



Asia Signature  
**Battle**

**RULES  
AND  
REGULATIONS**

**April, 17 ~ 19, 2025**

SECC, HCMC, VIETNAM

Organizer



Powered by



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## ASIA SIGNATURE BATTLE 2025

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### RULES & REGULATIONS

#### "The Art of Drinks"

#### Mission

Asia Signature Battle is a prestigious competition that brings together the best baristas and bartenders from across Asia and around the world. It is an opportunity for these talented professionals to showcase their skills and creativity.

Asia Signature Battle focuses on the combination of coffee, tea and spirits, creating a platform to push the boundaries of creativity and artistry in drinks. Contestants will experiment with different combinations to create signature drinks that highlight the best qualities of each ingredient.

#### Object

Baristas, bartenders and people who loves and cares about coffee, tea, and spirit regardless of nationality or gender

#### Schedule (Tentative)

##### ★ Online Round

- **Online Registration** Dec.1<sup>st</sup> – Dec. 31<sup>st</sup>, 2024
- **Online Qualification Round** Jan.5<sup>th</sup> – Jan. 15<sup>th</sup>, 2025

★ **Top 34 Announcement (Tentative)** Jan 20th, 2025

★ **Workshop (Tentative)** Mar 7<sup>th</sup>, 2025

★ **Competitors Orientation** April 16<sup>th</sup> (Wed), 2025

##### ★ Offline Rounds

- **Preliminary Round: 34 competitors** April 17th (Thu), 2025
- **Semi-final Round: 18 competitors** April 18th (Fri), 2025
- **Final Round: 10 competitors** April 19th (Sat), 2025

\* Offline Competition Venue: ASB Stage inside VIETNAM INT'L CAFE SHOW 2025 (Hall A, SECC, HCM, VIET NAM)

\* The above schedule is subject to change during the period, and the changes will be announced on the official Asia Signature Battle website.

> Official website: <https://www.cafeshow.com.vn/asia-signature-battle>



## CONDITIONS OF PARTICIPATION

### 1. Organization

The Asia Signature Battle (ASB) is a competition open to qualified Bartender or Barista Vietnam located within the Vietnam International Cafe Show and organized by Exporum Vietnam Company Limited.

### 2. Rights

#### 2.1 Eligibility

Open to individuals aged 18 and older.

#### 2.2 Comprehension of Evaluation Rules

Asia Signature Battle proceeds competition management as well as evaluation under fixed rules and regulations. Participants are required to be well-informed of the competition rules, and be noted that any behavior that goes against more than one of the rules and regulations could be a disqualification factor except for special cases.

#### 2.3 Equipment

Participants must bring their own brewing equipment, tools, and garnishes (except Sponsor products). **Ohla products will be provided on-site.**

#### 2.4 Disqualification

Any form of cheating, plagiarism, or unsportsmanlike conduct will result in immediate disqualification.

Judges reserve the right to disqualify any participant at their discretion.

#### 2.5 Required Expenses for Advancement to the Final

Apart from the equipment and tools provided by the organizer, the expense generated from any other device that is necessary for the participant will be paid at the participant's cost.

#### 2.6 Participant Q&A

All competitors must fully know and understand all the necessary rules & regulations as well as the score sheet. If not, competitor requests could be rejected. All the documents related to Asia Signature Battle can be downloaded from the official website. For further inquiries, please contact [competition@cafeshow.com.vn](mailto:competition@cafeshow.com.vn).

#### 2.7 Terms & Conditions

Competitors and the Champion are visible spokespeople of the Asia Signature Battle event and role models of the industry, and as such must: Permit Exporum Vietnam Co., Ltd, its stakeholders, agents, and sponsor to use the competitor's name, image or likeness in any format without charge for any business purpose, including but not limited to marketing promotion.

### 3. General Rules (READ CAREFULLY)

#### A. Sponsor products will change according to the rounds.

- B. Sponsor products will be provided on-site.
- C. Do not use any items or equipment with logos other than the ASB competition and sponsor logos.
- D. Minimum requirement for a drink is **30 ml** of **tea** or **coffee** (unlimited types and forms of extraction) – alcoholic or non-alcoholic ingredients (hot or cold).
- E. No other ingredients are limited.
- F. Do not use products of unknown origin, do not ensure food safety and hygiene, including homemade products that are directly competitive or of the same type as the sponsor's products.
- G. Do not use more than 7 ingredients for a drink recipe.
- H. Decorative ingredients are not included but food pairing is counted as 1 ingredient (ice, sugar, salt, pepper, oil, perfume, fish sauce ...).
- I. Homemade products are counted as 1 ingredient.
- J. Participants must bring their own brewing equipment, tools, and garnishes (except Ohla products).
- K. Cups must be made of glass or ceramic.
- L. Participants must dress in professional attire that reflects the cultural theme. Attire should be neat, clean, and appropriate for a public competition. At least, competitors must wear white shirt, dark cotton trousers, formal leather shoes
- M. *Fire cannot be used.*

#### **4. Competition Procedure**

##### **4.1 Summary**

- A. The ASB has 2 types of evaluation judges: Sensory Judge, Technical Judge
  - i. Preliminary Round, Semi-Final Round & Final Round of the Asia Signature Battle will be evaluated with 3 sensory judges, 1 technical judge. The technical judge will evaluate the Station Management and cleanliness at the end of the performance/competition time.
- B. The competition will consist of 4 competition rounds: Online Round (all competitors), Pre Round (36 competitors), Semi-Final (18 competitors) and Final round (10 competitors)
- C. The competition space will consist of a stage with at least 2 competition stations, numbered sequentially (e.g., 1, 2).
- D. Each competitor will be assigned a start time and station number.
- E. The competitor will be in the competition square for Preparation Time, Performance Time, and Clean-Up Time.

- F. Competitors will serve 1 perfect glass and 3 tasting glasses from the ingredient categories of Sponsor provided for each round to each of the 3 judges, for a total of 4 drinks, during a period of 5 minutes for Preliminary Round, Semi-final Round and 7 minutes for Final Round (excluded preparation time and Clean-Up time)..
- G. The drinks of each round must contain the same ingredients and follow the same recipe as each other. Deliberately preparing and serving varied drinks within a category will result in a score of 0 in Taste Experience for those drinks that deviate in recipe from the beverage that is served first.
- H. Competitors may produce as many drinks as they choose during the performance time; however, only drinks served to the sensory judges will be evaluated.

## 5. Award

### ✔ PRIZE STRUCTURE

🏆 **Champion: \$3,000 USD + Trophy + Gifts + Opportunity to participate in World Cocktail**

#### **Battle in Seoul**

🥈 **2nd Place: \$1,000 USD + Trophy + Gifts**

🥉 **3rd Place: \$500 USD + Trophy + Gifts**

🏆 **Best Impression Performance: \$500USD + Trophy + Gifts**

📺 **Most Impressive Video: \$200USD + Gifts**

Anyone has the opportunity to become a Brand Ambassador for sponsor Ohla by Luong Gia.

⚠ **Notice: Income tax should be paid by competitor**

## PRELIMINARY ROUND

### Objective:

Explore and celebrate the cultural heritage of the world.

Contestants use specialty ingredients from around the world to create unique drinks.

### Compulsory Ingredient in Drinks

- Use at least 1 type of Syrup **(30ml)** of the Sponsor's product, contestants can choose to use any type of syrup provided by the sponsor ASB - Ohla By Luong Gia.
- Minimum requirement for a drink is **30 ml** of **tea** or **coffee** (unlimited types and forms of extraction) – alcoholic or non-alcoholic ingredients (hot or cold).

### Summary:

#### A. Format:

1:1 Battles Performance (Contestants will pair up and compete against each other on the ASB stage)

Each contestant will present **1 finished drink** and **3 tasting cups** to the judges.

#### B. Time:

Each competitor will be given 10 minutes at their assigned station with the following segments:

- a. 3 minutes Preparation Time
- b. 5 minutes Performance Time**
- c. 2 minutes Clean-Up Time

#### C. Presentation:

Contestants must present how they created a drink based on the product provided by Sponsor Ohla by Luong Gia.

#### D. Scoring Scale:

- Signature (30 points)
- Story & Presentation (30 points)
- Technique (30 points)
- Beverage Art (10 points)

#### E. Deduction Scale

- Technique (drop, break, spill, messy, dirty, forget, wrong recipe, etc,...) - 2 points/ mistake (maximum -30 points of technique)

\*NOTE: If the deduction is higher than the score for the Technical category, the competitor will receive 0 points for this category. No apply for other criteria.

- **Penalty: Minus 5 points per 10 second**

**5m1s**

**5m11s**

**5m21s**

**5m31s**

\*If competitor does not stop, please get the Stage Manager

#### F. BREW BAR

- Brewbar is the competition area for the unlucky contestants who may have a chance to move on to the Semi-Finals. Contestants who have been eliminated in the qualifying round will move to the Brew Bar area and present a drink created based on the sponsor's product.
- Each contestant will present **at least 5 tasting cups** to the audience.
- Scoring method: voting at the brew bar stage, randomly inviting 5 audience members to vote for the contestant based on the tasting of the drink.

- Scoring scale: Yes/No.
- Only 1 contestant gets the chance to continue.

**G. Preliminary Round sponsorship products:**

Syrup	No.	Name of Product	Unit
	1	Peach	Bottle
	2	Mango	Bottle
	3	Passionfruit	Bottle
	4	Guava	Bottle
	5	Strawberry	Bottle
	6	Melon	Bottle
	7	Pineapples	Bottle
	8	Lychee	Bottle
	9	Soursop	Bottle
	10	Longan	Bottle
	11	Blueberry	Bottle
	12	Panda	Bottle
	13	Orange	Bottle
	14	Caramel	Bottle
	15	Coconut	Bottle
	16	Rhodomyrtus tomentosa Wight*	Bottle
	17	Mint	Bottle
	18	Green Tea	Bottle
	19	Cinnamon	Bottle
	20	Raspberries	Bottle
	21	Blue Curacao	Bottle
	22	Corn	Bottle
	23	Taro	Bottle
	24	Starfruit	Bottle

\**Rhodomyrtus tomentosa*, commonly known as Sim rùng in Vietnamese, is a species of flowering plant in the Myrtaceae family.



## SEMI-FINAL ROUND

### Objective:

Inspired by the Past, Creating the Art of tomorrow.

Contestants use traditional ingredients to create drinks with a modern twist. The goal is to find completely new processing methods.

### Compulsory Ingredient in Drinks:

- Use 1 combo of (at least **30 ml** of syrup or at least **30 ml** of smoothie or at least **100 gram** food in can) of Sponsor product. Competitors must participate in a draw at the workshop (March 7th, 2025) to get the product combos based on the product lines provided by the ASB Organizers.
- Minimum requirement for a drink is **30 ml** of **tea** or **coffee** (unlimited types and forms of extraction) – alcoholic or non-alcoholic ingredients (hot or cold).

### Summary:

#### A. Format:

1:1 Battles Performance (Contestants will pair up and compete against each other on the ASB stage)

Each contestant will present **1 finished drink** and **3 tasting cups** to the judges.

#### B. Time:

Each competitor will be given 10 minutes at their assigned station with the following segments:

- a. 3 minutes Preparation Time
- b. 5 minutes Performance Time**
- c. 2 minutes Clean-Up Time

#### C. Presentation:

Contestants must present how they created a drink based on the product provided by Sponsor Ohla by Luong Gia.

#### D. Scoring Scale:

- Signature (30 points)
- Story & Presentation (30 points)
- Technique (30 points)
- Beverage Art (10 points)

#### E. Deduction Scale

- Technique (drop, break, spill, messy, dirty, forget, wrong recipe, etc,...) - 2 points/ mistake (maximum -30 points of technique)

\*NOTE: If the deduction is higher than the score for the Technical category, the competitor will receive 0 points for this category. No apply for other criteria.

- **Penalty: Minus 5 points per 10 second**  
**5m1s**  
**5m11s**  
**5m21s**  
**5m31s**

\*If competitor does not stop, please get the Stage Manager

#### F. BREW BAR

- Brewbar is the competition area for the unlucky contestants who may have a chance to move on to the Semi-Finals. Contestants who have been eliminated in the qualifying round will move to the Brew Bar area and present a drink created based on the sponsor's product.
- Each contestant will present **at least 5 tasting cups** to the audience.

- Scoring method: voting at the brew bar stage, randomly inviting 5 audience members to vote for the contestant based on the tasting of the drink.
- Scoring scale: Yes/No.
- Only 1 contestant gets the chance to continue.

**G. Semi-final Sponsorship Products:**

Product Combo	No.	Name of Product	Unit
	1	Melon Syrup	Bottle
		Melon Smoothie	Bottle
	2	Corn Syrup	Bottle
		Corn Smoothie	Bottle
	3	Strawberry Syrup	Bottle
		Strawberry Smoothie	Bottle
	4	Mango Syrup	Bottle
		Mango Smoothie	Bottle
	5	Rhodomyrtus tomentosa Wight* Syrup	Bottle
		Rhodomyrtus tomentosa Wight* Smoothie	Bottle
	6	Guava Syrup	Bottle
		Guava Smoothie	Bottle

\**Rhodomyrtus tomentosa*, commonly known as *Sim rùng* in Vietnamese, is a species of flowering plant in the Myrtaceae family.

## FINAL ROUND

### Objective:

Unleash Your Signature, Conquer the Game

Candidates should use ingredients that are uniquely theirs, ingredients that remind them of memories and good times to create drinks.

### Compulsory Ingredient in Drinks:

- Use at least 2 types of (at least **30 ml** of syrup or at least **30 ml** of smoothie or at least **100 gram** food in can) of Sponsor product. Competitors can choose to use any kind of product provided by the Sponsor Ohla by Luong Gia.
- Minimum requirement for a drink is **30 ml** of **tea** or **coffee** (unlimited types and forms of extraction)
- **1 alcoholic** and **1 non-alcoholic** drink required.

### Summary:

#### A. Format:

Compete one-on-one (Finalists will compete and the overall winner will be selected)

Each contestant will present **1 finished alcoholic drink** with **3 tasting cups** and **1 finished non-alcoholic drink** with **3 tasting cups** to the judges.

#### B. Time:

Each competitor will be given 12 minutes at their assigned station with the following segments:

- a. 3 minutes Preparation Time
- b. **7 minutes Performance Time**
- c. 2 minutes Clean-Up Time

#### C. Presentation:

Contestants must present how they created a drink based on the product provided by Sponsor Ohla by Luong Gia.

#### D. Scoring Scale:

- Signature (30 points)
- Story & Presentation (30 points)
- Technique (30 points)
- Beverage Art (10 points)

#### E. Deduction Scale

- Technique (drop, break, spill, messy, dirty, forget, wrong recipe, etc,...) - 2 points/mistake (maximum -30 points of technique)

\*NOTE: If the deduction is higher than the score for the Technical category, the competitor will receive 0 points for this category. No apply for other criteria.

- **Penalty: Minus 5 points per 10 second**

**5m1s**

**5m11s**

**5m21s**

**5m31s**

\*If competitor does not stop, please get the Stage Manager

**F. Final Sponsorship Products:**

Syrup	No.	Name of Product	Unit
	1	Peach	Bottle
	2	Mango	Bottle
	3	Passionfruit	Bottle
	4	Guava	Bottle
	5	Strawberry	Bottle
	6	Melon	Bottle
	7	Pineapples	Bottle
	8	Lychee	Bottle
	9	Soursop	Bottle
	10	Longan	Bottle
	11	Blueberry	Bottle
	12	Panda	Bottle
	13	Orange	Bottle
	14	Caramel	Bottle
	15	Coconut	Bottle
	16	Rhodomyrtus tomentosa*	Bottle
	17	Mint	Bottle
	18	Green Tea	Bottle
	19	Cinnamon	Bottle
	20	Raspberries	Bottle
	21	Blue Curacao	Bottle
	22	Corn	Bottle
	23	Taro	Bottle
	24	Starfruit	Bottle
Smoothie	1	Strawberry	Bottle
	2	Melon	Bottle
	3	Mango	Bottle
	4	Passionfruit	Bottle

	5	Guava	Bottle
	6	Pineapples	Bottle
	7	Soursop	Bottle
	8	Longan	Bottle
	9	Peach	Bottle
	10	Raspberries	Bottle
	11	Oranges	Bottle
	12	Blueberries	Bottle
	13	Green Apples	Bottle
	14	Rhodomyrtus tomentosa*	Bottle
	15	Corn	Bottle
	16	Taro	Bottle
	17	Starfruit	Bottle
Jelly	1	Chia Seeds	Box
	2	Salted Coffee	Box
	3	Orange	Box
	4	Caramel	Box
	5	Passionfruit	Box
	6	Cheese	Box
	7	Peach	Box
	8	Kiwi	Box
	9	Soursop	Box
	10	Salted Tamarind Chili	Box
	11	Longan	Box
	12	Rhodomyrtus tomentosa*	Box
	13	Chocolate	Box
	14	Lychee	Box
	15	Mango	Box

\**Rhodomyrtus tomentosa*, commonly known as Sim rùng in Vietnamese, is a species of flowering plant in the Myrtaceae family.