the **CCA website** and at the **Nowon District Coffee Festival**.
-

5. Additional Regulations

5.1 Disqualification & Restrictions

- False information on the application
- Unfair production, processing, export, or import practices
- Mismatched processing method in application vs. actual entry
- **False submissions will lead to disqualification and award revocation**

5.2 Refund Policy (TBD)

- If entry fees are introduced in future competitions, refunds will be allowed only before the preliminary submission deadline.
- No refunds after the preliminary submission deadline.

5.3 Additional Notices

- Judging results must not be disclosed before the official announcement.
- Entry fees may be introduced in future competitions.



5.4 Inquiries

- **Email:** infowcc@naver.com (Only email inquiries accepted)

Note: This rulebook is subject to change at the discretion of the organizing committee. Updates will be posted on the official website



"2025 K-Coffee Award: Winter & Spring Season"

THE BEST GREEN BEANS AND COFFEE FARM

Application Form

Submitter Information

- Name:
- Affiliation:
- Contact:

Mandatory Questions (Required for Green Bean Submission)

- Selling Price Provided to Competition Organizing Committee: ____ KRW/kg
1. Processing Method:
 2. Production Region (Country / Specific Area):
 3. Producer (Farm Name):
 4. Cooperative Name:
 5. Variety:
 6. Cultivation Altitude:
 7. Harvest Date: (YYYY. MM)

Optional Questions (Recommended for Understanding Coffee & Farm Environment)

1. Harvest Method:
2. Coffee Cultivation Area:
3. Annual Production Volume:

Please Answer the Following Questions:

1. How many years have you been farming coffee? ()
 - 1) Less than 10 years
 - 2) More than 10 years
 - 3) More than 20 years
2. What do you think is the most important factor in coffee farming? ()
 - 1) Capital
 - 2) People
 - 3) Technology
3. Do you use pesticides in coffee cultivation? ()



- 1) Yes
 - 2) No
4. Do you use fertilizers in coffee cultivation? ()
- 1) Yes
 - 2) A little
 - 3) Not at all
5. Do you use natural compost in coffee cultivation? ()
- 1) Yes
 - 2) A little
 - 3) No
6. What methods do you use to increase coffee production? (Select all that apply) ()
- 1) Pruning
 - 2) Changing varieties
 - 3) Fertilizers and pesticides
7. What methods do you use to increase coffee sales? (Select all that apply) ()
- 1) Developing direct market channels
 - 2) Relying on export companies
 - 3) Participating in domestic competitions or exhibitions
8. What steps do you take to improve coffee quality?
(*Examples: Installing modern facilities, training programs, etc.*)
9. What are your future plans for coffee farming? ()
- 1) Continue farming
 - 2) Pass it down to children
 - 3) Gradually reduce farming
10. What aspects of your current coffee farming do you think need improvement? ()
- 1) Facility upgrades
 - 2) Training programs
 - 3) Finding sales channels
11. Do you think the current transaction method is fair? ()
- 1) Fair



- 2) Somewhat fair
- 3) Unfair

12. Are you satisfied with the current green bean selling price? ()

- 1) Satisfied
- 2) Somewhat satisfied
- 3) Dissatisfied

13. How much do you think the price should increase? ()

- 1) 5-10%
- 2) More than 10%
- 3) More than 20%

14. Do you have leftover coffee green bean inventory each year? ()

- 1) Yes
- 2) No

15. What percentage of your total production remains unsold each year? ()

- 1) 10%
- 2) 20%
- 3) 30%

16. What is the main reason for the unsold green bean coffee inventory? ()

- 1) Decline in quality
- 2) No buyers
- 3) Price is too high

17. How do you handle the unsold green coffee beans? ()

- 1) Sell at a low price
- 2) Dispose of them
- 3) Other: _____

18. What is your philosophy or belief regarding coffee cultivation?

19. Certifications (Please list any certifications applied to the submitted green beans, e.g., Organic, Fair Trade, etc.):



20. If you have anything else to introduce about the green coffee you submitted, please describe it.

Thank you