



World Coffee Championships Champion Code of Conduct

The Champion Code of Conduct is applicable to all seven World Coffee Championships (WCCs). The WCCs are produced by World Coffee Events (WCE), a wholly owned subsidiary of the Specialty Coffee Association (SCA).

1. The SCA assumes that all Champions will continue to abide by the terms of the WCC Competitor Code of Conduct and all Rules & Regulations for the respective championship for the duration of the competition.
2. A Champion is reflected as the current Champion for approximately one year period ranging from the competition in which they are awarded the title until the next official competition.
3. The Champion may use the following titles with their name for this period relevant to the competition they have won:
 - Year - Champion
 - Year - Champion – City
 - Current Champion

For Example: 2011 World Latte Art Champion, 2011 World Latte Art Champion Maastricht, Current World Latte Art Champion.

4. After the duration of the Champion year period, the Current Champion becomes the Past Champion. The following titles may be used:
 - Past Champion
 - Year - Champion
 - Year – Champion - City

For Example: Past World Brewers Cup Champion, 2011 World Brewers Cup Champion, 2011 World Brewers Cup Champion Maastricht.

5. The Champion recognizes that the SCA & WCE owns all rights to the respective Championship name, marks, logos and any other intellectual property and any use thereof granted to the Champion is limited by the terms and conditions of the World Coffee Championships, rules and regulations, and codes of conduct.
6. The Champion can use the titles owned by the SCA/WCE in press releases and communications related to the Champion and the competition; making appearances at WCE-sanctioned events as the Champion; and other communications regarding the respective Championship.
7. The Champion may not use any of the marks, logos, or other intellectual property of the SCA/WCE in connection with private profit advertisements, events, and activities that may detract or compete with the respective Championship.
8. The SCA reserves the right to change the Champion Code of Conduct, and any rules, regulations, or other documents associated with the WCCs at any time. The Champion must abide by the revisions.
9. Should the SCA find the Champion has not adhered to the Code of Conduct, or to abide by any revisions thereto, or the Champion voluntarily relinquishes their title, the SCA reserves the right to dismiss the Champion and revoke their rights to use the title of champion and any other marks owned by the SCA/WCE.
10. The Champion allows the SCA to use their name and image in their official communications, including advertisements for all World Coffee Championships.
11. The Champion may be invited to promotional or educational SCA events during the championship year. In the case of volunteer activities, every effort to support the Champion's airfare and lodging will be made, where possible. The Champion is to donate their time for the relevant activity.