



BRUSSELS BEER CHALLENGE RULES

SECTION 1 – ORGANIZATION

The Brussels Beer Challenge (BBC) is organized by BeComev (Beer Communication Events) located at rue Memlingstraat 9 B-1070 Brussels, Belgium (website: www.brusselsbeerchallenge.com).

SECTION 2 – MISSION

The main goals of the BBC include:

- The promotion and advancement of beers of good quality.
- To encourage production stimulate responsible consumption and to contribute to the expansion of culture of beer as an important part of our civilization.
- To create public awareness and present to the public the typical features of beers produced in different countries, as well as being a showcase for the latest beer trends.
- To help the consumer in selecting the best beers from brewers worldwide by creating a quality label/hallmark to assist them in making educated choices in a confusing market.
- To educate the consumer about the quality and diversity of beer-styles and breweries that exists around the world.
- To create a forum where brewers can compete with their international peers.

SECTION 3 – COMPETITOR

The competition is open, without discrimination, to every commercially-operated brewery/company, which is officially registered according to the respective national laws.

SECTION 4 – REGISTRATION

To take part in the competition each participant must register online on the competition website: www.brusselsbeerchallenge.com



In order to be complete, the registration must include the following information:

- The complete and exact identification of the participant who has the right to market or distribute the batch corresponding to the samples.
- The exact designation of the product, in accordance with the regulations of the country.
- The beer category.

The information entered during the registration engage the responsibility of the author. The BBC may at any time verify the truthfulness by any legal means and take any action as it deems necessary.

SECTION 5 – PARTICIPATION COSTS AND TERMS OF PAYMENT BEERS

Participation cost is **190€** (+ 21 % VAT for Belgian companies).

Early bird: Participation cost is **180€** (+ 21 % VAT for Belgian companies).

Payment can be made by bank transfer to:

BECOMEV BE39 0016 5981 7419 (IBAN)
GEBABEBB (Bank Identification Code)
of the BNP Paribas Fortis (B-1000)

or

by credit card Visa/Eurocard or American Express by completing the payment slip right after the registration on the website.

These costs must be settled upon registration. If the cost of registration has not been received for a product it will not be allowed to participate.

SECTION 6 – SHIPPING OF SAMPLES

To be admitted to the competition following quantities must be sent to the secretariat of the BBC (shipping, customs and taxes paid by sender).

BeComev – Brussels Beer Challenge

rue Memlingstraat 9
B-1070 Brussels, Belgium
beers@becomev.com
Contact : Fio Umile +32 493 84 34 28

- **3 SAMPLES** FOR BOTTLES OR CANS CONTAINING AT LEAST (OR EQUAL TO) 0.5 LITERS
- **6 SAMPLES** FOR BOTTLES OR CANS CONTAINING LESS THAN 0.5 LITERS



The samples must be accompanied by a pro forma bill stating (samples without commercial value. This invoice can be requested to the BBC organisation).

Samples that arrive late or that have not been correctly registered, or that don't correspond to the registered product will not be accepted at the competition. **BBC is not responsible for late arrivals of samples.**

To avoid breakages, the following measures are recommended:

- Wrap each bottle individually in a blister pack
- Place each bottle upright in a suitable packaging box
- Fill the free space in the box with a suitable packaging material
- Label "*Fragile*" and "*This side up*" on each box

SECTION 7 – CONTROL AND STOCKING OF SAMPLES RECEIVED

The BBC checks the shipments of the beers received and the official documents that accompany them, corrects any possible errors and refuses samples that do not correspond to the following regulations.

- The labeling of products made in the EU member states must comply with the Community regulations, and for other countries, this must conform to the regulations in force in the country of production.
- The BBC will sort the samples according to their declarations characteristics or, if necessary, by their obvious characteristics.
- The organizer will store the samples in a secure place under temperature and atmospheric conditions that will guarantee optimum storage.

The BBC is going to control the award-winning beers by comparing a selection of those products to an anonymously-bought sample from the same beer. A certified laboratory will be in charge of the comparative analysis and the comparative tasting (by a panel of independent beer tasters). In case of serious doubt or proven difference, the BBC reserves the right to cancel the awarded medal, to warn the relevant fraud services (or equivalent) and to expel the implicated producers from all competitions, organized by the BBC for a period of five years.

The BBC will inform the brewers involved.

SECTION 8 – CLASSIFICATION OF BEERS

The samples are filled per series and presented to the jury after a check based on registration documents, and the accuracy of entries for each category.



SECTION 9 - JUDGING

1. The submitted beers are judged by means of anonymous tasting performed by an international, experienced and independent jury appointed by the organizer.
2. Each beer in competition will be blind tasted by a minimum of 3 beer experts.
3. Beers in competition will be evaluated according to their ability to meet the style guideline criteria. All judges will use the same evaluation form provided by the Brussels Beer Challenge.
4. Evaluations will be conducted on an individual basis and not in groups.
5. Tasting glasses: a BBC tasting glass will be used by each judge.
6. Each judge table panel functions under the authority of a chairman appointed by the BBC, who is responsible for the smooth flowing of the tasting, checks the quality of beers served and the filling out of the score sheets and eventual attribution of points.

The BBC team will select judges from a list of internationally recognized brewers, consultants, industry suppliers and beer writers. These individuals have been selected on the basis of:

- Industry and peer recognition
- Knowledge of beer styles and the brewing process
- Flavor perception
- Sensory training and prior judging or beer evaluation experience
- Judging demeanor

SECTION 10 - CHAIRMAN'S DUTY

The judge panel chairman's duty is to ensure the smooth progress of the tasting of samples and:

1. Ensure the secrecy regarding the anonymity of the beers
2. Order a second tasting of a sample if it is deemed necessary

SECTION 11 - ORGANIZATION OF THE SESSION

The organizing committee of the BBC, which is composed of a director of operations and a general director, organizes the distribution of samples between the judge panels and the order of the tasting sessions.



SECTION 12 – OVERALL FUNCTIONING OF THE COMMISSIONS

1. Discipline

As anonymity is a fundamental principle of the competition:

- During the tasting the judges are required to keep silent and avoid gestures or facial expressions that might give away their impressions.
- Before the serving of each sample, the score sheets that are handed out may bear technical information relative to the sample.
- The staff that collects the sheets ensures they have been correctly filled out.
- Jurors are not allowed to know the identification of a beer, its origins, price, points or awards, thus respecting total anonymity.
- The use of private phones, tablets, laptops, ... is not allowed during the tasting sessions.

2. Mode of operation

Once the jury panels are formed, they will meet prior to judging to have their responsibilities and the judging process explained.

- The panels are seated in a well aired, well lit and quiet hall where entry is prohibited to any person not directly involved with the judging sessions. Where possible the temperature is kept between 18°C and 22°C. Smoking and eating is not allowed. Perfume, aftershave and strong deodorant will be banned.
- The judge decides whether or not to spit out beer under evaluation.
- To assist to the judging process each judge will have the following available:

1. Slices of white bread

2. Fresh water

- A second hall next door but out of the jurors' sight is reserved for serving of the beer samples.
- Smoking is not allowed here either
- The beer will be poured by a trained festival staff member and will be served to the judge
- The tasting sessions are held in the mornings. Each judge tastes a maximum 45 samples each day
- The BBC guarantees optimal tasting conditions for the judges

SECTION 13 – ORDER AND TEMPERATURE OF PRESENTED BEERS

1. The purpose of the distribution of the beers is to introduce to the commissions a homogenous successive set of samples. These series are examined in a rational order decided upon by the organizing committee in accordance with article 11.
2. Every morning before the first tasting session, it is recommended that for the palate calibration a beer of the same type as the series planned is presented to the tasters. This is a non-competing neutral tasting beer. This beer will be discussed by all judges.
3. The greatest efforts are made to ensure that the Beers are tasted at adequate serving temperatures. It is essential that all samples from the same category are tasted at the same temperature.



SECTION 15 – ROLE OF THE JUDGES

The judges verify and complete the information on the sheets relative to the sample. After sensory analysis of each sample the judge ticks the box on every line that corresponds to the appreciation of the given character. They then write any observations in the space reserved and return their sheet to the panel chairman. The opinion of the judges is final.

SECTION 16 – TRANSCRIPTION AND CALCULATION OF RESULTS

The BBC translates the judges score sheet assessments into final scores based on score resulting from the application of the methodology for distribution of medals, accredited by the Institute of Statistics of the Université catholique of Louvain. These final scores will be returned to the brewer.

SECTION 17 – DISTRIBUTION OF REWARDS

Medals

Samples that have received the highest scores, during the tasting and for each category, are awarded the following:

- A **gold medal** is only awarded to outstanding beers which stand out at every level and for all tasting criteria.
- A **silver medal** is a beer that stands out for its intrinsic quality by displaying an above average impression of finesse, balance and expression.
- A **bronze medal** is awarded to a beer with no faults, displaying clear quality features and definite balance.

Special Trophies

These trophies are complementary to those mentioned in paragraph 17. All awards granted by the BBC within the framework of this competition, apply only to the awarded products by the producer or trader on the registration form (section 4 above) and from where the competing sample comes from.

SECTION 18 – COMMUNICATION OF AWARDS

The distinctions of award-winning products are displayed as follows:

1. Awards

a. Participants who have obtained a medal will be notified by official letter from the BBC.

Each medal obtained constitutes:

- The official medal
- A certificate stating the nature of the distinction, the exact identity of the award winning product as well as the identity of the producer or dealer according to information provided on the registration form.



b. In addition, so that the producer can derive maximum benefit from winning the medal, the BBC offers for sale (and according to the rates in effect on the date the medal was awarded):

- Official BBC bottle stickers for the awarded product.
- The right to use the logo known as «dispensation to reproduce logo».

This right is personal, and non-transferable. It is limited to the number of reproductions specifically asked for by the producer or dealer on the order form and is valid one year: starting from the official announcement of the results until the start of the next BBC.

The producer wishing to use the BBC logo on their labels or other supports must purchase this right called the «dispensation to reproduce logo» from the BBC.

No changes whatsoever may be made to the logo, the diameter, proportions or color.
No other reproductions of the competition medal and/or bottle stickers and/or BBC logo are authorized nor can they be affixed to an awarded product.

The mention of the prize obtained cannot be reproduced except on the official bottle stickers and/or the «dispensation to reproduce logo».

2. Communication

Participants who have obtained a complementary trophy as mentioned above (section 17.2.) will be notified by letter from the BBC.

The distinction of best product in a category will only be achieved by getting a trophy. Any infringement, unauthorized reproduction and/or use of the medal, bottle stickers and/or logos of the BBC is strictly prohibited and will be penalized by a payment to the BBC of an irreducible and fixed fine of 10.000 €, in addition to damages for direct and indirect damage caused to the BBC.

The same rule applies to the Special Trophies (Section 17.2 above), and the product awarded a trophy.



SECTION 19 – EVENTS BEYOND CONTROL EVENTS AND CHANGES

If an event beyond the control of the BBC was to prevent the contest from taking place, the BBC cannot under any circumstances be held liable.

The BBC reserves the right to cancel the competition, to change the date scheduled for the event, to shorten or lengthen it, to modify the conditions or operations in the event of force majeure (epidemic, fire, flooding, natural catastrophe, strike, terrorist act, act of God, ...), or any event beyond their control or deemed justifiably necessary. Their liability cannot thereby be incurred and no compensation can be requested by participants.

The BBC cannot be held responsible for any theft, loss, damage or delay in the delivery of samples.

SECTION 20 – GENERAL RULES

- Every person registered will be notified by mail of the results of their product(s) presented.
- The competition results are final and without appeal.
- Samples of participating products may, after the event, be used by the BBC for promotional or training reasons. They will not be returned to the producer or dealer. The same applies if the event is cancelled as per the circumstances set out in Article 19 of this Regulation.
- Participating in the BBC means express and unconditional acceptance of these regulations.
- BBC reserves the right to combine beer categories, if required by circumstances.
- BBC reserves the right to close subscriptions.
- BBC reserves the right to refuse samples.
- In the case of a dispute with the BBC, the courts of Brussels shall have exclusive jurisdiction and Belgian law will apply.
- By signing up for the BBC you will receive pertinent and marketing communications from Becomev. If you do not want to receive these communications, you can unsubscribe or customize your level of interest through the Becomev's email service at the bottom of any communication.