BRUSSELS COFFEE SHOW × ALPRO

Alpro Latte Art Battle 2026

Official rules · Friday 6 November 2026 · 13:00 – 17:00 · Gare Maritime, Brussels

1 vs 1	16	3	1
head-to-head battles	competitors maximum	Alpro drinks	champion

The concept

The Alpro Latte Art Battle showcases free pouring with Alpro plant-based drinks. Two baristas go head to head, live in front of the audience: the winner moves on to the next round. Round after round, the mandatory Alpro drink and equipment change, with increasing difficulty.

Participation

- **16 competitors** maximum, professional baristas or coffee lovers.
- Free registration via the online form, on a first come, first served basis. Registrations beyond 16 go on a reserve list.
- Welcome and free practice from 13:00. **Mandatory briefing at 13:30.** A competitor absent at the briefing is replaced by a reserve competitor.

Equipment

Provided by our sponsors, on **2 identical stations** side by side:

- **Alpro drinks: Oat, This Is Not M*lk and Almond** (one mandatory drink per round, see below)
- Dalla Corte espresso machine
- Mahlkönig E65S GbW grinder
- Perfect Moose milk frother, with its pitcher
- MHW-3BOMBER Ultimate Milk Pitcher 5.0
- Cups: the same cup for every competitor
- Coffee provided by the organisers
- Brita filtered water
- **Espresso**: competitor's choice, pulled by themselves or by a member of the competition staff.

Competitors may bring **their own pitcher**, labelled with their name, except in the round where the MHW-3BOMBER pitcher is mandatory. **Etching tools are not allowed.**

A mandatory drink and equipment for each round

Round	Alpro drink	Steaming	Pouring pitcher	Pattern
Round 1	Oat	Manual (steam wand)	Free: personal or MHW-3BOMBER	Drawn at random
Quarter-finals	Oat	Manual (steam wand)	**MHW-3BOMBER mandatory**	Drawn at random
Semi-finals	This Is Not M*lk	**Perfect Moose mandatory**	Perfect Moose pitcher, or transfer into a personal or MHW-3BOMBER pitcher	Drawn at random
3rd-place match and final	Almond	Competitor's choice: manual or Perfect Moose	Free	Free pour

Almond, reserved for the finals, is the most technical challenge: it requires perfect control of texture.

How a battle works

1. **Preparation**: the espresso is pulled on each station, by the competitor or by a staff member, as they prefer.
2. **Steaming together**: when both espressos are ready, the MC gives the signal and both competitors steam their milk at the same time.
3. **Pouring facing the audience**: on the MC's second signal, both competitors pour together, facing the audience. Whoever is ready first waits for their opponent.
4. **Vote**: both cups are placed side by side in front of the judges.

- The pattern is drawn at random (dice or wheel) just before the battle, except in the 3rd-place match and the final.
- **No clock**: the pace is set by the MC's signals, not by a time limit.
- **One attempt only**, no second cup.
- A cup that is spilled or not filled loses the battle, unless both cups are in this situation: the judges then decide between the two cups.

Patterns

Patterns that can be drawn from Round 1 to the semi-finals:

- Heart
- Tulip
- Rosetta
- Wave heart
- Swan
- Triple rosetta

3rd-place match and final: free pattern.

Judging

- **3 judges**, including a Head Judge.
- Criteria: visual appeal, accuracy of the drawn pattern, contrast, symmetry, creativity and a fully filled cup.
- **Simultaneous vote**: on "3, 2, 1", each judge points to the winning cup. The competitor with at least 2 votes out of 3 wins the battle.
- The judges' decisions are final.

Image rights

By registering, participants agree to be photographed and filmed during the event, and to the use of these images in the communication of the Brussels Coffee Show and its partners.

With the support of

Registration: online registration form · Contact: hello@brusselscoffee.show