

# MILKLAB® Barista Battle 2026

Competition Rules  
and Terms and Conditions

**MILKLAB**

## COMPETITION RULES – MILKLAB BARISTA BATTLE 2026

### 1. INTRODUCTION

The MILKLAB Barista Battle is back for 2026! You asked for it! This year, the MILKLAB Barista Battle is available for entries online and is opening the callout for entries to ALL Australian based baristas. No matter where you live in Australia, you can enter, and every barista in Australia may enter.

Enter the ultimate Latte Art competition by uploading your best MILKLAB Pour to go in the running to compete to represent your state at the national finals at the Melbourne International Coffee Expo (**MICE**).

### 2. DEFINITIONS

In these Competition Rules and Terms and conditions:

**“Agreement”** means any contract entered into between the Barista Battle Champion and the Promoter following the conclusion of the Promotion

**“Barista Battle Champion”** means the competitor awarded 1<sup>st</sup> place in Judging Round 2 of Prize Set 1 in the Barista Battle.

**“Entrant or Competitor”** means a person who takes part in this competition.

**“Entry”** means one person’s entry to enter the Promotion.

**“Latte Art”** as defined in clause 3(b) means creating a design on the surface of a latte or other espresso-based beverage by pouring steamed MILKLAB milk into the espresso coffee.

**“MICE”** means Melbourne International Coffee Expo.

**“Promotion Platform”** has the meaning given in clause 3(b).

**“Pour”** as defined in clause 3(b) means the pouring of steamed MILKLAB milk from a jug into a coffee cup or mug.

**“Promoter”** and **“MILKLAB”** means Noumi Trading Pty Ltd ACN 614 863 286 of 8A Williamson Road, Ingleburn NSW 2565.

**“Promotion”** means the MILKLAB® Barista Battle competition.

**“Services”** has the meaning in clause 7(b) and means any services provided by the Barista Battle Champion to the Promoter pursuant to any Agreement.

**“State Winner”** has the meaning given in clause 4.

**“Submitted Coffee”** means the coffee submitted by the State Winners in person at MICE in the National Barista Battle.

**“Visa Gift Card Prize”** means the \$500 Visa gift card awarded the 2<sup>nd</sup> place winner in Judging Round 2 of the Barista Battle.

**“You and/or Your”** means a person who takes part in this competition.

### 3. ELIGIBILITY, ENTRY CRITERIA AND RULES

#### Eligibility

a) All Australian domestic participants in the Promotion must submit an Entry. To be eligible to submit an Entry, you must:

- i. be residing in Australia at the time of submitting your Entry; and
- ii. attend in person the Melbourne International Coffee Exhibition (**MICE**) from 26 to 28 March 2026; and
- iii. be available and willing to fly from your place of residence in Australia to Melbourne on a commercial flight paid for by the Promoter on a day and time of the Promoter's election; and
- iv. be available and willing to stay in accommodation in Melbourne from 26 to 28 March 2026, selected and paid for by the Promoter; and
- v. submit your Entry in accordance with the Entry Process detailed below before 23:59 PM AEST on 9 February 2026.

#### Entry Process

b) You must record and upload a video onto either Instagram or TikTok (**Promotion Platform**), which records your latte art (**Latte Art**) as you make your finest milk pour (**Pour**). The following rules apply:

- i. The Pour must be filmed as a video and uploaded to a Promotion Platform between 11:00 AM AEST on 14 January 2026 and 23:59 PM AEST 9 February 2026.
- ii. The Pour must not have any editing cuts and must be shot in one continuous take (text and music edits are allowed).
- iii. The video should focus only on you doing the Pour.
- iv. The Pour recorded in the video must clearly and visibly show that the Pour and Latte Art is using a MILKLAB® milk beverage product (e.g. it may depict the MILKLAB® branded carton and/or pouring milk from a MILKLAB® branded carton to a jug).
- v. The video of the Pour must be live on a Promotion Platform for the duration of the judging period between 11:00 AM AEST on 14 January 2026 and 23:59 PM AEST 9 February 2026, to be eligible for judging.
- vi. The caption of the video must have all of the following features:
  - Tag @milklabco; and
  - Hashtag #MILKLAB2026BB; and
  - The Australian state you are residing in and submitting your Entry from.

c) Only one Entry per person and one Entry per social media account will be judged. If there are multiple entries on a social media account, the Promoter will judge the most recent Entry uploaded before 23:59 PM AEST on 9 February 2026.

#### 4. JUDGING PROCESS

The Promotion consists of three different sets of judging rounds prizes, as below:

**Judging Round 1: National Barista Battle (Most Unique and Creative Video – Online Judging)**

<b>The content judged</b>	The Latte Art and Pour recorded in the video referred to in clause 3(b) above.
<b>Details</b>	<u>Date of judging:</u> 11 <sup>th</sup> February 2026 <u>Venue for judging:</u> 8A Williamson Road, Ingleburn 2565 NSW <u>Judging panel:</u> 3 x representatives of the Promoter
<b>Competitors</b>	All valid Entrants to the Promotion, excluding the International Participants referred to in Clause 8.
<b>Judging Criteria</b>	<p>The Latte Art and Pour will be judged using the following five criteria (10 points for each criterion). A maximum of 50 points can be accumulated by one Entry:</p> <ol style="list-style-type: none"> <li><b>Visual Foam Quality</b> – Quality of the foam on the drink for a bubble-free, smooth, glossy consistency.</li> <li><b>Contrast</b> – Contrast between the coffee crema and milk foam within the drink they present. Judges will consider areas of mixed crema and milk foam that are intentionally created by the competitor as a requirement of the desired pattern. Unintentionally mixing/blurring of the contrast will see a reduced score.</li> <li><b>Harmony, position of pattern</b> – Competitors should align the pattern with the cup handle at 3 o'clock, Judges will review the size and position of the pattern and its relation to the cup. If the pattern involves several elements, the judges will review their position and balance.</li> <li><b>Difficulty</b> – High scores will be awarded to difficult patterns successfully achieved. If a competitor attempts a difficult pattern but fails to represent that pattern in the presented drink, then a low score should be expected.</li> <li><b>Overall Appeal</b> – Judges will review the look of the drink in its totality based on its personal impact on them. They will consider the creativity of the pattern. Judges are looking to recognise fundamental Latte art skills such as free-pouring and give higher points when these skills are taken to new levels and enhanced with further techniques.</li> </ol>
<b>Result</b>	<p>Based on the Judging Criteria, the Entry with the highest points will be selected as a winner in each state to compete in Judging Round 2 (the final round) at MICE between 26 to 28 March 2026. There will be eight (8) winners in total from the Australian states or territories below (<b>State Winners</b>):</p> <ol style="list-style-type: none"> <li>1. NSW (1 Entry will be winner)</li> <li>2. VIC (1 Entry will be winner)</li> <li>3. TAS (1 Entry will be winner)</li> <li>4. QLD (1 Entry will be winner)</li> <li>5. SA (1 Entry will be winner)</li> <li>6. WA (1 Entry will be winner)</li> <li>7. NT (1 Entry will be winner)</li> </ol>

	<p>8. ACT (1 Entry will be winner)</p> <p>Prizes will be awarded in accordance with <a href="#">Clause 5 Prize Set 1</a></p> <p>*Note: In the event multiple entries are awarded the same score, the Promoter may appoint a further panel of judges who will review the entry (or entries) in accordance with the Judging Criteria, to determine a State Winner.</p>
<b>Contact</b>	<p>Each State Winner will be contacted on or around 13 February 2026, after which each State Winner will have from 13 February 2026 to 18 February 2026 inclusive to accept the prize set out in <a href="#">Clause 5 Prize Set 1</a>.</p> <p>Note: In the event a State Winner declines to accept the Domestic Travel Prize, the Promoter will offer the Domestic Travel Prize to the next Entry with the most accumulated points from that state.</p>

**Judging Round 2: National Barista Battle (Latte Art and Pour, and Signature Drink) comprising of 3 Heats at MICE**

<b>The content judged</b>	The Latte Art and Pour performed, and signature drink delivered by the entrant at MICE in Melbourne.
<b>Details</b>	<p><u>Date</u>: 27 March 2026</p> <p><u>Venue</u>: MICE at the Melbourne Convention and Exhibition Centre.</p> <p><u>Judging panel</u>: 3 x representatives of the Promoter</p>
<b>Competitors</b>	<p>The following will compete in the identified Heats:</p> <ul style="list-style-type: none"> <li>• Heat 1 – State Winners identified from Judging Round 1</li> <li>• Heat 2 – The winners of Heat 1</li> <li>• Heat 3 – The winners of Heat 2</li> </ul>
<b>Judging Criteria</b>	<p><u>Latte Art and Pour (Heats 1 and 3)</u></p> <p>The Latte Art and Pour will be judged using the following five criteria (10 points for each criterion). A maximum of 50 points can be accumulated:</p> <ol style="list-style-type: none"> <li>1. <b>Visual Foam Quality</b> – Quality of the foam on the drink for a bubble-free, smooth, glossy consistency.</li> <li>2. <b>Contrast</b> – Contrast between the coffee crema and milk foam within the drink they present. Judges will consider areas of mixed crema and milk foam that are intentionally created by the competitor as a requirement of the desired pattern. Unintentionally mixing/blurring of the contrast will see a reduced score.</li> <li>3. <b>Harmony, position of pattern</b> – Competitors should align the pattern with the cup handle at 3 o'clock, Judges will review the size and position of the pattern and its relation to the cup. If the pattern involves several elements, the judges will review their position and balance.</li> <li>4. <b>Difficulty</b> – High scores will be awarded to difficult patterns successfully achieved. If a competitor attempts a difficult pattern but fails to represent that pattern in the presented drink, then a low score should be expected.</li> </ol>

	<p>5. <b>Overall Appeal</b> – Judges will review the look of the drink in its totality based on its personal impact on them. They will consider the creativity of the pattern. Judges are looking to recognise fundamental Latte art skills such as free-pouring and give higher points when these skills are taken to new levels and enhanced with further techniques.</p> <p><b>Signature Drink (Heat 2)</b></p> <p>The signature drink will be judged using the following three criteria (10 points for each criterion). A maximum of 30 points can be accumulated:</p> <ol style="list-style-type: none"> <li>1. <b>Difficulty</b> – High scores will be awarded for the complexity of the signature drink, including the level of technical skill, originality of the recipe, and the successful use and integration of challenging ingredients or processes. If a competitor attempts a complex formulation or technique but fails to clearly express the intended flavours, balance, or concept in the presented drink, a low score should be expected.</li> <li>2. <b>Overall appeal</b> - Judges will evaluate the drink as a complete sensory experience, considering its visual presentation, aroma, flavour, texture, and how well the concept is communicated. Creativity and originality will be rewarded, along with the competitor's ability to demonstrate strong fundamental beverage skills. Higher scores will be given when these skills are elevated through thoughtful innovation, cohesive design, and a memorable overall impact.</li> <li>3. <b>Flavour Balance and Harmony</b> - The drink demonstrates an appropriate body, creaminess, or lightness that aligns with and enhances the intended drink concept and finishes cleanly, pleasantly, with no lingering bitterness or heaviness on the palate.</li> </ol>
<p><b>Brewing Parameters &amp; Equipment for National Barista Battle Finals</b></p>	<p>The Head Judge will have the final decision regarding the eligibility of entries, judges and compliance with these Rules. No further correspondence will be entered into regarding a judge's decision. The Head Judge will be a representative of the Promoter.</p> <p><b>Latte Art and Pour (Heats 1 and 3)</b></p> <p>Competitors will be given three (3) minutes, and as many attempts in that time to produce their final drink to be judged in the heat. A single shot will be provided for the Competitor to conduct their Latte Art and Pour. Competitors can make as many attempts as they deem necessary, however competitors must submit only one coffee for judging.</p> <p>Espresso machines and handles will be provided by La Marzocco, and grinders will be provided by Barista Group. Competitors are only eligible to compete on these machines. Milk and jugs will be provided by the Promoter. Competitors can bring their own pouring jugs or use the jugs provided by the Promoter.</p> <p><b>Signature Drink (Heat 2)</b></p> <p>Competitors will have five (5) minutes prior to the heat commencement to prepare garnishes, finalise ingredients and ensure readiness.</p> <p>Once the heat begins, competitors will have three (3) minutes to arrange their station, and ten (10) minutes to prepare 3 identical servings of their signature drink.</p>

	<p>Upon completion of the heat, the competitor will have two (2) minutes to return their tools and ingredients.</p> <p>The Signature Drink Parameters:</p> <ul style="list-style-type: none"> <li>• It must contain at least 100mls of MILKLAB Milk.</li> <li>• It may use multiple MILKLAB Milks.</li> <li>• Only MILKLAB Milk can be used.</li> <li>• 3 identical signature drinks must be served.</li> <li>• Garnishes used must be edible.</li> <li>• Garnishes may be pre-prepared.</li> </ul>									
<b>MICE Knockout Competition</b>	<p>Competition in a knockout format (3 heats in total).</p> <table border="1"> <tr> <td>Heat 1- Latte Art</td><td>4 heats, 8 competitors</td><td>Free pour (any Latte Art pattern of your choice) with MILKLAB® Oat into Acme Cappuccino Cup 190ml</td></tr> <tr> <td>Heat 2 – Signature Drink</td><td>2 heats, 4 competitors</td><td>Signature Drink creation (any Signature Drink of your choice) with MILKLAB product into Iced Latter 16oz Cup 470ml</td></tr> <tr> <td>Heat 3 (Finals) – Latte Art</td><td>1 heat, 2 competitors – playoff for the 1<sup>st</sup> &amp; 2<sup>nd</sup> place</td><td>Free pour (any Latte Art pattern of your choice) with MILKLAB® Almond into Acme Cappuccino Cup 190ml</td></tr> </table> <p>NOTE: No etching tools will be permitted in the free-pour heats of this knockout competition.</p>	Heat 1- Latte Art	4 heats, 8 competitors	Free pour (any Latte Art pattern of your choice) with MILKLAB® Oat into Acme Cappuccino Cup 190ml	Heat 2 – Signature Drink	2 heats, 4 competitors	Signature Drink creation (any Signature Drink of your choice) with MILKLAB product into Iced Latter 16oz Cup 470ml	Heat 3 (Finals) – Latte Art	1 heat, 2 competitors – playoff for the 1 <sup>st</sup> & 2 <sup>nd</sup> place	Free pour (any Latte Art pattern of your choice) with MILKLAB® Almond into Acme Cappuccino Cup 190ml
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Heat 3 (Finals) – Latte Art	1 heat, 2 competitors – playoff for the 1 <sup>st</sup> & 2 <sup>nd</sup> place	Free pour (any Latte Art pattern of your choice) with MILKLAB® Almond into Acme Cappuccino Cup 190ml								
<b>Winner Selection</b>	<p>The following will determine the winners of each heat:</p> <p>Heat 1 – 4 winners will be determined from the 4 head-to-head heats and will progress to compete in Heat 2.</p> <p>Heat 2 – 2 winners will be determined from the 2 head-to-head heats and will progress to compete in Heat 3.</p> <p>Heat 3 – The winner and runner-up of the MILKLAB® National Barista Battle will be determined from the final head-to-head heat between the winners of Heat 2.</p>									
<b>Result</b>	Prizes will be awarded in accordance with <a href="#">Clause 5 Prize Set 2</a>									

**Judging Round 3: International Barista Battle Round (Latte Art and Pour, and Signature Drink) comprising of 3 Heats at MICE**

<b>The content judged</b>	The Latte Art in your finest Pour performed by the Entrant at MICE in Melbourne.
<b>Details</b>	<p><u>Date</u>: 28 March 2026</p> <p><u>Venue</u>: MICE at the Melbourne Convention and Exhibition Centre.</p> <p><u>Judging panel</u>: 3 x representatives of the Promoter</p>
<b>Competitors</b>	<p>The following will compete in the identified Heats:</p> <ul style="list-style-type: none"> <li>• Heat 1 – All International Participants</li> <li>• Heat 2 – The winners of Heat 1</li> <li>• Heat 3 – The winners of Heat 2</li> </ul>
<b>Judging Criteria</b>	<p><u>Latte Art and Pour (Heats 1 and 3)</u></p> <p>The Pour and Latte Art will be judged using the following five criteria (10 points for each criterion). A maximum of 50 points can be accumulated:</p> <ol style="list-style-type: none"> <li>1. <b>Visual Foam Quality</b> – Quality of the foam on the drink for a bubble-free, smooth, glossy consistency.</li> <li>2. <b>Contrast</b> – Contrast between the coffee crema and milk foam within the drink they present. Judges will consider areas of mixed crema and milk foam that are intentionally created by the competitor as a requirement of the desired pattern. Unintentionally mixing/blurring of the contrast will see a reduced score.</li> <li>3. <b>Harmony, position of pattern</b> – Competitors should align the pattern with the cup handle at 3 o'clock, Judges will review the size and position of the pattern and its relation to the cup. If the pattern involves several elements, the judges will review their position and balance.</li> <li>4. <b>Difficulty</b> – High scores will be awarded to difficult patterns successfully achieved. If a competitor attempts a difficult pattern but fails to represent that pattern in the presented drink, then a low score should be expected.</li> <li>5. <b>Overall Appeal</b> – Judges will review the look of the drink in its totality based on its personal impact on them. They will consider the creativity of the pattern. Judges are looking to recognise fundamental Latte art skills such as free-pouring and give higher points when these skills are taken to new levels and enhanced with further techniques.</li> </ol> <p><u>Signature Drink (Heat 2)</u></p> <p>The Signature Drink will be judged using the following three criteria (10 points for each criterion). A maximum of 30 points can be accumulated:</p> <ol style="list-style-type: none"> <li>1. <b>Difficulty</b> – High scores will be awarded for the complexity of the signature drink, including the level of technical skill, originality of the recipe, and the successful use and integration of challenging ingredients or processes. If a competitor attempts a complex formulation or technique but fails to clearly express the intended</li> </ol>

	<p>flavours, balance, or concept in the presented drink, a low score should be expected.</p> <p><b>2. Overall appeal</b> - Judges will evaluate the drink as a complete sensory experience, considering its visual presentation, aroma, flavour, texture, and how well the concept is communicated. Creativity and originality will be rewarded, along with the competitor's ability to demonstrate strong fundamental beverage skills. Higher scores will be given when these skills are elevated through thoughtful innovation, cohesive design, and a memorable overall impact.</p> <p><b>3. Flavour Balance and Harmony</b> - The drink demonstrates an appropriate body, creaminess, or lightness that aligns with and enhances the intended drink concept and finishes cleanly, pleasantly, with no lingering bitterness or heaviness on the palate.</p>			
<p><b>Brewing Parameters &amp; Equipment for International Barista Battle Finals</b></p>	<p>The Head Judge will have the final decision regarding the eligibility of entries, judges and compliance with these Rules. No further correspondence will be entered into regarding a judge's decision. The Head Judge will be one of the representatives of the Promoter.</p> <p><b><u>Latte Art and Pour (Heats 1 and 3)</u></b> Competitors will be given three (3) minutes, and as many attempts in that time to produce their final drink to be judged in the heat. A single shot will be provided for the Competitor to conduct their Latte Art and Pour. Competitors can make as many attempts as they deem necessary, however competitors must submit only one coffee for judging.</p> <p>Espresso machines and handles will be provided by La Marzocco, and grinders will be provided by Barista Group. Competitors are only eligible to compete on these machines. Milk and jugs will be provided by the Promoter. Competitors can bring their own pouring jugs or use the jugs provided by the Promoter.</p> <p><b><u>Signature Drink (Heat 2)</u></b> Competitors will have five (5) minutes prior to the heat commencement to prepare garnishes, finalise ingredients and ensure readiness.</p> <p>Once the heat begins, competitors will have three (3) minutes to arrange their station, and ten (10) minutes to prepare 3 identical servings of their signature drink.</p> <p>Upon completion of the heat, the competitor will have two (2) minutes to return their tools and ingredients.</p> <p>The Signature Drink Parameters:</p> <ul style="list-style-type: none"> <li>• It must contain at least 100mls of MILKLAB Milk.</li> <li>• It may use multiple MILKLAB Milks.</li> <li>• Only MILKLAB Milk can be used.</li> <li>• 3 identical signature drinks must be served.</li> <li>• Garnishes used must be edible.</li> <li>• Garnishes may be pre-prepared.</li> </ul>			
<p><b>MICE Knockout Competition</b></p>	<p>Competition in a knockout format (3 heats in total).</p> <table border="1" data-bbox="496 1833 1428 1896"> <tr> <td data-bbox="496 1833 812 1896">Heat 1- Latte Art</td><td data-bbox="812 1833 1095 1896">3 heats, 6 competitors</td><td data-bbox="1095 1833 1428 1896">Free pour (any Latte Art pattern of your choice)</td></tr> </table>	Heat 1- Latte Art	3 heats, 6 competitors	Free pour (any Latte Art pattern of your choice)
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			with MILKLAB® Oat into Acme Cappuccino Cup 190ml								
	Heat 2 – Signature Drink	2 heats, 3 competitors	Signature Drink creation (any Signature Drink of your choice) with MILKLAB product into Iced Latter 16oz Cup 470ml								
	Heat 3 (Finals) – Latte art	1 heat, 2 competitors – playoff for the 1 <sup>st</sup> & 2 <sup>nd</sup> place	Free pour (any Latte Art pattern of your choice) with MILKLAB® Almond into Acme Cappuccino Cup 190ml								
	NOTE: No etching tools will be permitted in the free-pour heats of this knockout competition.										
<b>Winner Selection</b>	<p>The following will determine the winners of each heat:</p> <p>Heat 1 – 3 winners will be determined from the 3 head-to-head heats and will progress to compete in Heat 2.</p> <p>Heat 2 – 2 winners will be determined from the 3-person heat and will progress to compete in Heat 3.</p> <p>Heat 3 – The winner and runner-up of the MILKLAB® International Barista Battle will be determined from the final head-to-head heat between the winners of Heat 2.</p>										
<b>Result</b>	<table border="1"> <thead> <tr> <th>Winner</th><th>Selection Process</th></tr> </thead> <tbody> <tr> <td>1<sup>st</sup> Place</td><td>The competitor that has accumulated the most points in Heat 3.</td></tr> <tr> <td>2<sup>nd</sup> Place</td><td>The competitor that has accumulated the 2<sup>nd</sup>-largest number of points in Heat 3.</td></tr> <tr> <td>3<sup>rd</sup> Place</td><td>The competitor that does not progress to Heat 3 from Heat 2.</td></tr> </tbody> </table> <p>Prizes will be awarded in accordance with <a href="#">Clause 5 Prize Set 3</a></p>			Winner	Selection Process	1 <sup>st</sup> Place	The competitor that has accumulated the most points in Heat 3.	2 <sup>nd</sup> Place	The competitor that has accumulated the 2 <sup>nd</sup> -largest number of points in Heat 3.	3 <sup>rd</sup> Place	The competitor that does not progress to Heat 3 from Heat 2.
Winner	Selection Process										
1 <sup>st</sup> Place	The competitor that has accumulated the most points in Heat 3.										
2 <sup>nd</sup> Place	The competitor that has accumulated the 2 <sup>nd</sup> -largest number of points in Heat 3.										
3 <sup>rd</sup> Place	The competitor that does not progress to Heat 3 from Heat 2.										

## 5. PRIZES

The following schedule outlines the prizes to be awarded by the Promoter.

### Prize Set 1: Barista Battle (Most Unique and Creative Video)

Description	Prize	Prize Provider
Travel and accommodation prize	<p><a href="#">Domestic Travel Prize</a></p> <p>Note: If the nearest commercial airport to where the State Winner resides is Melbourne, that winner will receive a \$250 VISA gift card instead of 1 x economy return commercial flights and accommodation for 1 in Melbourne. This VISA gift card is provided in lieu of the Domestic Travel Prize.</p>	Promoter
Prize pack	<p>Each winner will receive one (1) prize pack which shall include the following items:</p> <ul style="list-style-type: none"> <li>• 1 x Made for Baristas Jumper, valued at \$80</li> <li>• 1 x Made for Baristas Tote Bag (Heart or Cluster), valued at \$60</li> <li>• 1 x Made for Baristas Beanie, valued at \$50</li> <li>• 1 x Made for Baristas: Frank Green Reusable Cup, valued at \$50</li> </ul> <p>The above items are subject to availability and substitution are at the election of the Promoter.</p>	Promoter

### Prize Set 2: Barista Battle (Latte Art and Pour, and Signature Drink)

Runner-up: National MILKLAB® 2026 Barista Battle	<ul style="list-style-type: none"> <li>• \$500 VISA gift card (<a href="#">Visa Gift Card Prize</a>)</li> </ul>	Promoter
Winner: National MILKLAB® 2026 Barista Battle	<ul style="list-style-type: none"> <li>• \$3,000 cash prize</li> <li>• Named 2026 National Barista Battle Champion</li> <li>• Opportunity to become a MILKLAB® Master Barista*</li> </ul>	Promoter

**<sup>^Note:</sup>** EFT Payments will require the winner to provide bank account details and documentation evidencing bank account ownership (as required by the Promoter).

\* Refer to clause 7 for more details of the MILKLAB Master Barista Opportunity.'

**Prize Set 3: International Barista Battle (Latte Art and Pour, and Signature Drink)**

Description	Prize	Prize Provider
Heat 2 Runner Up: 3 <sup>rd</sup> Place	\$500 cash prize	Promoter
Heat 3 Runner up: 2 <sup>nd</sup> Place	\$2,500 cash prize	Promoter
Heat 3 Winner: 1 <sup>st</sup> Place	<ul style="list-style-type: none"><li>Named 2026 International Barista Battle Champion</li><li><a href="#">International Travel Prize</a></li></ul>	Promoter

**6. PRIZE DETAILS****Travel Prize****a) Domestic Travel Prize**

Please refer to below and clause 24 of the Full Terms and Conditions for the Domestic Travel Prize details and conditions for the eight (8) State Winners in Australia.

Domestic Travel Prize	Inclusions	<ul style="list-style-type: none"><li>1 x entry ticket to MICE</li><li>Economy return commercial flight to and from Melbourne for one (1) person from the nearest commercial airport where the winner resides in Australia to Melbourne (the airline carrier, date and time of the flights will be booked and paid for by the Promoter and selected at the election of the Promoter but will require each State Winner to travel between the dates of 25 March 2026 to 28 March 2026</li><li>Three nights' accommodation (One standard hotel room, valued at approx. \$300 per night to be selected, booked and paid for by the Promoter)</li></ul>
	Exclusions	<ul style="list-style-type: none"><li>Any transport other than the flights above (including transit costs between MICE and accommodation)</li><li>Meals and drinks</li><li>Medical expenses</li><li>Private entertainment</li><li>Travel insurance</li><li>Room service</li><li>Any other ancillary costs</li></ul>

**b) International Travel Prize**

Please refer to below and clause 24 of the Full Terms and Conditions for the International Travel Prize details and conditions for the Judging Round 3 winner of the International Barista Battle.

International Travel Prize	Inclusions	<ul style="list-style-type: none"><li>2 x entry tickets to the World of Coffee 2026 Panama</li><li>Economy return commercial flights to and from an America airport for two (2) people from the nearest commercial airport from where the winner's ordinary place of residence is (the airline carrier, date and time of the flights will be booked and paid for by the Promoter and selected at the election of the Promoter but will require the winner to travel</li></ul>
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		<p>between the dates of 22 October 2026 to 26 October 2026</p> <ul style="list-style-type: none"> <li>5 nights' accommodation (One standard hotel room, valued at approx. \$1000 per night, to be selected, booked and paid for by the Promoter)</li> </ul>
	Exclusions	<ul style="list-style-type: none"> <li>Any transport other than the flight above</li> <li>Meals and drinks</li> <li>Medical expenses</li> <li>Private entertainment</li> <li>Travel insurance</li> <li>Room service</li> <li>Any other ancillary costs</li> </ul>

## 7. MILKLAB MASTER BARISTA OPPORTUNITY

- a) In addition to the \$3,000 Cash Prize, the Barista Battle Champion (being the competitor who is awarded 1<sup>st</sup> place in Judging Round 2 of the MILKLAB® National Barista Battle) will receive the opportunity to be a MILKLAB Master Barista of the Promoter.
- b) The Barista Battle Champion will receive the Promoter's Supply of Services Agreement (or other similar agreement) (**Agreement**), in which:
  - i. The Promoter and the Barista Battle Champion may agree on the scope of specific marketing and promotional partnership services (**Services**) to be provided by the Barista Battle Champion to the Promoter; and for which,
  - ii. The Promoter will pay a maximum fee of AU \$2,000 to the Barista Battle Champion during the agreed term of the Agreement (**Term**).
  - iii. Where the opportunity is accepted by the Barista Battle Champion, the Promoter's Standard Supplier Terms will apply, which is accessible here: Supply-of-Services-Standard-Terms.pdf (noumi.com.au).
- For the avoidance of doubt:
  - o the Barista Battle Champion is under no obligation to accept the partnership opportunity or sign the Agreement, and
  - o if opportunity is declined by the Barista Battle Champion, no substitute will be offered by the Promoter (subject to any state and Territory legislation).
- **The MILKLAB Master Barista Opportunity is subject to mutual agreement between the Promoter and the Barista Battle Champion.**

## 8. International Participants

- a) *Flights and MICE Tickets*
  - o In relation to the six (6) International Participants of the MILKLAB® International Barista Battle, the Promoter will select, book and pay for economy flights to and from MICE, Australia for those participants.
  - o The Promoter will also select, book and pay for one (1) MICE entry ticket for each International Participant, valued at approx. \$110 per participant.
- b) *Accommodation*
  - o The Promoter will arrange for suitable accommodation for the International

Participants for 3 nights (One standard hotel room for each international participant, valued at approx. \$300 per night to be selected, booked and paid for by the Promoter)

*c) Travel while in Melbourne*

- o International participants will be reimbursed by the Promoter in relation to their necessary transit and travel expenses to and from MICE while in Melbourne.
- o Total reimbursement by the Promoter will not exceed AUD \$250 per international participant and any travel expenses incurred beyond this amount will be borne solely by the International Participant.

*d) Other Expenses*

- o For the avoidance of doubt, the Promoter accepts no liability for any other expenses incurred by the International Participants other than those listed in Clause 8(a), (b) and (c) of these terms.

## **9. Publication of Results**

The MILKLAB ® Barista Battle 2026 winners will be announced live at MICE on 27 March 2026. Results may also be published on the MILKLAB website ([www.milklabco.com](http://www.milklabco.com)).

## FULL TERMS AND CONDITIONS – MILKLAB ® Barista Battle 2026

1. The details above (Competition Rules) and the following clauses collectively form the terms and conditions of the Promotion (**Terms and Conditions**).
2. The promoter of this competition is Noumi Trading Pty Ltd ABN 614 863 286 of 8A Williamson Road, Ingleburn NSW 2565 (**Promoter**).
3. All dollar values are in Australian dollar currency.
4. **Duration:** The Promotion commences at 11:00AM AEST on 13 January 2026 and closes at 11:59PM AEST on 28 March 2026 (**Promotional Period**).
5. **Eligibility, Entry into the Promotion, Judging of Entries, Prize Details:** Refer to the following in the Competition Rules for full details:

<b>Promotion Eligibility</b>	<a href="#">Clause 3 - Eligibility, Entry Criteria and Rules</a>
<b>Entry into the Promotion</b>	<a href="#">Clause 3 - Eligibility, Entry Criteria and Rules</a>
<b>Entry Requirements</b>	<a href="#">Clause 3 - Eligibility, Entry Criteria and Rules</a>
<b>Judging of Entries</b>	<a href="#">Clause 4 - Judging Process</a>
<b>Prize Details</b>	<a href="#">Clause 5 - Prizes</a> <a href="#">Clause 6 – Prize Details</a>

6. Each entrant is responsible for ensuring their familiarity with the Terms and Conditions at the time of participation. Participation in this competition is deemed acceptance of these Terms and Conditions. The Promoter's decision not to enforce a specific restriction (whether communicated to an entrant or not) does not constitute a waiver of that restriction or of these Terms and Conditions generally.
7. The Promoter's decision in relation to any aspect of the Terms and Conditions and/or the Promotion is final and binding on every person who participates. No correspondence will be entered into in relation to the Promoter's decision. Chance plays no part in determining the winner(s).
8. The Promotion is not valid in conjunction with any other offer.
9. Entrants can only participate in the Promotion in their own name or their own business name. Entrants who enter using multiple aliases (e.g. multiple names) will be disqualified.
10. All entrants acknowledge that the Promoter can rely on these Terms and Conditions even if the Promoter only learns of a person's ineligibility or breach of these Terms and Conditions after the Promoter has awarded a Prize to the ineligible person. Payment of the Prize value to the Promoter may be required by the Promoter if this occurs.
11. Winners are responsible for ensuring their correct personal information and contact email address are provided to the Promoter and any updated details are notified to the Promoter as soon as practicable. The Promoter accepts no responsibility should an entrant fail to receive their Prize because of a failure to notify the Promoter of correct details or of a change to their details, or for providing invalid information.
12. The Promoter does not warrant that third party service providers including without limitation social media providers necessary for the Promotion will be available or any/all Participating Products will be available at all times during the Promotion Period.
13. Any costs associated with accessing third party services providers including without limitation social media platforms are the entrant's responsibility and may be dependent on the internet service provider used.
14. The Promoter may, in its reasonable discretion, declare any entrant or winner invalid and/or reclaim a Prize if the entrant/winner:

(a) disrupts, annoys, abuses, threatens, harasses or attempts to do any of these things to the Promoter, another entrant or potential entrant of, or anyone else associated with, this Promotion.

(b) submits an entry that is not in accordance with these Terms and Conditions or who tampers with the entry process; or

(c) engages in conduct in relation to this Promotion which is misleading, deceptive, fraudulent or damaging to the Promoter's goodwill or reputation.

15. The Promoter reserves the right, at any time, to verify the validity of entries and entrants (including, without limitation, an entrant's identity, age and place of residence). Errors and omissions may be accepted or rejected at the Promoter's reasonable discretion. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights. The Promoter's legal rights to recover damages or other compensation from such an offender are reserved.

16. Entries and/or competition registrations must not contain any material which is, in the opinion of the Promoter, offensive, insulting, defamatory, inappropriate, obscene, unsuitable, scandalous, infringing content, rude or otherwise objectionable. The Promoter reserves the right, in its sole discretion, to reject any entries which do not comply with these Terms and Conditions and will not provide any notification nor reasons for rejection. Entries that do not comply with these Terms and Conditions of entry will be deemed invalid and are not eligible to win.

17. If this Promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter, the Promoter reserves the right, in its reasonable discretion, to the fullest extent permitted by law to modify, suspend, terminate or cancel the Promotion, as appropriate, subject to any directions from any relevant authority.

18. It is a condition of accepting the Prize that the entrant must comply with all the conditions of use of the Prize. The entrant may be required to (at the Promoter's discretion) sign any legal documentation as and in the form required by the Promoter in their reasonable discretion, including but not limited to a legal release and indemnity form. The Prize must be taken and used as stated and no compensation will be payable if an individual is unable to use the Prize as stated.

19. The Promoter may communicate or advertise this Promotion via social media platforms (**Platforms**) including, without limitation, Facebook, TikTok and Instagram. However, the Promotion is in no way sponsored, endorsed or administered by, or associated with these Platforms. Entrants are providing their information to the Promoter and not to the Platforms.

20. If a Prize is unavailable for any reason, the Promoter reserves the right to substitute another Prize of equal or greater value for that Prize, or element of it, subject to the approval of any relevant authority (where applicable).

21. Entrants are advised that tax implications may arise from accepting the Prize and they should seek independent financial advice prior to acceptance of that Prize.

22. Nothing in these Terms and Conditions limit, exclude or modify or purports to limit, exclude or modify the statutory consumer guarantees as provided under the Competition and Consumer Act 2010 (Cth), as well as any other implied warranties under the ASIC Act or similar consumer protection laws in the state and Territories of Australia (**Non-Excludable Guarantees**).

23. **Prize Pool:** There will be a maximum of 41 prizes, as follows:

Prize	Value
Eight (8) x Entry Tickets to MICE	AUD \$880 (approximate value) to State Winners collectively
Eight (8) x Return Economy Flights	AUD \$3200 (approximate value) to State Winners collectively
Eight (8) x Accommodation	AUD \$4800 (approximate value) to State Winners collectively
Cash Prize	AUD \$3,000 for the MILKLAB ® National Barista Battle Champion
Cash Prize	AUD \$500 Visa Gift card prize for the MILKLAB ® National Barista Battle Champion Runner-up
Cash Prize	AUD \$500 for the 3 <sup>rd</sup> place MILKLAB ® International Barista Battle

	competitor
Cash Prize	AUD \$2,500 for the 2 <sup>nd</sup> place MILKLAB® International Barista Battle Competitor
Eight (8) x Product Prize Packs	AUD \$2,080 (approximate RRP)
Two (2) x Entry tickets to World of Coffee Panama	AUD \$200 (approximate value) to the 1 <sup>st</sup> place MILKLAB® International Barista Battle competitor collectively
Two (2) x Economy Return Flights to America	AUD \$5000 (approximate value) to the 1 <sup>st</sup> place MILKLAB® International Barista Battle competitor
Accommodation	AUD \$5000 (approximate value) to the 1 <sup>st</sup> place MILKLAB® International Barista Battle competitor
<b>Total Prize Pool</b>	AUD \$27,660

24. Travel Prize:

- (a) Refer to [Clause 6 – Prize Details](#) for the full breakdown of the Travel Prize.
- (b) By entering this competition and collecting either the Domestic or International Travel Prize, the winner acknowledges and accepts that travel and any other activities comprising the Travel Prize are inherently dangerous and may result in death, injury, incapacity, damage to property or other losses. The Promoter is not responsible for any Force Majeure, such as adverse weather conditions, industrial action or civil commotion that may occur whilst the prize winner is traveling. The winner is responsible for enquiring about local issues and conditions at destinations before travel.
- (c) Travel arrangements to and from the winner's home and their nearest commercial airport do not form part of the prize unless expressly stated in these terms & conditions and are the responsibility of the winner. Any Travel Prize cannot be used as part payment for another airfare package. Flights and accommodation are subject to availability when booking and cannot be exchanged for other destinations.
- (d) If, for any reason whatsoever, a winner does not take an element of the Travel Prize at the time stipulated by the Promoter, then that element of the prize will be forfeited by the winner, and cash will not be awarded in lieu of that element of the prize.
- (e) There can be no changes to travel arrangements once tickets have been issued or accommodation bookings once the reservation is confirmed, unless otherwise advised by the Promoter.
- (f) In the event that any part of the Domestic or International Price becomes unavailable for any reason, the Promoter may within its absolute discretion (acting reasonably), substitute any part of the Travel Prize with a prize of equal or greater value.
- (g) The Promoter disclaims all liability for personal injury or death, illness, damage to property, property loss, delay, or any other loss which is suffered or sustained in connection with this competition including taking or using a prize (including any Travel Prize), except to the extent the loss is caused by the Promoter.
- (h) The Promoter makes no representations or warranties regarding the quality, condition, or suitability of the provided accommodation. The winner acknowledges and agrees that the Promoter assumes no responsibility for any dissatisfaction, inconvenience, or issues arising from the accommodation.
- (i) This Clause 24 also applies to international participants who will be travelling to and from MCIE, Melbourne and the round 3 winner of the MILKLAB® International Barista Battle.

25. **Winner Notification & Prize Delivery:** Notification and Delivery of prizes will occur as per the following table:

Prize Details	Notification	Delivery Details
Domestic Travel Prize	Winners of Barista Battle 1 <sup>st</sup> Round Prize will be notified on 13 February	Within four (4) to six (6) weeks after notification.

	2026.	
Visa gift card Prize	Winner of the Visa Gift Card Prize will be notified on 27 March 2026 at MICE.	On 27 March 2026 at MICE.
Cash Prize (s)	Winner of the Cash Prize will be notified on 27 March 2026 or the 28 March 2026 at MICE.	Within four (4) weeks of notification.
International Travel Prize	Winner of the International Travel Prize will be notified on 28 March 2026 at MICE.	Within four (4) to six (6) weeks of notification.

26. Except for any liability that cannot be excluded by law, including the Non-Excludable Guarantees, the Promoter (including its officers, employees and agents) excludes all liability for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the Promotion, including, but not limited to, where arising out of the following:

- (a) any technical difficulties or equipment malfunction (whether or not under the Promoter's control);
- (b) any theft, unauthorised access or third party interference;
- (c) any entry that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter;
- (d) any variation in prize value to that stated in the Competition Rules and/or the Terms and Conditions;
- (e) the completeness, correctness or accuracy of any information provided for the purpose of or in connection with the Promotion,
- (f) any tax liability/implications incurred by an entrant; or
- (g) use of a Prize,

except to the extent the Promoter has caused such liability.

27. Any attempt to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and/or civil laws and should such an attempt be made, whether successful or not, the Promoter reserves the right to refer the matter to law enforcement authorities and/or to seek damages or such other civil remedies as the Promoter may determine from time to time to the fullest extent permitted by law.

28. The Promoter reserves the rights to:

- (a) terminate, change or otherwise deal with the Promotion at any time in its reasonable discretion without prior notice and/or
- (b) amend the terms of the Promotion if all or part of the Promotion and/or terms are or are likely to be considered a breach of any applicable laws or regulations in any of the countries in which the Promotion is run.

29. In participating in the Promotion and accepting the Prize, each winner agrees to participate and co-operate as required in all editorial and marketing activities relating to the Promotion, including, without limitation, being interviewed, photographed and video recorded (Material). Each winner agrees to granting the Promoter a perpetual, non-exclusive, non-revocable, and royalty-free licence to use such Material in all media worldwide, including, without limitation, online social networking sites, and the winner will not be entitled to any fee for such use.

#### **DELIVERY**

30. The Promoter will make reasonable efforts to deliver Prizes to the addresses and/or email addresses provided by winners. The Promoter cannot guarantee that any Prizes returned to the Promoter due to non-delivery at the provided address will be re-sent to winners.

31. The Promoter and their associated agencies, and companies associated with this promotion will take no responsibility for Prizes that are damaged, stolen, misdirected or lost in transit.

#### **PERSONAL INFORMATION**

32. Participation in this Promotion is conditional on providing personal information. This includes names, emails, phone numbers and address. The Promoter may disclose entrants' personal information to Promoter's contractors and

agents to assist in conducting this Promotion and as required, to regulatory authorities.

33. By entering the Promotion, unless otherwise advised, each entrant also agrees that the Promoter, its employees, related companies and agents, may use personal information provided in any media for future promotional purposes, marketing, publicity, research, profiling purposes without any further reference, payment or other compensation to the Entrant, including sending an Entrant electronic messages and/or telephoning the Entrant.
34. The Promoter will otherwise handle entrants' personal information in accordance with its Privacy Policy which can be accessed at <https://noumi.com.au/wp-content/uploads/Privacy-Policy.pdf>.
35. Entrants consent to the Promoter using their name, likeness, image and/or voice, along with the winning posted image, in the event they are a winner (including photograph, film and/or recording of the same) in any media for an unlimited period without remuneration for the purpose of promoting this promotion (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter. All entries become the property of the Promoter.
36. Entrants' details may be used for future promotional and/or marketing activities carried out by the Promoter. Entrants can request not to receive this information by contacting the Promoter or unsubscribing from email communications. The Promoter may continue to provide entrants with information for an indefinite period unless and until advised otherwise by the entrant.
37. The Promotion and these Terms and Conditions will be governed by the law of the state or Territory in which the Promoter ordinarily resides. Entrants accept the non-exclusive jurisdiction of courts and tribunals of that state or Territory in connection with disputes concerning the Promotion.
38. Entrants may request access to their personal information and/or update their personal information or lodge a complaint via the following process:
  - To the Promoter: correspondence by email to [privacyofficer@noumi.com.au](mailto:privacyofficer@noumi.com.au)