



**A GUIDE TO ENSURE PROPER AND OPTIMAL USE
OF THE AWARDS**



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



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

The Barcelona Beer Challenge is organized through the structure of the Barcelona Beer Festival, a festival that celebrated its 9th edition (December 2021) being a benchmark in southern Europe, with an attendance of 35,000 visitors in just one weekend and with the participation of the best national and international breweries. This last edition, the awards ceremony was held under the umbrella of the second edition of the InnBrew, the first beer convention in Spain, the InnBrew is linked to the organizers of the Barcelona Beer Festival as a need to generate an exclusive project for professionals.

The last edition of the Barcelona Beer Challenge (March 2022) 215 breweries took part in the contest, and they registered 1,315 beers from around the world, representing almost all of the styles listed in the 2015 BJCP Style Guidelines. This year, for the first time, the competition has become the ninth member of the select list of certified competitions. The European Beer Consumers Union (EBCU) is the umbrella association of beer consumer associations in Europe.

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

Highlights:

215
Breweries

1.315
Beers

BJCP

**Certified
International Jury**

1 hour
X 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.
- 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 InnBrew, the brewer's convention.



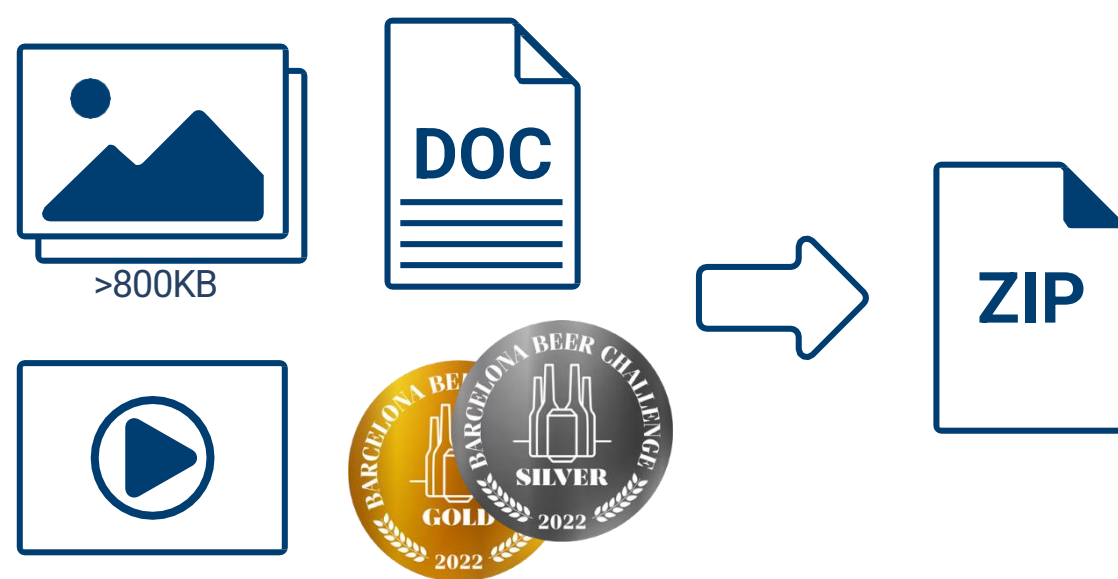
Who should receive communication of the award?

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 restaurant sector
- Premises that sell your end-products: specialized stores, bars or restaurants
- A communication should be sent to final customers and to Influence followers on social networks.
- Specialized media.
- Generate a press section on brewery web page
- Report the medals won in the description of the beer (on the beer's own website or on the distributors' website).
- Those in charge of designing labelling, packaging, merchandising, etc

In such a case, it should be ensured that:

- 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 brand and the winning beer
- 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.





The aim of such actions would be to **increase the visibility** of the brewery or beer presented, in order to be able to undertake actions that will lead to **increased sales and new opportunities** in the brewing sector (international positioning, collaborations with other breweries, etc.)



Communication of the awards: social networks and media:

It is recommended to plan the communications to be transmitted in relation to the prizes won, differentiating between two types of communications:

Direct communications:

Actions carried out by the award-winning brewery itself or through its partner or group companies:

- Web, packaging, e-mail corporative signature.
- Social networks (facebook, twitter, instagram, untappd, etc.).
- Corporate material

In this type of communication, the priority must be to associate the brand with the awards obtained. By applying the medals on the packaging, email signatures or corporate website, we seek to ensure that the consumer has a visual association between the brand image and the medals obtained.

External communications:

Actions carried out by third parties on their own behalf:

- Media (TV or local press).
- Portals specialized in beer or gastronomy.
- Associations of entrepreneurs linked to the brand
- Public bodies related to the promotion of tourism in the region.

When communicating through a third party, it is essential to provide the third party with all the necessary materials to facilitate communication and ensure that the message is correct, as we saw in point 2 of this guide.



The medals

The prizes awarded in the Barcelona Beer Challenge are graphically represented by the medals. They are designed to be used in digital and printed media.

The medals obtained can be applied alone or accompanied by the competition logo.

The Barcelona Beer Challenge logo must not be used on its own under any circumstances.

The medals



The logo



The medals, tips for use



The medals shall be applied on their own, without additions or decorations.

They must not be misshaped; their design must not be retouched, and their colours must not be changed.



The medals can be applied on flat or gradient-coloured backgrounds. They must not be applied on a colour like that of the medal. They may be applied on photographic backgrounds, provided that the background does not make them difficult to read.

They should not be applied on a colour like that of the medal. If necessary, the medal may be surrounded by a white or black circle to differentiate it from the background.



Communication media



Annex: Sample award information letter

Contact person: XXX
Position: XXX
Phone number: XXX
E-mail: XXX
website: XXX



[Brewery name] has won a medal [gold, silver, bronze] in the Barcelona Beer Challenge 2022

<City> <Area> <Date> <Brewery name> has won a medal (gold, silver, bronze) in the Barcelona Beer Challenge, a high-level brewing competition that evaluates beers from different countries around the world and recognizes beers that meet the highest standards of quality.

A total of 1,315 beers from 215 breweries from different countries were entered in the competition. The prizes for the 64 award-winning beer categories were presented at a public ceremony on 2nd of April at La Farga in L'Hospitalet (Barcelona) as part of Innbrew.

The winning beers in the Barcelona Beer Challenge were selected by 60 internationally accredited judges during a 3-day judging session held earlier this year.

In this context, the < brewery name> was awarded a medal of < gold, silver, bronze > within the category of the <BJCP style> with the beer <name of the winning beer> <brief description of the beer, indicating colour, flavour, aroma and distinguishing or historical features>.

For this, we are pleased to announce the award won at the 7th edition of the BBC, an internationally recognised beer competition that awards prestigious prizes, based on the evaluation techniques applied by professional judges and which are applicable to all the beers that take part in the competition.

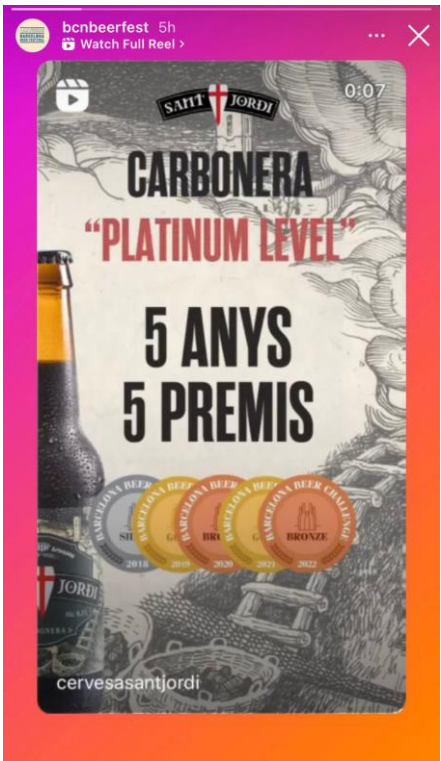
<BREWERY LOGO>



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



Example digital communication: THE LOGO



Example digital communication : THE MEDALS

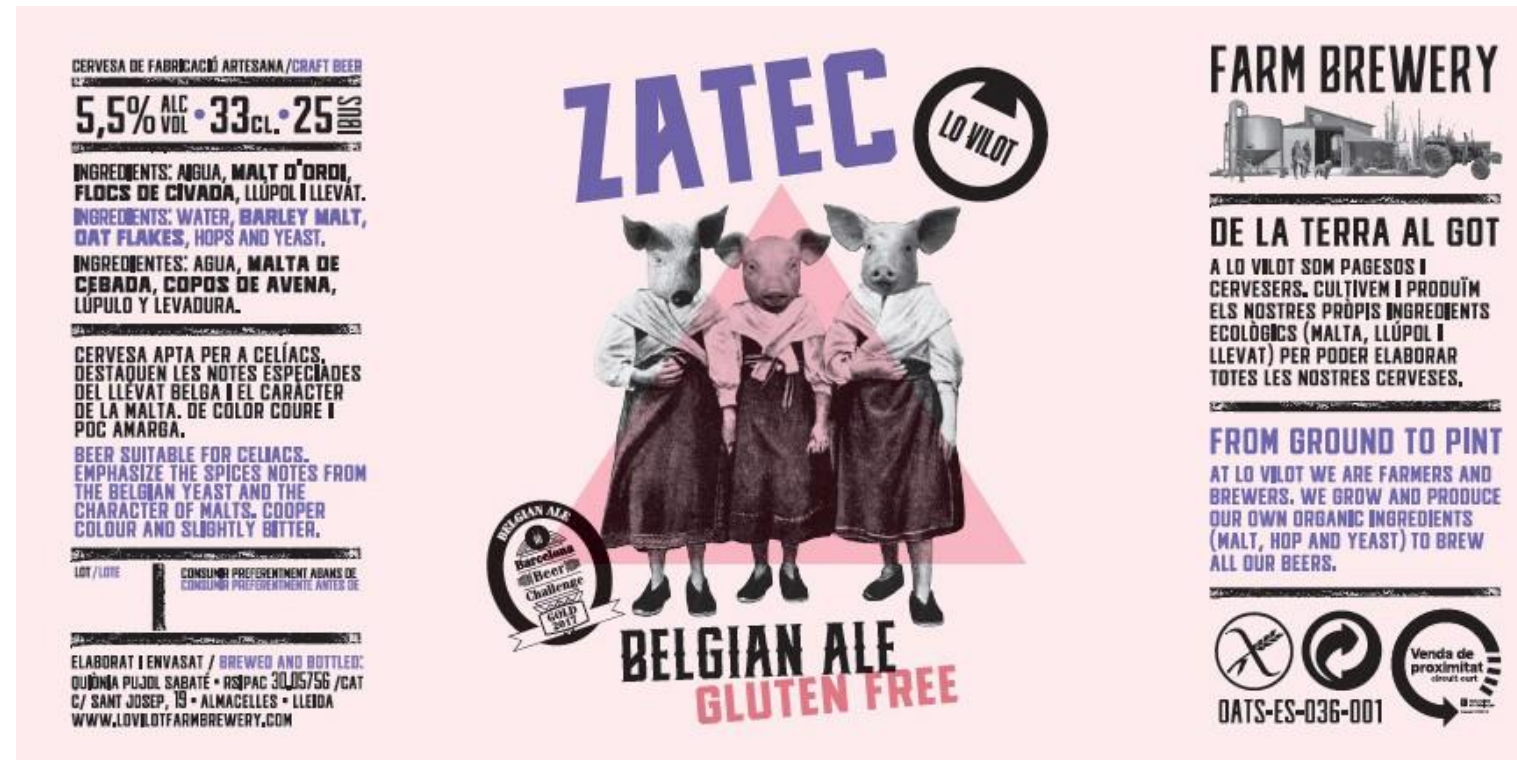




Example digital communication: MEDIA and WEBSITES



Examples of LOGO insertion on the LABELLING of the awarded beers



Example of award display on the BOTTLE and PACKAGING



Example of logo insertion in the E-MAIL SIGNATURE FOOTER

Joan Gomez Gomez
Cerveser
Cervesera de Barcelona

Guanyadora de la Medalla d'Or estil British Bitter al Barcelona Beer Challenge 2016



El Gall Negre Cerveses i Aiguardents SLU
Plaça del Castellot s/n
25722 Arsèguel
NIF B25840950



EL GALL NEGRE
CERVESES & AIGUARDENTS



MÄRZEN



FESTBIER



Consulting Services

BeerEvents offers you its experience in design, communication and networks so that you can make the most of your awards.

Social networks

We have been communicating through networks for years. The right message and synergy with our network of followers can make all the difference. If you need an expert community manager service in the sector, count on us.

Corporate Communication

The best weapon to gain access to media, companies and distributors is a well-prepared press kit. We can help you prepare a journalist-proof dossier, with all the material you need to turn your award into unpaid publicity.

Campaigns

The right approach to a campaign and the right audience segmentation is key to achieving a great impact on potential customers. We offer you the know-how gained after years of promoting events and products in the beer market.

Non pack Communication

Our design team can create new labels or include the medals in your current designs. It might be a good time to communicate the awards also on your secondary packaging and groupers.

These are some of our services, do not hesitate to contact us to design a tailor-made plan for you.



More information:
info@barcelonabeerchallenge.com
www.barcelonabeerchallenge.com