

2021



EN

www.barcelonabeerchallenge.com

BBC'21 CALENDAR

Registrations:

From 26th of October 2020 to 24th of January 2021
(both included)

Undertaking the evaluations:

5th , 6th and 7th of March 2021

Reception of samples:

From 13th of January to 21st of January 2020
(both included)

Award ceremony:

During the Barcelona Beer festival (BBF) edition

Published by Beer Events SL

Barcelona, October 2020

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Registration and more information:

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Contact:

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CONTEXT

The **Barcelona Beer Challenge** is an internationally recognised competition that has contributed to, along with other initiatives, providing a new platform of visibility and recognition to the best quality beers. This sixth edition of the contest (2021), is born out of the desire to continue to promote and publicise the beer industry.

And so the BBC competition 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 synergy between the contest and the festival has resulted in a meaningful media impact, enabling the message to reach the public as a result of the attention received by the press.





2020 EDITION

The 2020 BBC edition was attended by **245 breweries**, submitting **1.251 beers** to the competition, from **20 different countries**, spread across the categories (34) in the **BJCP catalogue**.

This is a reflection of the successful participation rates of this contest, solidifying the fact that these awards recognize, **certify** and publicise the highest standards in **beer quality**. The awards are presented by a trained and qualified jury, meaning that their decisions are in line with national and international standards of recognition for those receiving a **prize**.

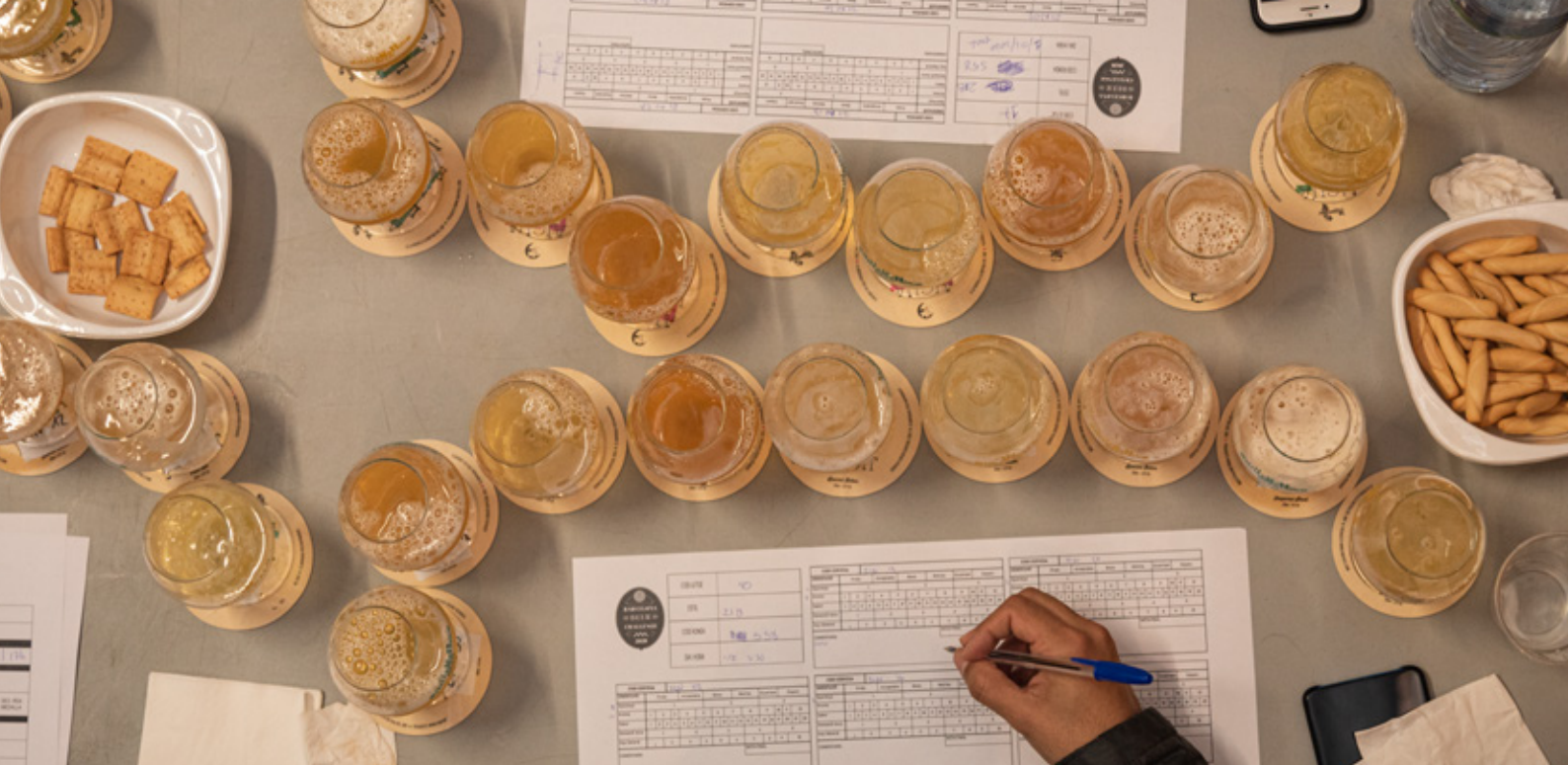
In addition, for those breweries who were **awarded** prizes, this has meant the opening up of **new markets**, improving packaging with the **winner's logo**, and therefore the generation of new **promotional** material.

% REPR. BJCP STYLE

9.3	21B.	SPECIALTY IPA
5.9	21A.	AMERICAN IPA
4.9	18B.	AMERICAN PALE ALE
3.3	33A.	SPICE, HERB OR VEGETABLE BEER
3.2	20C.	RUSSIAN IMPERIAL STOUT
3.0	33B.	SPECIALTY WOOD-AGED BEER
3.0	29A.	FRUIT BEER
2.9	22A.	DOUBLE IPA
2.5	18A.	BLONDE ALE
2.4	10A.	WEISSBIER
2.4	X3.	LOCAL STYLES:
2.2	26B.	BELGIAN DUBBEL
2.0	24A.	WITIBIER

< 2% STYLES REPRESENTED

<https://www.bjcp.org/stylecenter.php>



JURY

The BBC's organisers are committed to the professionalization of the sector, which is why the **jury** will be comprised of **national and international** judges, all of whom are holders of the BJCP certificate (Beer Judge Certification Program). The BJCP certification program, launched in 1985, requires recipients to pass rigorous theoretical and practical tests and is an indispensable requirement for the selection of judges amongst the most prestigious festivals globally.

In this way, we are able to ensure a **professional jury**, with the certified skills and abilities to taste, evaluate and score beer in a **competitive context**.

STORAGE AND SERVICE

All the references admitted to the contest will be cold-stored, using an intern codes system (related to evaluation group) In this way, we guarantee the best conditions for service and evaluation of the beers.



AWARDS

Types of awards:

The breweries will receive **recognition** for its valued beers, which will materialize in some different **awards** endowed with the legitimacy granted by a jury selected and recognized internationally.

The **Barcelona Beer Challenge** prizes are divided into four categories:

Awards for the best beer by style. Contemplated in the contest. Consists of Gold, Silver and Bronze medals. These prizes will be awarded taking into account the quality of the beer and will consider parameters such as: aroma, flavours, mouth feel, appearance, absence of defects; as well as the adaptation to the style to which beer is ascribed

Award for the best brewer. This prize will be awarded the set of beers presented by the same brewer, and who obtains more points among all the beers, at the rate of: 2 points for a bronze medal, 3 for a silver medal and 5 for a gold medal.

Award for 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, at the rate of: 2 points per bronze medal achieved, 3 points per silver medal achieved, 5 points per gold medal achieved.

* Rookie Brewery: Brewery that starts the commercialization of its beer after January 1, 2019.

Award for innovation Molina for Brewers : Last year, for the first time, we help to inspire the brewer to explore territories as we present a prize in recognition of innovation in the creative process of beer making.

The prize, inspired by Molina for Brewers, aims to motivate you to leave your everyday ways of working behind and begin to innovate in the sector. Each participating brewery will choose one of the beers they have entered and explain the innovation it shows in a text alongside the entry. In the first stage, the Steering Committee will choose five finalists to be presented to judges with specific beer innovation knowledge who will choose a winner for the prize

The prizes will be announced and will be awarded in a public ceremony, within acts of **Barcelona Beer Festival 2021**.

To access more details regarding the allocation of points and selection criteria, it is recommended to consult the rules on www.barcelonabeerchallenge.com/en



BBC'S IMPACT

Last Barcelona Beer Challenge edition (2020) generated articles and news stories in both online and traditional media. Some were published in specialized media in gastronomy and restaurant business.

According to the experience of previous editions award winners, a BBC prize implies more media presence and a better market and social media positioning. The awards are also perceived as promoting and marketing tools associated with an increase in the sales.





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