

# Judging Criteria



Our judges will visit nominated businesses as a secret shopper. Judges will be following the judging format provided below. Judges will award the business points for each of the following categories with the highest point scorer being awarded the title of café of the year. Judging sheets and comments will remain the property of KISS Marketing and will not be used for any marketing or business advantages. Competition judges will not disclose their identity and will cover all their purchase cost in your business.

## **Business image - 20 points total**

- Signage
- Menu layout
- Location
- Style
- Cleanliness

## **Coffee presentation - 20 points total**

- Coffee menu design
- Hygiene of machine and coffee system
- Skill and knowledge of Barista
- Coffee presentation
- Customer feedback

## **Food Presentation – 20 points total**

- Food menu
- Pricing structure
- Style and presentation
- Hygiene practices
- Customer feedback

## **Customer service – 20 points total**

- Welcome greeting
- Staff attitude
- Salesmanship
- Management attitude
- Problem solving skills

## **Point of difference – 20 points total**

- Theme of café
- The vibe or feel of the café
- Climate
- Special unique benefits of the business
- Originality of the business

# Entry Form



Café Name.....

Café Owner/Manager .....

Address .....

City.....

State..... Post code.....

Phone .....Fax .....

Email.....

Trading days and hours.....

## Conditions of entry

Nominated cafes must be Australian based.

Prize package will be nominated by Sugar Australia and their representatives. Prize packages must be taken in the nominated time schedules provided.

The management of KISS Marketing give full control of the competition process to the judging committee and no correspondence will be entered into in regard to the final judgment decision.

Instant disqualification of entry if there is any evidence of tampering or collusion with any judges.

Entries close on the 31 October 2009 –judging will take place between 01 October – 14 November 2009.

Judges will pay for all purchases and will remain anonymous in the judging process.

KISS Marketing and Sugar Australia will have the rights to appoint judges in each state and territory.

I agree the above information is correct and I have read the conditions of entry and the judging criteria and agree in all areas of the competition and give full media permission to promote the cafes name and location after the awards.

Print Name.....

Signed.....

Dated.....

Please post or fax Entry Forms to:  
KISS Marketing  
PO Box 5728 Port Macquarie 2444  
Fax: 02 6583 7169, Enquiries: 02 6583 7163

Café Biz and Competition sponsor Sugar Australia are looking nationally for Australia's Best Cafes. This prestigious award for the Nations business champions will this year be part of the Golden Bean Roaster Competition & Coffee Festival, with winners being announced at the final night Awards Dinner.

Café Biz organizers of the Competition have found over the five years of the award the winners have enjoyed the added benefits and media exposure of being part of a select group of the top ranking cafes.

This years awards will be a very simple process of filling out an entry form and judges in each state will then visit and critique the café business.

Entry is open to all Café Operations within Australia.