



INFORMATION DOSSIER

Barcelona Beer Challenge 2023



BBC'23 CALENDAR

Registrations:

From 1st January to 12th of March 2023 (both inclusive)

Reception of samples:

From 13th march to 5th April 2023 (both inclusive)

Undertaking the evaluations:

14th, 15th and 16th of april, 2023

Award ceremony:

Within the framework of Innbrew and the Barcelona Beer Festival



CONTEXT

The Barcelona Beer Challenge is an internationally highly valued contest that has contributed to, provide a new platform of visibility and recognition to the best quality beers. This eighth edition (2023), is born out of the desire to continue to promote and disseminate the beer industry.

And so, the BBC competition was been born under the umbrella of the Barcelona Beer Festival and the ceremony award will be celebrated during the third edition of The InnBrew, the brewer's convention and the eleventh edition of Barcelona Beer Festival that will take place together in the same enclosure. 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.





EL BBC INFORMATION:

The following figures explain how the BBC has established itself as one of the most outstanding competitions in southern Europe:

- 215 breweries
- International scope: participation of 15 countries
- 1,315 different beer references, representing practically all existing categories of the BJCP catalog (Beer Judge Certificate Program)
- 60 international judges with specific qualifications

In this way, an international, competitive and representative in the present beer scene is generated that It has not escaped by national and international media. 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

| | |
|------|---|
| 6.7% | 21A. AMERICAN IPA |
| 6% | 21B. NEW ENGLAND IPA |
| 3.4% | 20C. RUSSIAN IMPERIAL STOUT |
| 3.2% | 18B. AMERICAN PALE ALE |
| 3% | 33A. SPICE,HERB OR VEGETABLE |
| 2.7% | 22A. DOUBLE IPA |
| 2.5% | 29A. FRUIT BEER |
| 2.4% | 5D. GERMAN PILS |
| 2.4% | X3. ITALIAN GRAPE ALE |
| 2% | 21B. (J) SESSION IPA |
| 2 % | 21B. Specialty IPA (Belgian, White, Milkshake, Fruit & Other) |

< 2% STYLES REPRESENTED

JURY

The BBC's organizers 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 can 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, flavors, mouth feel, appearance, absence of defects; as well as the adaptation to the style to which beer is ascribed.

Platinum Award: A special prize called 'Platinum Medal' will be awarded to those beers that in the present edition win a Medal for the fifth time, regardless of the type of medals or editions that were won in the other four





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 of its beer after January 1, 2021.

Award for innovation Molina for Brewers : For fourth 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 award ceremony of the Barcelona Beer Challenge will be held, within the third edition of InnBrew, and in the same space as the Barcelona Beer Festival, 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

The Barcelona Beer Challenge generates articles and news in media of diverse relevance, both online and in the written press. Many of these media are specialized in gastronomic topics and/or related to the world of catering, giving the contest notoriety and media visibility. Therefore, and according to the experience gained from the previous 7 editions of the contest, we can affirm that winning a prize at the BBC brings the winner:-

- Presence in the media
- Positioning and recognition in the beer market Brewing market
- A seal of identification that generates purchasing arguments A seal of identification that generates purchase arguments before the final consumer
- New commercial opportunities



