

I want to assist a COE International Jury week (Observers & Jurors)

Every Cup of Excellence Competition has an international Jury stage. This stage is composed by a panel of International Cuppers from companies around the world. In order to join a COE International Jury you must follow the next steps:

1. You must have applied and been selected as an observer. Once selected you must have participated on an International Jury.
2. After one more observer participations (with ACE's approval regarding your cupping skills) you will now be able to apply for an international jury spot.

APPLICATIONS FOR BOTH OBSERVERS AND JURORS MAY BE FOUND ON [THE ACE WEBSITE](#)

What is an observer?

An observer's participation during an international week consists of the full COE experience, meaning they will participate in all cuppings and activities along with the jury, but the observer's scores will not be taken into account to determine the scores of the coffee. **Also note the observer must cover their accommodation and food expenses** (whereas a COE Juror has these expenses covered by the host country). Both observers and jurors are responsible for their travel arrangements/visas/permits and expenses to arrive in the destination country. The host country will assist with accommodation and food arrangements for observers but do NOT cover the costs.

After having attended as an observer to a COE competition, depending on the skills and experience you will be enabled to apply as a COE scoring judge for future competitions.

COE Scoring Jurors only pay for the airfare to and from the country along with any visa/travel arrangements. Food, transport, and accommodation will be covered by host country.



How can I become a member?

<https://allianceforcoffeexcellence.org/join-us/>

You may acquire your membership through our online site (link above). Members will have a series of benefits and will be able to purchase sample sets of the coffees that will be auctioned, giving them the chance of cupping the coffees prior bidding.



How are the coffees going to the COE auction selected?

Preselection

All received coffees from farmers of the country who have enrolled are coded by the auditing firm. Once coded, all coffees are blindly cupped by a panel of cuppers who have passed a test applied by ACE, guaranteeing proper skills to cup. The best 150 coffees obtaining 86+ points advance to the next stage.

National Jury Round 1

The auditing firm codes once again with a different code the coffees. They are blindly cupped by the panel and the top 90 coffees obtaining 86+ points advance to the next stage.

National Jury round 2

The auditing firm codes once again with a different code the coffees. They are blindly cupped by the panel and the top 40 coffees obtaining 86+ points advance to the international round.

International Jury Round 1

Coffees are recoded once again. A different panel than the previous national cuppers, this one made up of approximately 20 international (+1 or 2 local cuppers) travel to origin countries and evaluate the coffees selected by the National Jury. Those with scores greater than 86 points go international jury round 2.

International Jury Round 2

Coffees are recoded again. The top 30 coffees obtaining 87+ points advance to the Cup of Excellence auction. Any coffees that obtained between 85 and 86.99 or are not in the top 30 coffees scoring 87+ may participate in the National Winners auction.

Top 10

The top 10 coffees from the prior round are recoded. These top 10 are cupped once again to define the final position they will be auctioned with.

Note:

All stages are lead by a Head Judge appointed by ACE. This judge will guide both the national and international jurors throughout the stages.

How can I buy COE coffee? (online auctions)

Once you final results & winners have been announced, ACE members will receive and/or may purchase sample sets of their choice. Approximately 40 days after the results announcements an online auction will happen.

- COE AUCTION:

Will generally open on a set date at 9:00am New York time. The buyers will place bids on their lots of interest through the online bidding platform. Once all lots have bids a 3 minute timer will begin. Every time any lot gets a bid, the 3 minute timer will reset. When 3 minutes have passed and no bids have been place in any lot, the auction will conclude. (Auction time could be between 4-7 hours, sometimes more sometimes less)

- NATIONAL WINNERS AUCTION

Will generally open on a set date at 9:00am New York time. The buyers will have 1 week to place bids on their desired lots. The auction will close at an established date and time. NOTE: in the National Winners auction if a lot received a bid within the last 10 minutes, 15 minutes will be added to only that specific lot auction closure time.



I can not buy a full lot, I just need some boxes. What can I do? (buying groups)

COE lots are generally exported in boxes. Each box contains 30kg of green beans.

In occasions a group of interested buyers will join to purchase 1 whole lot. ACE sets up a WhatsApp group for bidders to join prior an auction. Bidders may express their desired lots of interest, and when a matching buyer(s) comes up, the buying parties may privately talk to define details such as maximum price, amount to be taken by each buying party, who will be the lead bidder etc.

IMPORTANT NOTES:

- The communication of the interested buyers among each other is not ACE's or COE's responsibility.
- The group must choose 1 lead bidder who will place bids on behalf of the rest of the group at the previously discussed prices. The lead bidder is responsible for any defaults should a buying party member withdraw or does not pay for the coffee. The lead bidder must also share the bidding agreement that will be provided by ACE prior to the auction with his group members
- Buying parties can be conformed of members of different countries. They do NOT have to be in the same country. Our exporter is able to split lots (only full boxes) and ship to different destinations around the world. There is a cost for splitting lot who is regularly assumed by the additional buyer.



How will I pay for and receive my coffee?

Every COE competition has a designated exporter who prepares and ships the COE lots to winning bidders around the world.

This exporter will handle the shipping instructions provided by the winning bidder, or quote shipping options for the winning bidders. Once the shipping details have been defined, the winning bidder will wire transfer the payment to the exporters bank account which has previously been verified the amount due for the coffee plus shipping costs.

The exporter will now proceed to ship the coffee to the winning bidder and provide the proper shipment tracking details and documents.

The winning bidder is responsible for:

- Properly providing the shipping details to the exporter
- Providing instructions regarding documentation needed to receive the coffee
- Any customs duties/processes/costs at the destination country of the coffee.



What other projects does ACE have?

Private Collection Auctions (PCA)

Adhering to ACE's mission of rewarding exemplary coffee farmers, we have established our Private Collection Auction program. By pinpointing exceptional producers with this program, we will curate auctions with organizations and farmers who best exemplify ACE's standards. We work with farms, estates, and interested organizations that meet the rigorous standards that ACE has pioneered since its inception in 1999.

[See our previous PCA's here.](#)

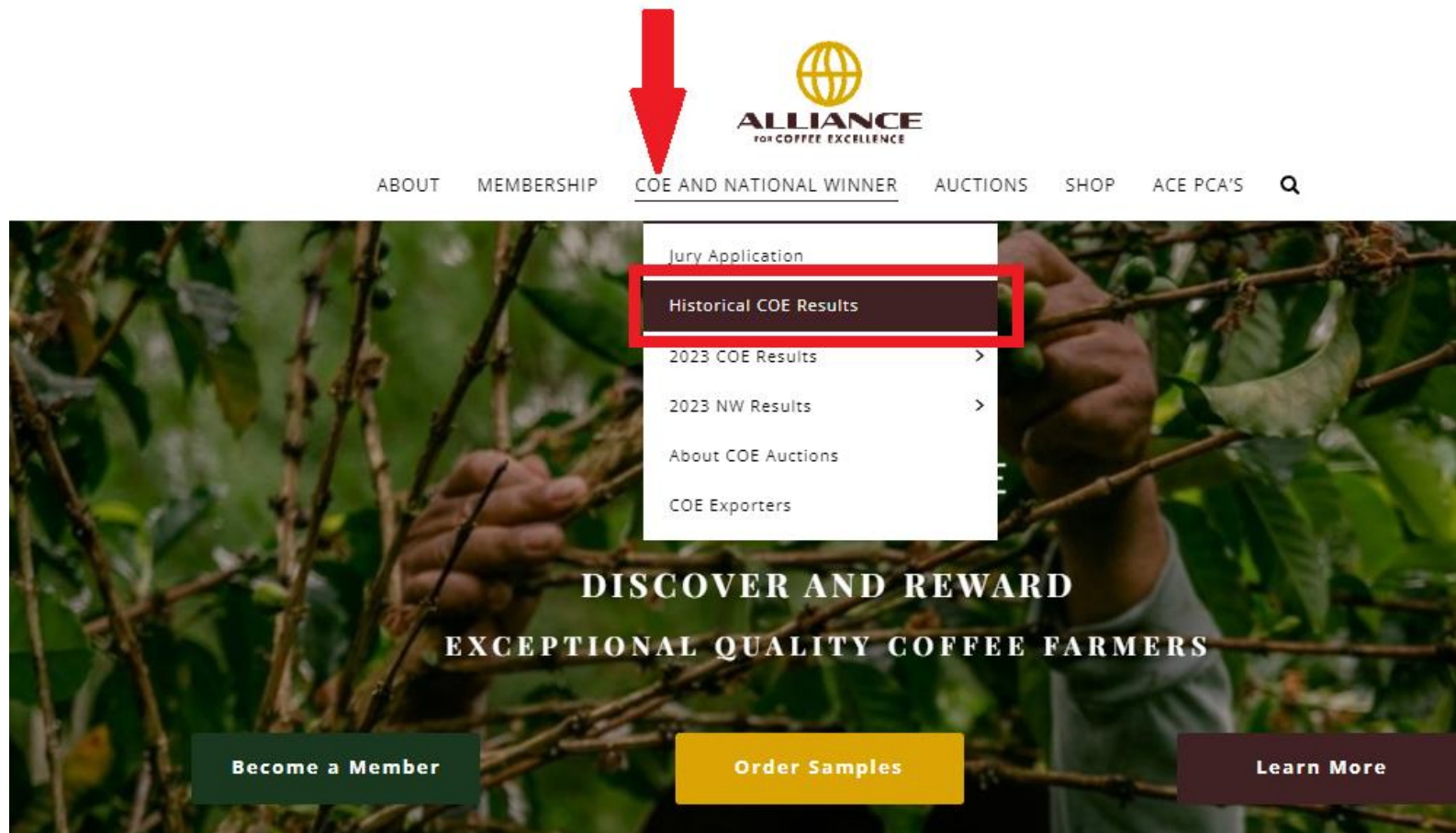


Sensory Educational Training (SET Courses)

ACE training courses are designed to give serious coffee professionals the tools to move their businesses to the next level of expertise. Based on the Cup of Excellence (COE) protocol, the "gold standard" of cupping methods, Sensory Educational Training (SET) allow us to share knowledge with those who want to improve their businesses by driving coffee excellence. Open to ACE members, non-members, roasters, retailers, importers, exporters, producers, green buyers and baristas with cupping experience are invited to join us.

Historical COE Results

Historical data of previous competitions in previous years around the world is public information that can be accessed on our website. Be sure to check it out!



Contacting ACE

Inquiries regarding Cup of Excellence and National Winners program:

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Inquiries regarding logistics (shipping of lots, shipping of samples, lot payments)

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Inquiries regarding membership (becoming a member):

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Inquiries regarding PCA's and auction related questions:

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Inquiries regarding education, training and SET courses:

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Inquiries on juries and observers

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