



A GUIDE TO ENSURE PROPER AND OPTIMAL USE OF THE AWARDS BARCELONA BEER CHALLENGE

This document provides some general recommendations in order to help you to promote your prize achieved in Barcelona **Beer Challenge**.

Note: This year, due to an emergency because of Covid-19 crisis, we would like to make our contribution helping you with the award. (See point 5)

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1.Recommendations about information to highlight in any communications related to the awards

The **Barcelona Beer Challenge (BBC)** was born under the organizational umbrella of the **Barcelona Beer Festival**: the main sector event in the entire country, and one of the most important in south Europe, attracting 35,000 visitors in one weekend and hosting the best national and international breweries.

The 2020 **BBC** edition was attended by **245 breweries**, submitting over **1.251 beers** to the competition, from 20 different countries, which represented all the styles that appear in the guide [2015 BJCP Style Guidelines](#). The ceremony award was held in a unique context due to the Covid-19 crisis, was celebrated online, the 15th and 16th of April, and over the course of the 2 days, more than 12,000 people were connected.

A **jury**, comprised of national and international judges, all of whom are holders of the BJCP certificate (Beer Judge Certification Program), have been involved in the evaluation of beers, dedicating a minimum of 1 hour to each beer.

The **message** that should be transmitted with this information is that a medal has been awarded in a competition characterized by:

- ✓ A high turnout of participation, which results in higher levels of **competitiveness**.
- ✓ A competitive **international** context, where 45% of the beers submitted to the competition have come from international brewers.
- ✓ The granting of an award has been made as the result of an informed decision, made using an internationally certificated and **recognized evaluation system**.
- ✓ The awards enjoy the **legitimacy** of having been part of the agenda at an important national brewer event, such as the *Barcelona Beer Festival*.

2.Who should receive communication of the award?

There are **key actors** who should **receive communications** about those awards and the graphic materials derived from winning the prize/s, including:

- Distributors.
- Wholesale and retail partners.
- Public or private collaborators, both in the field of beer or, for instance in tourism or hospitality.
- Premises that sell your end-products: specialized stores, bars or restaurants
- A communication should be sent to end customers and to followers on social networks.
- Specialized media
- Generate a press section on brewery web page
- Those in charge of designing labeling, packaging, merchandising, etc.



Please ensure that the communication contains all relevant logos and the appropriate **information** about the award, so the communication can contribute to **increase the visibility** of the prize.

The following actions can **improve the sales** and communication with all your clients . For example:

- Make sure that the resolution of any photos you publish are optimal for each platform or social network.
- It is recommended to accompany any written communication with audio-visual and/or graphic materials (award logo, competition logo, pictures of the winning beer, pictures of the awards ceremony, etc.) to complement any written content and make the publication of your content more attractive to readers.

3.Communication of the awards: Social networks and local and specialized communications media.

In addition to any actions undertaken where information about the awards are communicated:

- **Directly** via website or social networks (Facebook, twitter, Instagram, etc.), web, packaging, e-mail signature, other corporate material...
- **External communication** actions carried out by third parties, such as:
 - The media (TV or PRESS usually local).
 - Websites specialized in beer or gastronomy.
 - Associations linked to the brand
 - Public organizations related to the tourist of the region.

Besides, any communications generated by third parties will leave a record which will contribute to increasing your presence on the networks through the generation of content by these third parties. This content will positively position you on search engines and increase the visibility of both your beers and your brand.

A template for the communication of the award is attached in this guide, which can be published as content on your website or sent to any media outlets and forums that you deem appropriate.

4.Communications support tools

Annex: Example of written communication about the awards to the media

Contact person: XXXX

Position: XXXX

Phone number: XXXX

Email address: XXXX

Brewery website: XXXX

[Name of the brewery] has won the [gold, silver, bronze] medal at the 2020 Barcelona Beer Challenge.

<City><Region><Date>

<Name of brewery> has won a <gold, silver or bronze> medal at the Barcelona Beer Challenge, a renowned brewing competition that evaluates beers from around the world and recognizes those beers that meet the highest quality standards.

A total of 1251 beers from 20 different countries were submitted to the contest. The awards, with 62 competition categories, were presented in a unique online ceremony the 15th and 16th of April due to the cancellation of the Barcelona Beer Festival because of the crisis of COVID19. The gala brought together breweries from worldwide, and during the two days, there were more than 12,000 people connected to celebrate and send a message of positivism to the entire brewing industry.

The winning beers at the Barcelona Beer Challenge were selected by a jury pool of more than 50 internationally accredited judges.

<Name of brewery>, founded in <year> is located in <city>. Beers from the <Name of brewery> are characterized by <distinctive features> was awarded a <gold, silver or bronze> medal in the <style> category, for its <name of award-winning beer> variety, <brief description of beer, including colour, flavour, or differential facts and history>.

For the aforementioned, we are pleased to make public the award obtained in the fifth edition of the BBC, a beer competition with international recognition, based on professional valuation techniques that are applied by professional judges and are applied to all the beers that attend the aforementioned contest.

LOGO OF THE BREWERY

Annex: Examples of the use of the graphic material from the BBC



Cómprala en **CERVECRAFT**



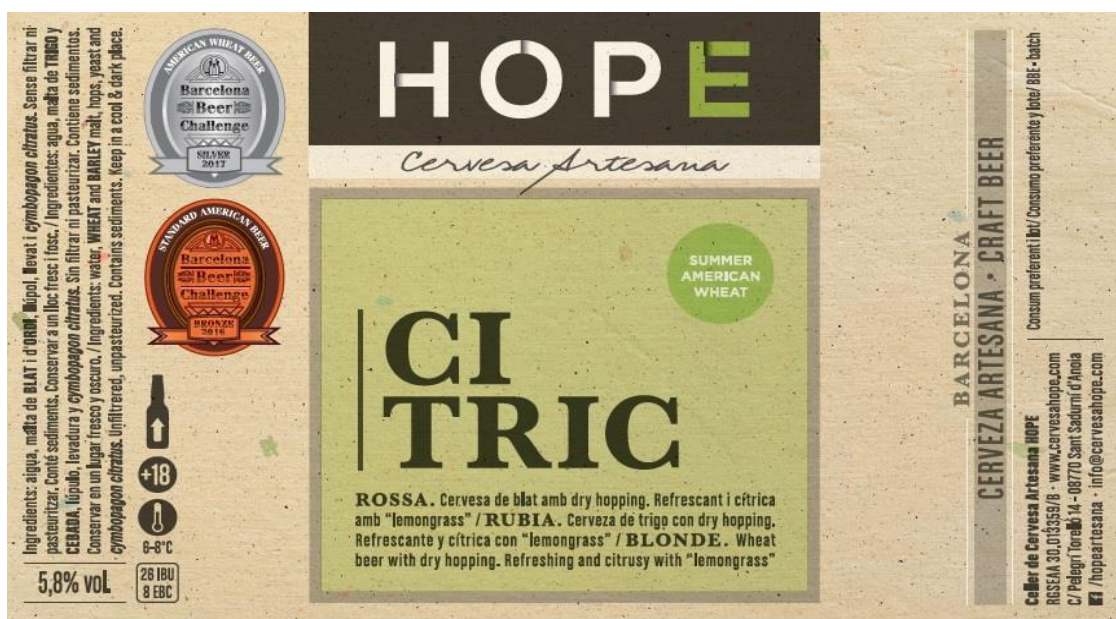
Examples of using the TROPHY for MEDIA or at the BREWERY walls



On MEDIA websides or using the logo on the home page



On the LABEL or other printed GRAPHIC MATERIALS



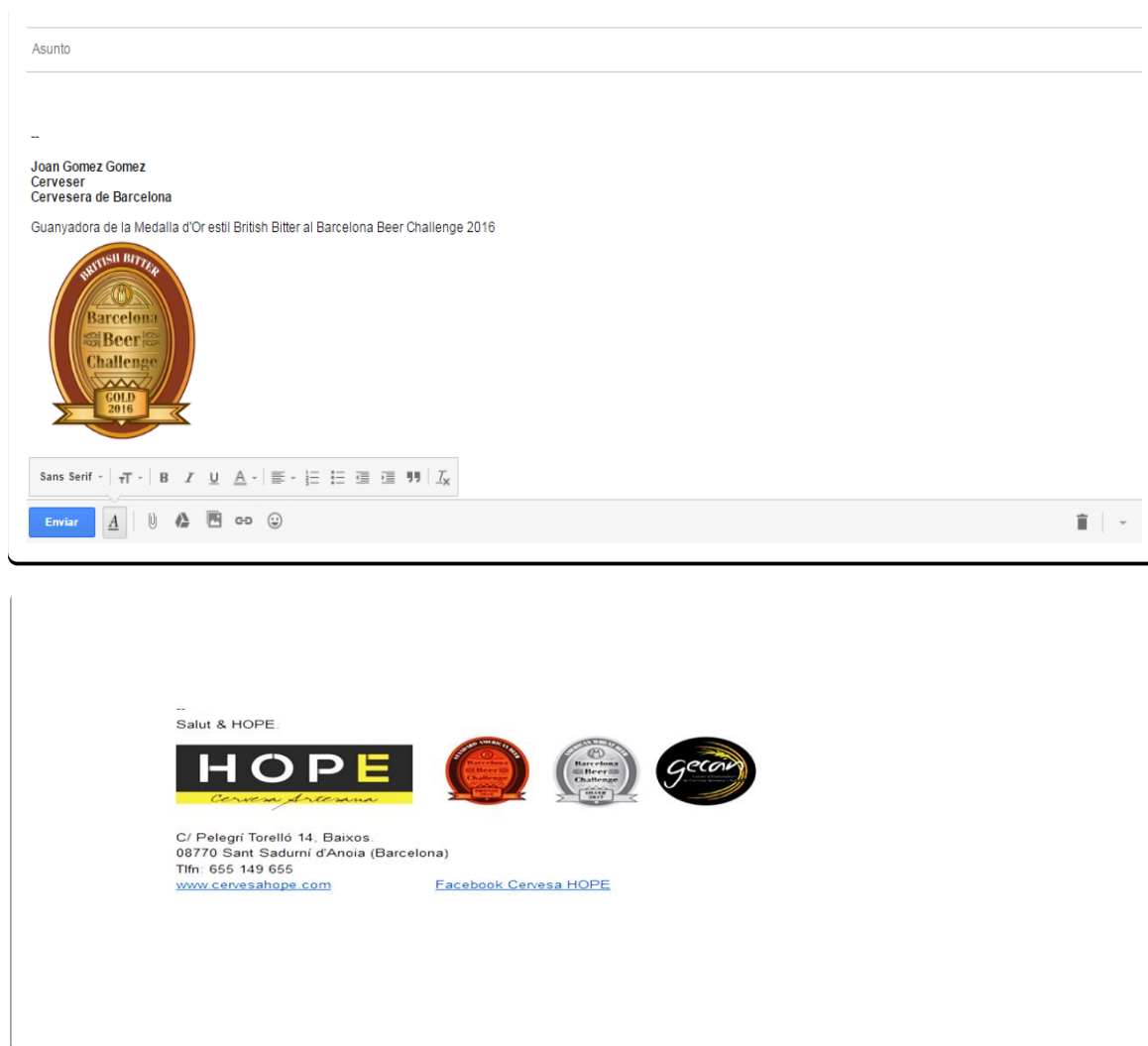
On the BOTTLES as a stick it



On the PACKAGING of 4 or 6 pack carry boxes



On E-MAILS: Any awards can be mentioned as part of email signatures



5. Extraordinary Activities in collaboration with Barcelona Beer Challenge.

Due to the serious world crisis caused by the Covid-19, Beer Events through the Barcelona Beer Challenge brand, would like to help to promote the beer sector. For this reason, we launch some extraordinary measures to make the award more widely known. The brewery can energize the idea and Beer Events, if it's required, will be a collaborator and guest.

Some ideas:

- Online tasting of the winning beer with Mikel Rius as guest judge
- Interview in digital format explaining the history of the brewery
- Giveaway or promotion of beer through social networks

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