

Barcelona Beer Challenge 2022



Inscriptions: www.barcelonabeerchallenge.com/en

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BBC'22 CALENDAR

Registrations:

from 13th december21 to 23rd of January 2022 (both included)

Reception of samples:

from 7th to 18th of February 2022 (both included)

Undertaking the evaluations:

4th, 5th and 6th of march 2022 in Barcelona

Award ceremony:

During the second edition of the Innbrew
31st of March, 1st and 2nd of April 2022.



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 seventh edition of the contest (2022), 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 and the ceremony award will be celebrated in the Innbrew, the brewer's convention. The synergy between the contest and the convention has resulted in a meaningful media impact, enabling the message to reach the public as a result of the attention received by the press.





2021 EDITION

The 2021 BBC edition was attended by 232 breweries, submitting 1.167 beers to the

competition, spread across the categories 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

6.2	21A. AMERICAN IPA
3.5	20C. RUSSIAN IMPERIAL STOUT
3.5	33A. SPICE, HERB OR VEGETABLE
3.4	18B. AMERICAN PALE ALE
3	22A. DOUBLE IPA
2.6	21B. NEW ENGLAND IPA
2.6	33C. WOOD-AGED BEER
2.3	21B. SPECIALTY IPA
2.2	10 GERMAN WHEAT BEER
2.2	33D. WOOD-AGED IMPERIAL STOUT
2.1	5D. GERMAN PILS
2.1	X3. ITALIAN GRAPE ALE
2.0	18A. BLONDE ALE
< 2% STYLES REPRESENTED	



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 considering 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: 2points per bronze medal achieved, 3 points per silver medal achieved, 5 points per gold medalachieved.* Rookie Brewery: Brewery that starts the commercialization ofits beer after January 1, 2020.

Award for innovation Molina for Brewers :

Last year, for second 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 InnBrew2022.

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 (2021) 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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