

BARCELONA BEER CHALLENGE

PRESS DOSSIER 2024



New edition Barcelona Beer Challenge:



We bring you the ninth edition of the Barcelona Beer Challenge, a competition of international scope that has contributed to, along with other initiatives, bringing a new level of recognition and visibility to quality beer. This new edition is born out of the desire to continue the task that we began to promote and give visibility to this industry.

Impact of the previous edition

The seventh edition of the *Barcelona Beer Challenge* (2023) was attended by **181 breweries** from across **17 countries**, which submitted **1.126 beer** references to the competition. The previous edition generated an international, competitive, and representative context of the current brewer scene that has not gone unnoticed by the national and foreign media ([links to a press release](#)).



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Organization of the Barcelona Beer Challenge:

The *Barcelona Beer Challenge* (BBC) is an initiative of the company [Beer Events](#), who are dedicated to the organization of various events related to the world of beer, with highlights including the Barcelona Beer Festival.

Beer Events was founded in 2012 by 4 partners linked to the craft beer sector since the 90s; which has gradually specialized in the management of events and projects for third parties, always linked to craft and quality beer, at all levels.

Little over ten years, Beer Events (BE) has positioned itself as a leading company and a reference on a national scale in the creation of beer events. As examples of its work, we could highlight recent projects such as: collaboration in the development of various studies on craft beer: Catalonia, Euskadi and Spain, the creation of the first convention of brewers in the state, the InnBrew, among others... "BE" is always present in the main national and international forums related to the sector.

[+ information](#)

Barcelona Beer Festival/InnBrew:



The Barcelona Beer Festival offers an integral vision of the sector through a plural and careful selection of beers, the organization of an important meeting forum for the sector in the InnBrew, the Brewer's Convention and the great work of diffusion that develops in the field of consumers.



The contest was born under the organizational umbrella of the **Barcelona Beer Festival**, the main event of the sector in Spain and one of the main events in southern Europe, which last edition attracted 15,000 unique visitors in one weekend, and where the best breweries in the world meet.

Currently the awards ceremony takes place during the InnBrew, the brewery convention, unique in the state, which is held during the same dates as the Festival, to create synergies between the InnBrew competition and the Festival, a meeting point for industry professionals from around the world, giving an outstanding media impact to the sector; thus getting the message of the event to reach society through the notoriety achieved in the press.



The Barcelona Beer Festival and InnBrew are making a decisive contribution:

- To the dissemination and visualization of quality beer, both through the large attendance and through the appearance of content about the festival in national news and news in the main newspapers and radios.
- To the professionalization of the sector, facilitating contact forums between national and international brewers of the first order, as well as organizing professional conferences and speed meetings within the framework of Innbrew. The objective is to promote the exchange of knowledge and enhance the business opportunities that the sector currently offers.
- To offer a comprehensive vision of the beer sector: with two powerful events and fully linked to each other, either through the beer references that it contemplates to serve at its annual event, by the meeting forum that represents within the sector the organization of this act, and for the dissemination work it carries out in front of the final consumer.



Main objectives of the Barcelona Beer Challenge:

Highlights of the BBC's objectives include:

- Giving importance to, and recognizing, those beers that respect the highest quality standards in a way that remains faithful to the various styles they represent.
- Providing guidance to consumers when they are purchasing beer from among the current range of both national and international beers on offer.
- Contributing to the dissemination of beer culture through the different beers awarded across the variety of styles that are currently on offer and highlighting the qualities and possibilities of the beer in new and diverse arenas.
- The BBC awards also aim to contribute to the professionalization of the beer sector, by including a jury made up of qualified members, and through compliance with internationally certified tasting protocols.

Barcelona Beer Challenge website:
www.barcelonabeerchallenge.com

Professionalization of the Jury: Beer Judge Certification Program



One of the biggest advancements, and a main differentiation factor of the Barcelona Beer Challenge from other national contests, is the creation of a jury recognized by the BJCP (Beer Judge Certification Program), which means the jury is made up of judges who hold the BJCP certificate. The program for judge qualification includes theoretical and practical tests and is a compulsory prerequisite in the selection of judges at

the most prestigious international festivals.



The BJCP certification program is the program of reference regarding beer classification that has been in development since 1985. It originates from the USA.



The program also certifies the abilities and criteria of the judge to evaluate and rate beer in a competitive context. In this way, the BBC ensures the participation of a professional jury and gives the competition incontestable recognition and an authority that will contribute to the much-needed professionalization of the beer sector in many aspects. The work required to select the jury and the assessments given throughout the beer tasting procedures will be undertaken by an experience judge, who has extensive experience as an international judge and a beer tasting conductor.

Components for the evaluation of beer:

The evaluation and tasting of beer are made up of various elements. The most important are:

During the evaluation phase for the beer’s APPEARANCE, the elements evaluated include*:

Colour	Turbidity
Presence of impurities	Foam (head retention and colour)

During the evaluation phase of the beer’s AROMA different aspects are assessed, including:

Characteristics of some ingredients on the nose

Range of nuances	Power of the aromas
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Both flavours and nuances on the palate are assessed, such as the MOUTHFEEL of:

Astringency	Body
Effervescence	Taste of Alcohol

*Possible technical errors are taken into account in the generation of the final evaluation.

All these parameters are evaluated taking into account the different characteristics of the broad range of beers that exists: the styles that incorporate sub-styles, so the beer not only needs to have a good taste, aroma and appearance, but also needs to meet the characteristics typical of the specific style to which the beer being evaluated belongs.

Awards and Recognitions:

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 BBC awards also aim to spread the beer culture among consumers, as well as to guide them in the acquisition of high-quality beers among the wide range of beers available in the market. With this objective, the winners (and for each award-winning beer) will be provided with a logo that can be inserted into their labels, digital platforms, promotional materials, packaging, web, etc. A distinctive seal that will provide information and help make the award-winning beers visible.

The Barcelona Beer Challenge Awards are divided into **5 categories**:

A) Awards to the best beers for each style category. Consists of awarding gold, silver and bronze medals. These prizes will be assigned taking into account the quality of the beer and will contemplate parameters such as: aroma, flavours, mouth feel, appearance, absence of defects; as well as the adaptation to the style to which beer is ascribed.



B) Awards to the best brewery. 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.

C) Best Rookie brewery: This award recognizes and visualizes the best Rookie Brewery that starts the commercialization of its beer after January 1, 2021. It will be awarded the Rookie Brewery who obtains more points among all beers presented in this order: 2 points per bronze medal achieved, 3 points per silver medal achieved, 5 points per gold medal achieved.

D) Molina for Brewers Innovation Award: An award that wants to inspire the brewer to explore new work territories as we present a prize in **recognition of innovation** in the creative process of beer making

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

The prizes will be revealed and awarded at a ceremony within the framework of The InnBrew, at the **Barcelona Beer Festival**, thus giving them the media exposure that the Festival provides.

For further information or any questions, please write to: info@barcelonabeerchallenge.com



ANNEX:

GUIDE STYLE BBC 2024



1. STANDARD AMERICAN BEER

- 1A. American Light Lager
- 1B. American Lager
- 1C. Cream Ale
- 1D. American Wheat Beer

2. INTERNATIONAL LAGER

- 2A. International Pale Lager
- 2B. International Amber Lager
- 2C. International Dark Lager

3. CZECH LAGER

- 3A. Czech Pale Lager
- 3B. Czech Premium Pale Lager
- 3C. Czech Amber Lager
- 3D. Czech Dark Lager

4. PALE MALTY EUROPEAN LAGER

- 4A. Munich Helles
- 4B. Festbier
- 4C. Helles Bock

5. PALE BITTER EUROPEAN BEER

- 5A. German Leichtbier
- 5B. Kölsch
- 5C. German Helles Exportbier
- 5D. German Pils

6. AMBER MALTY EUROPEAN LA

- 6A. Märzen
- 6B. Rauchbier
- 6C. Dunkles Bock

7. AMBER BITTER EUROPEAN BEER

- 7A. Vienna Lager
- 7B. Altbier

8. DARK EUROPEAN LAGER

- 8A. Munich Dunkel
- 8B. Schwarzbier

9. STRONG EUROPEAN BEER

- 9A. Doppelbock
- 9B. Eisbock
- 9C. Baltic Porter

10. GERMAN WHEAT BEER

- 10A. Weissbier
- 10B. Dunkles Weissbier
- 10C. Weizenbock

11. BRITISH BITTER

- 11A. Ordinary Bitter
- 11B. Best Bitter
- 11C. Strong Bitter

12. PALE COMMONWEALTH BEER

- 12A. British Golden Ale
- 12B. Australian Sparkling Ale
- 12C. English IPA

13. BROWN BRITISH BEER

- 13A. Dark Mild
- 13B. British Brown Ale
- 13C. English Porter

14. SCOTTISH ALE

- 14A. Scottish Light
- 14B. Scottish Heavy
- 14C. Scottish Export

15. IRISH BEER

- 15A. Irish Red Ale
- 15B. Irish Stout
- 15C. Irish Extra Stout

16. DARK BRITISH BEER

- 16A. Sweet Stout
- 16B. Oatmeal Stout
- 16C. Tropical Stout
- 16D. Foreign Extra Stout

17. STRONG BRITISH ALE

- 17A. English Strong Ale
- 17B. Old Ale
- 17C. Wee Heavy
- 17D. English Barley Wine

18. PALE AMERICAN ALE

- 18A. Blonde Ale
- 18B. American Pale Ale
- 18C. Hazy Pale Ale
- 18D. Other Specialty Pale Ale (Milkshake, fruit & other)

19. AMBER AND BROWN AMERICAN BEER

- 19A. American Amber Ale
- 19B. California Common
- 19C. American Brown Ale

20. AMERICAN PORTER AND STOUT

- 20A. American Porter
- 20B. American Stout
- 20C. Imperial Stout

21. IPA

- 21A. American IPA
- 21B. Specialty IPA
- Specialty IPA (A): Belgian IPA
- Specialty IPA (B): Black IPA
- Specialty IPA (C): Brown IPA
- Specialty IPA (D): Red IPA
- Specialty IPA (E): Rye IPA
- Specialty IPA (F): White IPA
- Specialty IPA (K): Brut IPA
- Specialty IPA (L) Other Specialty IPA (Milkshake, Fruit & Other)
- 21C. Hazy IPA
- 21D. Session IPA

22. STRONG AMERICAN ALE

- 22A. Double IPA
- 22B. American Strong Ale
- 22C. American Barleywine
- 22D. Wheatwine
- 22E. Hazy DIPA

23. EUROPEAN SOUR ALE

- 23A. Berliner Weisse
- 23B. Flanders Red Ale
- 23C. Oud Bruin
- 23D. Lambic
- 23E. Gueuze
- 23F. Fruit Lambic
- 23G. Gose

24. BELGIAN ALE

- 24A. Witbier
- 24B. Belgian Pale Ale
- 24C. Bière de Garde

25. STRONG BELGIAN ALE

- 25A. Belgian Blond Ale
- 25B. Saison
- 25C. Belgian Golden Strong Ale

26. MONASTIC ALE

- 26A. Belgian Single
- 26B. Belgian Dubbel
- 26C. Belgian Tripel
- 26D. Belgian Dark Strong Ale

27. HISTORICAL BEER

- Historical Beer (A): Kellerbier
- Historical Beer (B): Kentucky Common
- Historical Beer (C): Lichtenhainer
- Historical Beer (D): London Brown Ale
- Historical Beer (E) Piwo Grodziskie
- Historical Beer (F): Pre-Prohibition Lager
- Historical Beer (G): Pre-Prohibition Porter
- Historical Beer (H): Roggenbier
- Historical Beer (I): Sahti

28. AMERICAN WILD ALE

- 28A. Brett Beer
- 28B. Mixed-Fermentation Sour Beer
- 28C. Wild Specialty Beer
- 28D. Straight Sour Beer

29. FRUIT BEER

- 29A. Fruit Beer
- 29B. Fruit and Spice Beer
- 29C. Specialty Fruit Beer
- 29D. Grape Ale

30. SPICED BEER

- 30A. Spice, Herb, or Vegetable Beer
- 30B. Autumn Seasonal Beer
- 30C. Winter Seasonal Beer
- 30D. Specialty Spice Beer

31. ALTERNATIVE FERMENTABLES BEER

- 31A. Alternative Grain Beer
- 31B. Alternative Sugar Beer

32. SMOKED BEER

- 32A. Classic Style Smoked Beer
- 32B. Specialty Smoked Beer

33. WOOD BEER

- 33A. Wood-Aged Beer
- 33B. Imperial Stout Wood-Aged Beer

34. SPECIALTY BEER

- 34A. Commercial Specialty Beer
- 34B. Mixed-Style Beer
- 34C. Experimental Beer

35. Catharina Sour (Brazilian)

36. Pacific Beer (SPONSORED BY AGRONET BREWING)

37. Non Alcoholic Beer