

MEININGER'S INTERNATIONAL CRAFT BEER AWARD

APRIL
2022

THE COMPETITION FOR SPECIALITY BEERS



Registration online
www.register-beer.com



NEW FORMAT

Registration Deadline 11 March 2022

Partner:

rastal
DAS GLAS. Und mehr.

BrauBeviale

BESTMALZ
FOR THE BEST BEER

CRAFT
MAKING THE DIFFERENCE

GetränkeZeitung

Organiser:

MEININGER
VERLAG



Meininger's International Craft Beer Award ceremony - honour to whom honour is due

YOUR BEER SPECIALITIES IN FOCUS

The past two years have been marked by a global crisis the likes of which the world has never seen before. Much has been said and written, but the most important thing should always be to look to the future with as much confidence as possible.

True to the motto "Don't waste a crisis", the Craft Beer Award has also given a lot of thought to its direction, to increase the benefits and possibilities of an award for the best qualities in the competition even further, and thus to provide breweries and retailers from all over the world with optimal marketing tools.

The monthly format in 2021 was well received. More than 1,111 beer specialities were tasted and evaluated in the category-specific tastings by the top-class expert jury and the best beers were awarded the well-known and recognised medals.

For 2022, we have intensively exchanged ideas with the beer scene in order to achieve the continued optimal format for maximum attention to

the award-winning beers. The competition will take place in mid-April 2022 and will continue to provide regular coverage of the best beers, especially with the monthly reports and videos via the online and social media portals that were successfully introduced in 2021. In addition, the element of the award ceremony at the end of April, which has become one of the networking events of the German and international beer scene, familiar from previous years, will be added again.

Meininger's Craft - magazine for beer culture, will again report extensively and in detail about the competition and the award-winning beers.

We are very much looking forward to tasting and evaluating your beer specialities again next year and presenting the best ones to the public!

If you have any questions, the Craft Beer Award team will be happy to help you at any time.

Christoph Meininger
Publisher and Organiser

Christian Wolf
Director Degustation

Benjamin Brouër
Meiningers Craft



6 top reasons to participate

- Description and evaluation of over 20 individual attributes of your beer by an **international expert jury** comprising master brewers, beer sommeliers and sensory experts from the research and teaching sectors
- **Benchmarking** of your beer in its category
- In-depth feedback on your beer **with technical and aromatic details**
- Awards for the best beers in each category with the well-known, **sales-boosting Craft Beer Award medals** in Silver, Gold and Platinum for your marketing
- **Additional awards:** national/international craft beer of the year, best beer in its category, national/international craft brewer of the year
- **Detailed editorial support** and presentation of winners in Meiningers Craft and the Meininger wine, beverages and lifestyle publications, as well as on Meininger Online and social media channels.

THE TASTING PROCESS

The registered beers are allocated to groups of judges, each consisting of five to seven tasters. Under the leadership of the head judge, the group tastes beers blind in thematic flights. In contrast to other competitions, each beer is tasted and evaluated individually as opposed to being compared to the other beers (which is the best beer of the bunch?). This unique approach has proved successful, as it means that each individual beer is given the attention it deserves.

As well as being presented in Rastal-Teku tasting glasses, each beer is served to the judges in a special 'optical glass' so that its appearance and head can also be evaluated. Using a 100-point system, each judge rates the beers on the basis of their appearance, aroma, taste and overall impression. Additionally – and this is another special feature of the competition – the beers are described according to their aroma.

This descriptive analysis is carried out using 21 attributes defined specifically for each beer category.

The descriptions result in a spider chart for each beer that gives an overview of its flavour profile at a glance. An added benefit for brewers and consumers alike. For further information and the results of previous competitions, visit

www.craft-beer-award.com



MEININGERS CRAFT

Meiningers Craft, published by Meininger Verlag, is an independent magazine devoted to the topic of beer culture. The quarterly publication, which is available in stores or by subscription, is aimed at the entire beer community, i.e. brewers and brewmasters, beer sommeliers, retailers, restaurateurs and barkeepers, as well as beer enthusiasts and consumers.

HOW TO TAKE PART:

Register online:

10 January to 11 March 2022

Submission of samples:

by 23 March 2022

Tasting: 12 and 13 April 2022

Awards ceremony:

End of April 2022

Registration: www.register-beer.com



THE COMPETITION

- With more than 1,000 speciality beers from all over the world rated, **one of the most recognised and respected competitions**
- High-quality expert jury composed of **over 100 nationally and internationally recognised beer experts** from retail, the restaurant industry, production and communication
- **Unique evaluation system** for individual and nuanced assessment



THE RESULTS

- Description and evaluation of more than 20 individual attributes of your speciality beer
- In-depth feedback on your speciality beer with technical and aromatic details
- Awards for the best speciality beers with the well-known, sales-boosting Craft Beer Award medals in Silver, Gold and Platinum for your marketing

THE BEER EXPERTS

For me, this might be the most important competition for craft beer on European soil. It is a very professionally organised competition. Its high profile in Germany has spread to the entire German-speaking region.

Conrad Seidl
The 'Beer Pope'
Austria



Consumers' purchasing decisions are increasingly influenced by awards. The opportunity to critically examine one's own beer and have it assessed by professional tasters is an excellent feedback for breweries.

Marlene Speck
Doemens Academy, Germany

The competition is at the highest level in terms of quality. Receiving one of the few awards gives the brewer a strong sales argument and provides customers with orientation and confidence.

Tom Pauwels
Bitburger brewery
Germany



The breweries receive detailed feedback on the products they enter, in the form of text and the unique spider chart. The feedback shows the brewer where their beer stands in comparison with their competitors.

Matthias Kliemt
Beer sommelier
Germany

It is THE award in Germany!

Mark Zunkel
BarthHaas
Germany / USA





THE COMMUNICATION

- Worldwide press relations support the awareness of the winners in the important markets
- Presentation of the award-winning beer specialties in the portfolio of Meininger Verlag
- The Meininger publications accompany the monthly tastings and disseminate the results to the relevant target groups
- Publication of the winning beers in Meiningers Craft - the magazine for beer culture

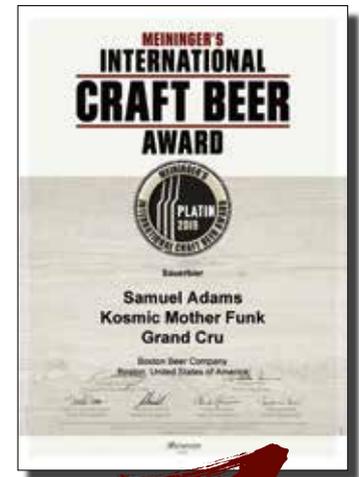
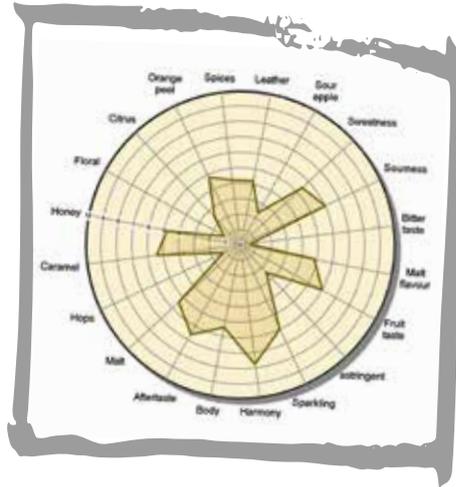


THE MARKETING

- Presentation of the best beers per category in a **virtual awards ceremony**
- **Wide-reach publication** via the Craft Beer Award website (relaunch at the beginning of 2021) and social media channels
- **new, additional formats** such as product videos, round tables and much more
- **Informative certificates** for the competition-winning speciality beers are effective in advertising
- Integration of the **valuable Craft Beer Award medals** on the labels of the winning speciality beers

THE BENCHMARKING

- Benchmarking of your beer in its category
- Graphical depiction of the evaluated strengths and weaknesses
- Aromatic description in the form of the renowned spider chart



HOW IT WORKS

1 ONLINE REGISTRATION

The registration form can be found online at

WWW.REGISTER-BEER.COM

You can register your beer specialities directly on the site.

The entry fee is €170 (excl. VAT) per sample entered.

2 SELECT A CATEGORY

More than 60 different beer styles will be tasted at Meininger's International Craft Beer Award 2022. An overview of the monthly themes and the detailed specifications of the beer styles can be found online at:

WWW.CRAFT-BEER-AWARD.COM

3 SUBMIT BEERS

Please send us your beer specialities in good time. We require 12 bottles or cans per participating product (or 6 bottles or cans for volumes more than 0.5 litres).

4 TASTINGS + KEY DATES

To ensure that the professional preparations run smoothly, please take note of the following key dates:

REGISTRATION DEADLINE
11 MARCH 2022

DEADLINE FOR SUBMITTING SAMPLES
(Arrival in Neustadt by):
23 MARCH 2022

TASTING DATES
12 + 13 APRIL 2022

AWARD CEREMONY
END OF APRIL 2022

THE RULES

Preamble

Meininger's International Craft Beer Award from MEININGER VERLAG GmbH is held in Germany and is recognised as a prestigious international competition for beer specialities from all countries on Earth. The aim of the competition is to promote quality and boost the sales of the products entered. A panel of judges delivers an independent, neutral and expert verdict on the speciality beers, thereby guaranteeing that the competition is carried out earnestly and professionally. This bestows a high level of recognition upon the medals awarded at Meininger's International Craft Beer Award, the award-winning products and their producers.

1 Admission of samples

Products from all over the globe are admitted, so long as they comply with the conditions of participation and the specified product categories. Fermented malt beverages with natural ingredients in accordance with the trade name 'beer' are admitted. Beer-based mixed beverages are specifically excluded from the competition in the sense that other liquids such as lemonades or juices are added to the finished brewed beer. The products must be ready to be consumed and must be fit for immediate human consumption.

Samples which are not submitted by the respective deadline may be excluded from the competition.

2 Admitted categories, product categories

Information regarding classification and eligibility of the respective product categories can be found in the registration forms and must be applied correspondingly to the product entered.

3 Conditions for participating

- 3.1 Participation is restricted to products already filled into bottles or other containers suitable for use by consumers.
- 3.2 Each participant may enter as many products into the competition as they wish. The samples must comply with the regulations regarding manufacturing and labelling of the EU or respective non-EU member state.
- 3.3 A product can only be entered in the competition once; multiple registrations in different categories are not permitted.
- 3.4 To participate in the competition, 12 bottles (or 6 if the volume is more than 0.5 litres per bottle/can) should be provided per sample entered.
- 3.5 The products entered into the competition must have marketable labelling. Alternatively, a provisional label that includes all the information required in order to be marketed can be attached. This particularly applies to products that are not yet on the market, e.g. recipes that are still in development or test brews.
- 3.6 Only samples sent to the address of MEININGER VERLAG GmbH and for which carriage and customs duties have been paid shall be admitted.
- 3.7 MEININGER VERLAG GmbH reserves the right to pass on to the participant any taxes, customs duties or other charges, as well as any processing fees charged to it in connection with the products submitted.
- 3.8 A fully completed product pass with all the necessary information must be provided for each sample. The information on the product pass is binding for all publications, certificates and awards. If the information provided by the participant is not complete, MEININGER VERLAG GmbH retains the right not to confer any award on the product.
- 3.9 The organisers of Meininger's International Craft Beer Award may exclude participants from taking part in the competition. There is no legal entitlement to participation.

4 Entry fees

- 4.1 An entry fee is levied for each sample entered. This covers the costs for processing the samples, travel and accommodation for the specialist judges, organisation of the competition, as well as the issue of awards and certificates by MEININGER VERLAG GmbH.

- 4.2 The entry fee is €170 (net) per sample entered.

- 4.3 Receipt of full payment of the entry fees is a prerequisite for participating in the competition.

- 4.4 By registering, participants undertake to pay the designated fee, regardless of whether they actually participate in the competition.

5 Tasting by the judges, awards

A professionally qualified panel of judges made up of brewers, beer sommeliers, retailers and members of the specialised press will taste the products entered into the competition in rounds of blind tastings. The speciality beers will be organised and evaluated according to their product category during tasting sessions.

The thematically defined tastings take place in the middle of each month. The number of products to be given an award in the competition is limited to 25 per cent of the participating samples with the highest scores in their respective category.

The awards given are:

Platinum
Gold
Silver

5.1 Additional awards

- Craft Beer of the Year national / international
- Craft Brewer of the Year national / international

The best craft beer from each category may be given an additional award. If two samples in one category receive the same score, MEININGER VERLAG GmbH reserves the right to call upon a panel of master judges to taste the products again. In this way, only one speciality beer can be awarded per category. MEININGER VERLAG GmbH also reserves the right not to give an award in any given year. Award winners will receive a certificate and may incorporate a medal provided by MEININGER VERLAG GmbH into their label.

The brewery whose award-winning beers receive the highest average score will be awarded the title of Craft Brewer of the Year, provided that the brewery has submitted at least five award-winning beers to the competition.

6 Publication

The products that receive awards at Meininger's International Craft Beer Award will be published as part of the awards ceremony.

The winners will be announced in the following publications, among others: Meiningers Craft, FIZZZ, Getränke Zeitung, Meiningers Sommelier, Weinwirtschaft, Meininger's Wine Business International and Meiningers Weinwelt of MEININGER VERLAG, Neustadt an der Weinstraße, as well as on the various Internet portals, including Meininger Online, which may be linked to the pages of the producers. Information on products that did not receive the minimum scores required to receive an award will not be published.

7 Use of awards and logos

- 7.1 Winners may use the awards received and logos of Meininger's International Craft Beer Award on their labels and advertising. The terms of use titled 'Guidelines for the use and advertisement of the medals and awards of Meininger's International Craft Beer Award' apply to the use of the awards and medals.
- 7.2 The terms of use titled 'Guidelines for the use and advertisement of the medals and awards of Meininger's International Craft Beer Award' also apply to the use of the awards received in the decoration of the bottles.

8 Final provisions, acknowledgement of the terms and conditions of the competition

With the dispatch of samples, the participant acknowledges the terms and conditions, as well as the evaluations of Meininger's International Craft Beer Award. In the event of a dispute, the competent court of Neustadt an der Weinstraße will have jurisdiction.

CONTACT:
Meininger Verlag GmbH
Maximilianstraße 7-15
67433 Neustadt/Weinstraße
Germany
phone +49 6321 8908-951
fax +49 6321 8908-954
contact@tastingservice.com
WWW.CRAFT-BEER-AWARD.COM



MEININGER'S
INTERNATIONAL
CRAFT BEER
AWARD