

BARCELONA BEER CHALLENGE

PRESS DOSSIER



Index

New edition3

Impact of the previous edition3

Organisation of the Barcelona Beer Challenge:.....3

Barcelona Beer Festival:.....3

Boom in craft beer offerings:4

Main objectives of the Barcelona Beer Challenge:5

Professionalization of the Jury: Beer Judge Certification Program5

Components for the evaluation of beer:6

Awards and recognitions:7

ANNEX: BJCP GUIDE STYLE8

New edition:

We bring you the IV edition of the Barcelona Beer Challenge, a competition of international scope that has contributed to, along with other initiatives, bringing a new level of recognition and visibility to quality beer. This new edition is born out of the desire to continue the task that we began to promote and give visibility to this industry.

Impact of the previous edition

The III edition of the *Barcelona Beer Challenge* (2018) was attended by **200 breweries** from across 20 **countries**, which submitted over **1000 beer** references to the competition, representing all existing categories (34) in the **BJCP catalogue**, reflecting the successful levels of participation the competition enjoyed. The previous edition generated an international, competitive and representative context of the current brewer scene that has not gone unnoticed by the national and foreign media (links to a press release). On the other hand, for those breweries who were awarded prizes for their beers, this has meant new opportunities, the opening up of new markets and product recommendations along with improved packaging and the generation of new promotional content.

Organization of the Barcelona Beer Challenge:

The *Barcelona Beer Challenge* (BBC) is an initiative of the company Beer Events, who are dedicated to the organisation of various events related to the world of beer, with highlights including the Barcelona Beer Festival, and BirraSó. Beer Events has also taken part in the Saló Degusta 2015 and has a presence across the main forums related to the beer industry at both a national and international level. In little more than 7 years, Beer Events has become a leader and company of reference on a national stage for the creation and management of these types of events.

More information on *Beer Events* at:

<http://www.beer-events.com/>

Barcelona Beer Festival:

The Barcelona Beer Challenge has been organised under the umbrella, and with the support, of the Barcelona Beer Festival, a festival of reference in the industry on a worldwide level, which has been taking place in the city of Barcelona since 2012, receiving more than 33.000 visitors in just one weekend, and where 500 of the best national and international beers come together under one roof to present all that is on offer in the world of beer.

The Barcelona Beer Festival contributes to the dissemination and increased visibility of quality beer, both via the high number of public attending the festival, and the emergence of festival content in

news programs at a national level and in news stories in the most popular newspapers and radio stations.

The Barcelona Beer Festival is also contributing to and taking a gamble on, the professionalization of this sector, facilitating networking forums between first level national and international breweries and organising professional days and speed meetings as part of the festival's activities. The objective is to promote an interchange of knowledge and increase the sector's current business opportunities. In short, the Barcelona Beer Festival provides a comprehensive view of the beer sector, combining the presence of beers of reference, its importance as a meeting forum for the sector, and the significant efforts made in the publicity of the event.

More information on the *Barcelona Beer Festival* at:
<http://www.barcelonabeerfestival.com/>



Barcelona Beer Festival provides a comprehensive view of the beer sector, combining the presence of beers of reference, its importance as a meeting forum for the sector, and the significant efforts made in the publicity of the event.



Boom in craft beer offerings

Currently, there are more than 700 beer brands across the whole of Spain, a figure that in itself shows the vigour of the beer industry, and for the last 5 years it has been in the city of Barcelona that the boom can be seen with the most intensity.

The current beer offering is characterised by the increasingly evident proliferation of tap room stores and locales (bars with a large variety of tap beers) that offer a wide range of high quality national and international beers, of both draft and bottled beer, and on some occasions serving beers that have left the factory as soon as they have been barrelled, in this way ensuring maximum freshness. Lately there has been an influx of the appearance of a new type of beer locale, the so-called BrewPub. This type of locale produces beer in situ, which will later be consumed in the same place.

All these phenomena are placing quality beer in a unique position -across the entire country, but particularly in Barcelona- to become more widely known, display its qualities and establish itself on the market in a definitive manner, as has happened in other countries that were not traditionally beer producers, such as Sweden, Canada and Denmark.

The momentum for quality beer is generating a new niche for the hospitality sector, as well as an opportunity for the regeneration and refocus of many locales as this growing presence of quality

beer can be used by locales to highlight the differences they have with all other competitors, as well as a way to diversify their traditional type of consumer.

Quality beer is also becoming a protagonist in the gastronomy arena in the number of menu options that incorporate it as a new element, either in the elaboration of the dishes themselves or by offering pairing options for dishes with different beer styles. An example of a locale that has adopted this new trend is the renowned Racó d'en Cesc in Barcelona, with its pairing menu that includes various beers having enjoyed notable critical success.

Main objectives of the Barcelona Beer Challenge:

Highlights of the BBC's objectives include:

- 1) Giving importance to, and recognising, those beers that respect the highest quality standards in a way that remains faithful to the various styles they represent.
- 2) Providing guidance to consumers when they are purchasing beer from among the current range of both national and international beers on offer.
- 3) Contributing to the dissemination of beer culture through the different beers awarded across the variety of styles that are currently on offer and highlighting the qualities and possibilities of the beer in new and diverse arenas.
- 4) The BBC awards also aim to contribute to the professionalization of the beer sector, by including a jury made up of qualified members, and through compliance with internationally certified tasting protocols.

Barcelona Beer Challenge website:
www.barcelonabeerchallenge.com

Professionalization of the Jury: Beer Judge Certification Program

One of the biggest advancements, and a main differentiation factor of the Barcelona Beer Challenge from other national contests, is the creation of a jury recognised by the BJCP (Beer Judge Certification Program), which means the jury is made up of judges who hold the BJCP certificate.

The BJCP certification program is the program of reference with regards to beer classification and has been in development since 1985. It originates from the USA and currently catalogues the beers into 34 styles, which are also subdivided into 120 sub-styles (see Annex).

The program for judge qualification includes theoretical and practical tests, and is a compulsory prerequisite in the selection of judges at the most prestigious international festivals.

The program also certifies the abilities and criteria of the judge to evaluate and rate beer in a competitive context. In this way, the BBC ensures the participation of a professional jury and gives the competition incontestable recognition and an authority that will contribute to the much-needed

professionalization of the beer sector in many aspects. The work required to select the jury and the assessments given throughout the beer tasting procedures will be undertaken by an experience judge, who has extensive experience as an international judge and a beer tasting conductor.

Components for the evaluation of beer:

The evaluation and tasting of beer are made up of various elements. The most important are:

| | |
|---|----------------------------------|
| During the evaluation phase for the beer’s APPEARANCE , the elements evaluated include: | |
| Colour | Turbidity |
| Presence of impurities | Foam (head retention and colour) |
| During the evaluation phase of the beer’s AROMA different aspects are assessed, including: | |
| Characteristics of some ingredients on the nose | |
| Range of nuances | |
| Power of the aromas | |
| Both flavours and nuances on the palate are assessed, such as the MOUTHFEEL of: | |
| Astringency | Body |
| Effervescence | Taste of Alcohol |

Possible technical errors are taken into account in the generation of the final evaluation.

All these parameters are evaluated taking into account the different characteristics of the broad range of beers that exists: a total of 34 styles that incorporate 120 sub-styles, so the beer not only needs to have a good taste, aroma and appearance, but also needs to meet the characteristics typical of the specific style to which the beer being evaluated belongs.



The BJCP certification program is the program of reference with regards to beer classification that has been in development since 1985. It originates from the USA and it currently catalogues the beers into 34 styles, which are also subdivided into 120 sub-styles.



Awards and Recognitions:

The recognition of the quality of the beer will materialise in the awarding of prizes, legitimised by a jury of an internationally recognised level, and will contribute to the visibility and recognition of the beers that have been awarded a prize by presenting winners with a logo that can be included on their labels, promotional material, websites, etc., all of which has the goal of recognising quality and providing qualified information to end-customers and intermediaries on those beers given awards.

The Barcelona Beer Challenge Awards are divided into **3 categories**:

- A) **Awards to the best beers for each style category** in the contest, consisting of Gold, Silver and Bronze medals. These prizes will be awarded after considering the quality of the beer, and will evaluate parameters such as aroma, flavours, taste on the palate, appearance, lack of defects and/or errors, as well as the adequacy of the beer to the style the beer is ascribed to.



- B) **Awards to the best brewery.** This prize is characterised by recognising the beers as an overall set of beers that a brewery presents. This prize will be awarded to the brewer who obtains more points among all the beers presented.
- C) **Best Rookie brewery:** This award recognizes and visualizes the best Rookie Brewery (*). This prize will be awarded to the Rookie brewery that obtains more points among all beers presented. This prize will be awarded to the Rookie Brewery who obtains more points among all beers presented.

* Rookie Brewery: Brewery that starts the commercialization of its beer after January 1, 2017.

The prizes will be revealed and awarded on **Saturday the 16th of March** at a ceremony within the framework of events at the *Barcelona Beer Festival*, thus giving them the media exposure that the Festival provides.



For further information or any questions, please write to:

info@barcelonabeerchallenge.com



ANNEX:

BJCP GUIDE STYLE

STANDARD AMERICAN BEER

- 1A. American Light Lager
- 1B. American
- 1C. Cream Ale
- 1D. American Wheat Beer

INTERNATIONAL LAGER

- 2A. International Pale Lager
- 2B. International Amber Lager
- 2C. International Dark

CZECH LAGER

- 3A. Czech Pale
- 3B. Czech Premium Pale Lager
- 3C. Czech Amber Lager
- 3D. Czech Dark Lager

PALE MALTY EUROPEAN LAGER

- 4A. Munich Helles
- 4B. Festbier
- 4C. Helles Bock

PALE BITTER EUROPEAN BEER

- 5A. German Leichtbier
- 5B. Kölsch
- 5C. German Helles Exportbier
- 5D. German Pils

AMBER MALTY EUROPEAN LAGER

- 6A. Märzen
- 6B. Rauchbier
- 6C. Dunkles Bock

AMBER BITTER EUROPEAN BEER

- 7A. Vienna
- 7B. Altbier
- 7C. Kellerbier
- Kellerbier: Pale Kellerbier
- Kellerbier: Amber Kellerbier

DARK EUROPEAN LAGER

- 8A. Munich Dunkel
- 8B. Schwarzbier

STRONG EUROPEAN BEER

- 9A. Doppelbock
- 9B. Eisbock
- 9C. Baltic Porter

GERMAN WHEAT BEER

- 10A. Weissbier
- 10B. Dunkles Weissbier
- 10C. Weizenbock

BRITISH BITTER

- 11A. Ordinary Bitter
- 11B. Best Bitter
- 11C. Strong Bitter

PALE COMMONWEALTH BEER

- 12A. British Golden Ale
- 12B. Australian Sparkling Ale
- 12C. English IPA

BROWN BRITISH BEER

- 13A. Dark Mild
- 13B. British Brown Ale
- 13C. English Porter

SCOTTISH ALE

- 14A. Scottish Light
- 14B. Scottish Heavy
- 14C. Scottish Export

IRISH BEER

- 15A. Irish Red Ale
- 15B. Irish Stout
- 15C. Irish Extra Stout

DARK BRITISH BEER

- 16A. Sweet Stout
- 16B. Oatmeal Stout
- 16C. Tropical Stout
- 16D. Foreign Extra Stout

STRONG BRITISH ALE

- 17A. British Strong Ale
- 17B. Old Ale
- 17C. Wee Heavy
- 17D. English Barleywine

PALE AMERICAN ALE

- 18A. Blonde Ale
- 18B. American Pale Ale

AMBER AND BROWN AMERICAN BEER

- 19A. American Amber Ale
- 19B. California Common
- 19C. American Brown Ale

AMERICAN PORTER AND STOUT

- 20A. American Porter
- 20B. American Stout
- 20C. Imperial Stout

IPA

- 21A. American
- 21B. Specialty IPA
 - 21BA: Belgian IPA
 - 21BB: Black IPA
 - 21BC: Brown IPA
 - 21BD: Red IPA
 - 21BE: Rye IPA
 - 21BF: White IPA
 - 21BG: New England IPA
 - 21BH: Other Specialty IPA

STRONG AMERICAN ALE

- 22A. Double IPA
- 22B. American Strong Ale
- 22C. American Barleywine
- 22D. Wheatwine

EUROPEAN SOUR ALE

- 23A. Berliner
- 23B. Flanders Red Ale
- 23C. Oud Bruin
- 23D. Lambic
- 23E. Gueuze
- 23F. Fruit Lambic

BELGIAN ALE

- 24A. Witbier
- 24B. Belgian Pale Ale
- 24C. Bière de Garde

STRONG BELGIAN ALE

- 25A. Belgian Blond Ale
- 25B. Saison
- 25C. Belgian Golden Strong Ale

TRAPPIST ALE

- 26A. Trappist Single
- 26B. Belgian Dubbel
- 26C. Belgian Tripel
- 26D. Belgian Dark Strong Ale

HISTORICAL BEER

- 27A. Gose
- 27B. Kentucky Common
- 27C. Lichtenhainer
- 27D. London Brown Ale
- 27E. Piwo Grodziskie
- 27F. Pre-Prohibition Lager
- 27G. Pre-Prohibition Porter
- 27H. Roggenbier
- 27I. Sahti

AMERICAN WILD ALE

- 28A. Brett Beer
- 28B. Mixed-Fermentation Sour Beer
- 28C. Wild Specialty Beer

FRUIT BEER

- 29A. Fruit Beer
- 29B. Fruit and Spice Beer
- 29C. Specialty Fruit Beer

SPICED BEER

- 30A. Spice, Herb, or Vegetable Beer
- 30B. Autumn Seasonal Beer
- 30C. Winter Seasonal Beer

ALTERNATIVE FERMENTABLES BEER

- 31A. Alternative Grain Beer
- 31B. Alternative Sugar Beer

SMOKED BEER

- 32A. Classic Style Smoked Beer
- 32B. Specialty Smoked Beer

WOOD BEER

- 33A. Wood-Aged Beer
- 33B. Specialty Wood-Aged Beer

SPECIALTY BEER

- 34A. Clone Beer
- 34B. Mixed-Style Beer
- 34C. Experimental Beer

Appendix B: LOCAL STYLES

- X1. Dorada Pampeana (Argentine)
- X2. IPA Argenta (Argentine)
- X3. Italian Grape Ale (Italian)
- X4. Catharina Sour (Brazilian)
- X5. New Zealand Pilsner (N.Z.)