INFORMATION DOSSIER 2027





CALENDAR 2027

REGISTRATIONS
From October 19, 2026
to January 17, 2027

SAMPLE SUBMISSIONS
From January 25
to February 5, 2027

JUDGING SESSIONS
February 12, 13 and 14, 2027

AWARDS CEREMONY
Within the framework of
Barcelona Beer Festival 2027

BARCELONA BEER CHALLENGE
INTERNATIONAL AWARDS

info@barcelonabeerchallenge.com

www.barcelonabeerchallenge.com



CONTEXT

The Barcelona Beer Challenge is an internationally recognised competition that, since its creation, has worked to promote quality beer culture and showcase the excellence of breweries from around the world.
In this 12th edition (2027), we renew our commitment to the industry by offering a prestigious platform where breweries can validate the quality of their products through a rigorous evaluation process, receive professional feedback, and strengthen their positioning among the market, industry professionals and consumers.

The competition holds its awards ceremony as part of the Barcelona Beer Festival, sharing the same space and taking place on the same days. This integration creates a unique ecosystem that amplifies the competition's impact, increases its media presence and provides international exposure for all participating breweries.

Taking part in the Barcelona Beer Challenge is about much more than competing for a medal: it means becoming part of a project that recognises excellence, celebrates the work of brewers and puts participating beers in front of a professional judging panel, the industry and thousands of enthusiasts of quality beer.

837	52	156	16
REGISTERED BEERS	CATEGORIES	BREWERIES	COUNTRIES

VISIBILITY • EXPOSURE • COLLABORATION

BARCELONA BEER CHALLENGE

INTERNATIONAL AWARDS



JURY

At the Barcelona Beer Challenge, we are firmly committed to the professionalisation of the industry. That is why our judging panel is made up exclusively of:

- BJCP-certified judges (Beer Judge Certification Program)
- Renowned certified sommeliers, both national and international

This selection ensures that all entries are evaluated with expert judgement, technical knowledge and professional rigour, in accordance with international competition standards.

The 50 judges who participate in the competition each year apply a thorough evaluation process that ensures fairness, transparency and reliability in every score.

The professionalism and experience of this specialised judging panel provide a distinctive value to the Barcelona Beer Challenge, further strengthening the prestige and credibility of the competition.

Taking part in the Barcelona Beer Challenge goes beyond winning a medal. It is an opportunity to showcase your brand, expand its reach and become part of a collaborative network throughout the year.

VISIBILITY — Your beer, in front of thousands of people. The awards ceremony, held as part of the Barcelona Beer Festival, brings your beer in front of both industry professionals and consumers, creating new opportunities to showcase your brand.

EXPOSURE — Amplify your recognition. Medals and competition results become content shared through the social media and communication channels of the Barcelona Beer Challenge and Barcelona Beer Festival, helping extend your brand's reach beyond the competition.

COLLABORATION — Be part of a community all year round. Taking part in the Barcelona Beer Challenge also means becoming part of a beer ecosystem where we work together with breweries throughout the year, creating initiatives, content and opportunities to maintain and extend their visibility.



AWARDS

The Barcelona Beer Challenge celebrates brewing excellence with the prestige and credibility provided by an internationally recognised judging panel. Receiving a distinction at the Challenge means positioning your beer among the leading entries in its category and gaining recognition that adds prestige, credibility and value among consumers, industry professionals and trade partners.
A recognition that becomes part of the beer's journey and that brands can communicate and showcase across their different channels, strengthening their positioning, reputation and ability to stand out in an increasingly competitive market.

Awards for the Best Beers by Style

Gold, Silver and Bronze Medals: Awarded based on the quality of the beer and parameters such as aroma, flavour, mouthfeel, visual appearance, absence of defects and adherence to the corresponding BJCP style.

Platinum Award: A special distinction awarded to beers that achieve their fifth medal, regardless of the medal level or the edition in which the previous four were won. It recognises consistency and sustained excellence over time.











SPECIAL AWARDS

Best Brewery Award: This award recognises the overall performance of the beers submitted by a brewery, based on the total points achieved by each participating beer: 2 points for a Bronze Medal, 3 points for a Silver Medal and 5 points for a Gold Medal.

Best Rookie Brewery Award* This award recognises the best newly established brewery*. It is awarded to the new brewery achieving the highest score, following the same system: 2 points for a Bronze Medal, 3 points for a Silver Medal and 5 points for a Gold Medal.

*Eligible breweries are those established after January 1, 2024.

In addition to the medals awarded based on scoring, the Barcelona Beer Challenge includes two unique recognitions that are assessed independently, according to specific criteria and by a specialised judging panel.

AWARDS POWERED BY MR. MALT

Mr Malt Innovation Award: For eight years, we have helped inspire brewers to explore new territories by presenting an award that recognises innovation in the creative brewing process. The award, promoted by **Mr. Malt**, aims to encourage brewers to step outside their usual approaches and drive innovation within the industry.

Brewing Hope for a Better Future: Also powered by **Mr. Malt**, this award aims to recognise and celebrate craft breweries that are leading the way towards a more sustainable and inclusive future.









MEDIA IMPACT

Over the course of its eleven editions, the Barcelona Beer Challenge has established itself as one of Europe's leading beer competitions. Breweries from different countries take part every year, with a professional judging panel evaluating beers with rigour and expertise.

But taking part is about more than competing. It means putting your beer in front of the industry, gaining visibility and adding value to your brand. A medal at the Barcelona Beer Challenge can become a powerful tool to communicate your achievements, differentiate your brand and reach further. Competition results generate media coverage across general and specialised outlets covering beer, gastronomy, hospitality and food, both nationally and internationally.

The experience accumulated over these editions shows that winning a medal at the Barcelona Beer Challenge delivers real value to participating brands:

- **Greater visibility and media presence**.
- **Recognition and positioning** within the beer industry.
- **An independent quality seal** that strengthens consumer confidence and supports purchasing decisions.
- **New commercial opportunities,** including export and access to new markets.
- **A communication and marketing tool** with long-term value throughout the year.

For many breweries, the awards they have received have provided a tangible boost to their growth, increasing brand recognition, facilitating access to new distribution channels and opening up business opportunities both nationally and internationally. **It's not just a medal. It's an opportunity to move forward.**

At the Barcelona Beer Challenge, recognition does not end when the awards are presented. A medal can become content, visibility, commercial leverage and new opportunities for your brewery.

Submit your beers, put them to the test before a professional judging panel and make your next award work for your brand.

You can explore the media impact over the years here.

BARCELONA BEER CHALLENGE

INTERNATIONAL AWARDS

info@barcelonabeerchallenge.com

www.barcelonabeerchallenge.com