

**2024 - September 9, 2024 -  
September 13, 2024**  
**WCC World Coffee  
Bean Roasting Competition Taiwan**



**T**he aroma of roasting coffee beans can be a significant distraction for competition participants, especially in coffee-related events or competitions where focus and precision are key. Here's how it might affect participants:

**1. Sensory Overload**

**Overpowering Scent:** The strong, rich aroma of roasting beans can overwhelm the senses, making it difficult for participants to concentrate on other smells or flavors. This can be particularly disruptive in competitions that require sensory evaluation, such as coffee cupping, where participants need to discern subtle differences in fragrance and taste.

**Fatigue of the Olfactory Senses:** Constant exposure to strong aromas can cause olfactory fatigue, where the participants' ability to detect or differentiate between scents diminishes over time. This can negatively impact their performance, especially in tasks involving taste and smell analysis.

**2. Distraction from Task**

**Mental Distraction:** The pleasant and intense aroma of roasting beans can be mentally distracting. It might make participants think about the roasting process itself, or even trigger hunger or cravings, diverting attention from the task at hand.

**Cognitive Disruption:** In a competition requiring focus, such as brewing or judging, the lingering smell of roasting coffee can pull

the participant's focus away from precision tasks, impacting timing, accuracy, or technique. (station), it could create an unfair advantage or disadvantage depending on where participants are located. Those nearer to the roasting aroma might struggle more than others further away.

In a competition setting, keeping the environment as neutral and controlled as possible is important for fairness. Managing the aroma from roasting beans is crucial to maintaining focus and allowing participants to perform at their best.

**3. Impact on Taste Perception**

**Taste Bias:** The strong scent of freshly roasted beans might influence participants' perceptions of taste. For example, the sweetness or bitterness in the air could affect how they judge a coffee's flavor profile, making it difficult to objectively evaluate a different cup of coffee.

**Cross-Contamination:** If the aroma lingers heavily in the air, it could interfere with tasting or evaluating different coffee samples, as the roast smell might overpower more delicate or nuanced flavors in other coffee varieties.

**4. Emotional and Physical Responses**

**Elevated Stress or Irritation:** Constant exposure to a strong smell like roasting beans may irritate some participants, increasing stress or frustration levels, especially if they are sensitive to strong odors. This can decrease their ability to focus and perform under pressure.

**Physiological Effects:** For some, the smell of roasting coffee can cause physical responses such as headaches or nausea, further detracting from their ability to compete effectively.

**5. Environmental Disruption**

**Uneven Conditions:** If the roasting aroma only affects certain areas of the competition room (for example, closer to the roasting station), it could create an unfair advantage or disadvantage depending on where participants are located. Those nearer to the roasting aroma might struggle more than others further away.

In a competition setting, keeping the environment as neutral and controlled as possible is important for fairness. Managing the aroma from roasting beans is crucial to maintaining focus and allowing participants to perform at their best.



Coolbit BAC-2021 | Business Air Cleaner has been officially appointed as the **"Official Environment for Air Quality Control"** by World Barista International event organizer for **2024 WCC World Coffee Bean Roasting Competition**, an event renowned for its competition reputation and prestige.

This appointment is a significant honor to Coolbit BAC-2021, reflecting the equipment's excellence and alignment with the values of the event.



**Air Revitalization**  
process technologies and systems  
**Coolbit BAC-2021**  
**| Business Air Cleaner**

The four (4) days event of preliminary event with a total of 142 participants at the competition had remarkably resulted the Best Competition with **"High Air Quality"** maintain through-out the whole competition event.

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