

MUST READ

First, we want to thank you for being with us in the #brewathome campaign. This #flipthefilter challenge is a charity event/challenge with the purpose to give back to the coffee community.

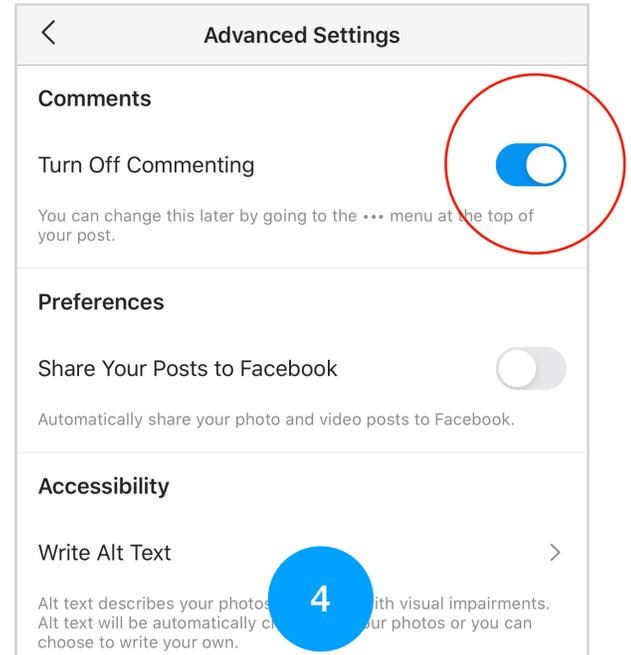
It is also a great opportunity to share your great product and coffee with the world through an exciting way. To maximize the result and avoid unnecessary confusion, please follow the instruction below.

Due to the limited space and image quality, not all products of our partners are listed on the post, but all will be on our website soon <https://notabarista.org/flipthefilterchallenge/>

Hope you also have fun with this challenge, and gain more followers :) If you have any question, please DM us directly on Instagram [@iamnotabarista](https://www.instagram.com/iamnotabarista)

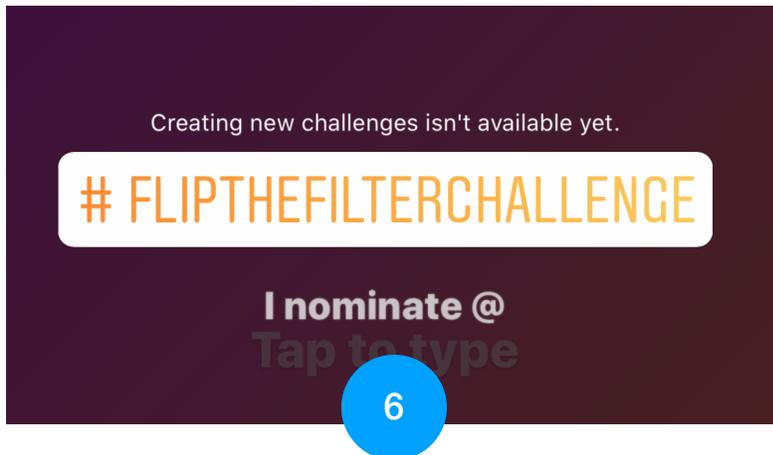
How to post:

1. Post all images provided in the **order** from 1 to 10,
2. **Copy and paste** all content provided below
3. **Tag all partners** on their logo, IG account is provided below.



4. **Disable** the comment function on your post so that we can easily track all entries
5. Record a video yourself participating the challenge and invite your followers :D
let's have fun together 🎉

6. So far, we can't create a new challenge sticker #flipthefilter, that is why let's together make this a visual game and make Instagram register our challenge. **Always stick with hashtag #flipthefilter**, ignore #flipthefilterchallenge and other similar hashtags so that when Instagram registers our challenge it will be #flipthefilter challenge



This is what it looks like when you use the challenge sticker on Instagram, the #flipthefilter challenge is not available yet, so please stick with #flipthefilter challenge.

7. Post this challenge on your IG feed, use 4x5 ratio to display the full image. 06.06.2020 10AM London time; if your live in another different time zone, follow Tokyo 10AM and San Francisco 10AM. Thank you :)

Whom to tag:

<p>Page 1: I'M NOT A BARISTA: @iamnotabarista</p>	<p>Page 7: konstanta: @ konstantacoffee West 4: @ west4roasters Bailies: @ bailiescoffee</p>
<p>Page 4: Hario: @hario_japan @hario_international Lilydrip: @lilydirp Melodrip: @melodripco</p>	<p>Page 8: torrefacto: @ torrefacto_ru Bristol twenty: @bristoltwentycoffee Hard beans: @ hardbeans Apollon's gold: @apollons.gold Kaffebox: @ kaffebox</p>
<p>Page 5: Goat story: goat_story Rabbit Hole: @rabbitholeroasters</p>	<p>Page 9: Essense: @essense.coffee DT: @dt_coffeeroastery Sajjad: @sajjad_co William's: @williams.roastery</p>
<p>Page 6: Mad espresso: @madespressoteam Jiribilla: @cafeconjiribilla Ethica: @ ethicarosters Wow: @ wowcoffeeroasters</p>	<p>Page 10: #brewathome: @brewathome_official</p>

COPY AND PASTE THE CONTENT BELOW INTO YOUR POST

(if the format on your post doesn't look nice, please make proper adjustment)

The #flipthefilter challenge is back. This time we teamed up with Hario and international #brewathome partners to connect the global coffee community.

Show off your skills and flip those V60 filter papers. Challenge yourself and break the record while being creative and having fun at the same time.

Afraid you'll run out of filter papers soon? Not to worry, we got your back! To reward all you coffee lovers/baristas who constantly try to break the most difficult records, Hario and our #brewathome partners will donate not only filter papers, but also brewing tools and great coffee to the community.

This is an open challenge for all who are passionate about coffee, all participants will have a chance to win a special prize from donated from our partners.

If you want to push yourself even further, try your luck in winning the "Most Creative & Most Difficult" title. Your talent in filter flipping will pay off this time.

How this works/ Rules:

1. Follow all partners involved in the challenge (check post mentions on each page)
2. Tell us your favorite coffee beans and roasters in the comment section
3. Tag 3 friends here and share this fun challenge with them
4. Start practicing, don't forget to record a video and share it with us.
5. Upload the challenge video to your Instagram feed, use hashtags #flipthefilter and #brewathome, tag us @iamnotabarista and @brewathome_official so that we can find you easily. Most important, nominate and challenge your coffee friends so we can all have fun together.

*only comment on [@brewathome_official](#) giveaway post accounts for a valid entry for winning the gifts. The main challenge starts on Saturday June 6th, 2020.

But we believe the fun shouldn't end on June 27th! This is why we will have mystery gifts sent to randomly picked participants. Share your happiness with others. During these chaotic times, the coffee community needs a bit more positive energy. Coffee connects the world.

Let #flipthefilter challenge begin.

For more information about the challenge, please check <https://notabarista.org/flipthefilterchallenge/>