



Beer Judge Certification Program (BJCP)



Sanctioned Competition Handbook

INTRODUCTION

Relax, Don't Worry, We'll Show You The Way!

The Sanctioned Competition Program (SCP) is a joint effort of the American Homebrewers Association (AHA) and the Beer Judge Certification Program (BJCP). Sanctioned Competitions are organized with a foundation of guidelines, judges, and a standardized scoring system. Sanctioned Competitions are registered with the SCP by linking from either the AHA or BJCP web sites. The BJCP supplies lists of BJCP judges for Sanctioned Competitions and awards judging points for judges participating in Sanctioned Competitions. There is one set of Style Guidelines developed by the BJCP. These measures are intended to assure homebrewers that their brew will be handled and judged consistently.

THINGS YOU WILL NEED

The Sanctioned Competition Kit

ORGANIZER'S REPORT

We mention this first, even though it's the last step, because it's very important that you don't forget it. When you have collected all the paperwork, go to the Online Organizer's Report section of the www.bjcp.org website and enter the required information. You'll need the competition name and the password you were assigned. We also appreciate any comments you may have to help us improve the SCP, and you can send them directly to comp_director@bjcp.org.

ENTRY/RECIPE FORM

Give these to brewers, and drop some off at local homebrew supply shops.

BOTTLE IDENTIFICATION FORM

Entrants should attach one of these forms to each bottle (preferably with a rubber band), so you can track bottles through registration and the competition.

JUDGE REGISTRATION AND WAIVER FORM

This helps you contact judges to confirm their attendance. If possible, send it to judges at least a month in advance, so they can make plans to attend.

LIST OF JUDGES

If you requested a list of judges in your area, this will include names, addresses, phone numbers, and email addresses. Use the labels to send out the Judge Registration and Waiver Forms. Names with no Judge Level shown are apprentice or brand new judges, and should only be paired with more experienced judges.

Practical Tip: Many competitions welcome their judges as entrants as well, and offer the extra enticement of allowing them to hand-carry their entries on the day of the competition.

JUDGING PROCEDURES MANUAL

This contains specific information about judging conduct and procedures. You should expect your judges to follow these guidelines.

JUDGE INSTRUCTIONS

A one-page explanation of how to properly fill out score sheets. Make at least one copy for each flight.

JUDGE COMPETITION EVALUATION FORM

Ask each judge to fill out one of these. They are mostly for your use as a way to get feedback from the judges, but if there are larger issues the SCP can address, please forward them to the Competition Director.

Practical Tip: Let the judges know that you will use them to help you complete the Organizer's Report that gets them their experience points.

STYLE GUIDELINES

You can download a full copy of the complete style guidelines in several formats from www.bjcp.org/stylecenter.html.

SCORESHEETS

You will need at least one copy for each judge of each beer, so estimate 3 or 4 copies for every entry as a minimum.

COVER SHEET

One per entry is the minimum you will need, as this consolidates the individual scoresheets for each entry.

FLIGHT SUMMARY SHEET

This form will help your judges track the scores that they have given to a flight of beers. It is also useful for viewing first, second, and third place entries in a given category/flight.

AHA NATIONAL HOMEBREW COMPETITION

FREE ENTRY CERTIFICATE

Please present this to the overall winner of your competition (Best of Show).

COMPETITION GUIDELINES

Everyone has rules to follow

There are certain guidelines we feel are essential in order to maintain quality standards in brewing competitions. The Sanctioned Competition Program is updated periodically to incorporate the suggestions of organizers, judges, entrants, and other participants so that everyone involved can benefit.

STORAGE

Arrange adequate storage facilities and keep entries cool and away from light upon receipt. A walk-in cooler is recommended for competitions of 100 or more entries. For smaller competitions, registration upon receipt and storage in a refrigerator is often sufficient. Refrigeration inhibits changes to the character of entries. Refrigerate all entries and serve at appropriate temperatures. Ales should be taken out of the cooler prior to judging so as to achieve optimal serving temperature of 50 to 60 degrees F. Lagers should remain in the cooler until judging and be served at 40 to 50 degrees F.

STAFF

Competition judges, stewards, and support staff must be pre-arranged. We suggest a minimum of two judges per category or two for every 10 entries and one steward for every two categories. The competition registrar should not judge the event. Having a judge director and a registrar in addition to

the competition organizer is highly recommended for competitions with 150 or more entries.

CONTESTANT ELIGIBILITY

Competition organizers, sponsors, judge directors, registrars, judges, and stewards may enter the competition if they wish. However, all contestants should be made aware that such entries are permitted and that measures have been taken to ensure fair, anonymous, and accurate judging. No judge or steward should be assigned to a category they have entered.

BOTTLES

To ensure anonymity of the entrants, we recommend that bottles be standardized to standard 10 to 14 ounce green or brown bottles with no paper or ink labels. Any lettering or graphics on the caps should be completely obscured with black ink. Encourage entrants to use brown bottles for maximum protection from light. Using only 10 to 14 ounce bottles makes the placement in cases and stacking of cases much easier. However, many competitions do accept the odd bottles, placing them in an odd-size case. The entrants are then notified on the judging form that they provided the wrong bottle size, but since the point of these competitions is to provide feedback, the beers are allowed to be judged.

JUDGING

To help maximize the quality of judging, competition organizers should make every effort to solicit as many experienced and qualified judges as possible. Judges should score entries independently on separate score sheets. To better evaluate entries, present judges with full, unopened, bottles at the proper temperature.

MINIMUM QUANTITY

We suggest that a contestant should achieve a minimum rating of "Good" (21 points on the Beer Score Sheet) to qualify for an award. Competition organizers do not have to award first, second, or third places if entries are not of sufficient quality. Please make judges aware of these guidelines. Various local competition rules may guide the awarding of prizes and ribbons, but whatever the guidelines, they should be conveyed to the judges in the pre-judging "instructions to judges" session.

COMBINING CATEGORIES

Categories may be combined if there are not enough entries in a given style category. Combined categories should be similar. Be sure that judges clearly understand which category

and subcategory each entry falls under. Even if categories are combined, entries must still be judged according to the BJCP style guidelines *for the style entered*. See Appendix III for an example of combined categories. Most competitions do combine categories into fewer ribbon categories as justified by the number of entries in each style category. Each ribbon category should have at least 6 entries. If the number of entries in a category is greater than 12, then multiple flights are assigned and the top three entries are selected from the top three of each individual flight in a mini-BOS judging.

FINANCES

Entry fees typically range from \$5 to \$10. Many competitions will offer a sliding scale, for example \$8 for the first entry and \$5 for each additional entry. This will encourage multiple entries. Fees help to cover costs for copies, postage, facilities rental, judges' meals, etc.

Practical Tip: Anticipate that the number of entries will drop off if the price per entry is too high and that the competition may lose money if the price per entry is too low. \$5 per entry is a good average to shoot for.

Competitions rarely make money and often lose money. You can offset the cost of the competition by obtaining sponsors for awards, prizes, and facilities. Prizes in the form of cases of beer, t-shirts, caps, gift certificates from various beer and homebrew related businesses can be solicited.

Practical Tip: Restaurants and brewpubs will host competitions in exchange for some advertising, buying lunches for the judges, stewards and competition staff and the business they may receive from the various guests who may attend.

Ribbons or medals for First, Second, Third places and Best of Show should be purchased. Buy enough ribbons or medals for all the possible award categories. Have the competition name printed on them, but if you omit the date, you can use any unused ribbons or medals for next year's competition

COMPETITION SOFTWARE

Competition software is often used in order to keep track of all the entries, the judges, stewards and entrants. This software will enable you to print pull sheets, address labels, track scores for return to the entrants and many more tasks that lead to a successful competition. Links to good competition software are available from the BJCP web site at www.bjcp.org.

[org/compcenter.html](http://www.bjcp.org/compcenter.html) (along with links to all the forms and other resources used in competitions).

Practical Tip: Download any software you plan to use and print the instruction manual several weeks ahead of your competition. You can practice as you learn, to be prepared to begin data entry when entries arrive and judges register.

COMPETITION STAFF

How the work gets done

COMPETITION ORGANIZER

Who's in charge? You are responsible for making sure all aspects of the competition run according to schedule and according to the rules.

JUDGE DIRECTOR

The judge director manages all judging operations for the competition. The judge director obtains judges, coordinates judging groups, assigns judges to categories, and handles all other judging issues. Many times the competition organizer is also the judge director, but for large competitions it is best to split the two jobs. Once underway, the judge coordinator may be able to judge.

Careful attention is necessary in the pairing of judges so that there is a balance of experience for the beers judged. Novice or apprentice judges should be paired with more experienced judges. If possible, there should be a majority of experienced judges in a judging group. Competition organizers often omit scores given by novice or apprentice judges when determining results. The judge director should clearly explain to the judges what policy will be followed.

Practical Tips: Use an EXCEL spreadsheet to set up FLIGHTS across the horizontal and SESSION down the vertical with space for up to three judges, CATEGORY/SUB-CATEGORY per SESSION/FLIGHT. This will help you in the assignment process. See Appendix IV for a sample judge assignment sheet.

Assign the largest CATEGORIES that require multiple flights first, smaller flights last. Assign the judges with the most restrictions on their judging first and the most flexible judges last.

Questions concerning entries should be directed to one person, either the organizer or the judge director, who can finalize and sign any disqualifications, clearly stating the reason for disqualification on the cover sheet. In the case of a

disqualification, individual score sheets should be returned; no score should be assigned.

Prior to the start of judging, the Judge Director should lead an “instructions to judges” session to go over the rules and judging procedures for the competition.

Practical Tip: One person, typically the competition organizer should do nothing but supervise during the judging.

COMPETITION REGISTRAR

The registrar directs all registration operations for the competition. This job requires meticulous attention to detail. Registration must be carried out without error. The registrar should have a system of crosschecks and data backups so that every piece of information concerning a particular entry may be traced. Keep all original paper work and envelopes as backup information.

Registration usually involves checking in entries, assigning them entry numbers, and marking them with the entry number (you can use stickers on both the side of the bottle and the cap to clearly label the entry), category number, and subcategory letter. It is imperative for a fair competition that the identities of the brewers remain anonymous to the judges, so any reference to the brewer or the brewer’s address must be removed from the bottle before judging. If possible, all of the brewer information including the assigned entry number should be entered into a competition database or spreadsheet where entries and scores can be tracked.

Practical Tip: The entry forms should be available in a notebook, available to only one person, either the judge director, registrar or the competition organizer, in order to answer questions that judges may have concerning any entry. However, the judges should not be allowed to view the entry forms themselves.

JUDGES

Judges are responsible for evaluating the entries and assigning scores. Score sheets should be filled out in a conscientious manner, with the goal of helping the entrant to improve his or her brewing. Comments should reflect both the attributes and flaws, but must not be rude or snide.

Before the judging begins, the head judge for each group should read the style categories listed in the style guidelines for the styles to be judged aloud to the other judges. Judges should judge strictly according to the style guidelines and not to personal taste. The head judge for each group is responsible for filling out the cover sheet for each entry as well as the flight sheet.

STEWARDS/ASSISTANTS

Last on this list, but first on the list of any experienced organizer is stewards and assistants. You need people to help you unpack entries; get rid of boxes and packaging; sort

bottles; set up tables and chairs; put cups, bottle openers, water pitchers, dump buckets, pencils, score sheets, coversheets, and flight sheets on the judging tables; clean up; take out the garbage; etc. For a small competition you will probably need only a couple of people to help you. For larger competitions, you will need more, ideally one per table of judges.

Practical Tip: If you have experienced stewards, they should be able to handle two or more flights simultaneously.

Stewards play a crucial role in a competition. It is their responsibility to ensure that everything is in place and that the proper supplies and forms are present at the judging tables. They make sure the judges have everything they need throughout the judging. The stewards’ basic job is to free the judges to concentrate on judging the entries without distraction.

Prior to the start of the competition, the head steward should assemble all the stewards and give them their instructions and duty assignment.

Practical Tip: Suggest to judges that they provide samples to the stewards (where there is sufficient beer available) and to involve the stewards in the judging process. This makes for a more interested and knowledgeable steward, and perhaps a future judge.

STEWARD RESPONSIBILITIES

Distributing required materials to the judging tables

Bringing beer from storage area to judging area

Assisting Judge Director and judges as needed

Providing water, cups, bread, and forms for judging tables

Maintaining proper beer temperatures during judging

Emptying dump buckets as needed

SETTING UP YOUR HOMEBREW COMPETITION

Start at the very beginning

RULES

The first thing you will need to do when establishing rules for your competition is estimate how many entries you will have. Use this estimate to determine how many categories you will need for judging. You do not want to have categories with only a few entries. If you only expect 50 entries, you will want to combine some of the BJCP style categories in order to have a reasonable number of entries per category. Also do not expect judges to judge more than 12 entries in a given flight (15 at the very most). Determine your categories with these factors in mind. Be sure all entrants are aware of the categories you will have in your competition.

Clearly defining your rules in writing is very important to ensure your entrants will adhere to them. Do not be afraid to disqualify entries that do not meet the standards set in your rules.

There is a reason for each rule. For example, having bottles larger than 14 ounces can cause problems in handling and storage of bottles, especially when trying to stack entries in case boxes. Most competitions require more than one bottle because an extra bottle will be needed for those entries moving on to the best of show round.

Practical Tip: Most competitions can and do use two bottles per entry. The first bottle is used for the first round; the second bottle for the Best Of Show (BOS) round if the beer wins its category. Three bottles does mean that judges don't have to save 1/2 bottles for Best Of Style (Mini-BOS), or second rounds. It also provides for an extra bottle in case of breakage.

Handling three bottles per entry is more work and requires more storage space. You can expect fewer entries due to the need to have three bottles as well.

TIMING

It is very important to set and keep deadline dates. Deadlines for large competitions are almost always a few days in advance of the judging dates, while very small competitions can often accept entries the day of the judging. Keep in mind that homebrew usually has sediment, and entries disturbed by transport should be given time to settle and clarify. Normally four to five days are adequate to accomplish this.

Keep in mind that many people work weekdays and are only available for judging and helping out in the evening or on weekends. Also be aware of holidays and local events that may affect the attendance of judges and assistants.

VENUE AND FACILITIES

It is desirable to have a single site for receiving, storing, and judging entries. Suitable judging sites include breweries, brewpubs, homebrew shops, and events halls that have walk-in coolers and comfortable areas for evaluating beer.

The judging area needs to meet the standard criteria for any good judging site. You will need adequate space for comfortable seating with plenty of tables. The area should be free from distractions; loud music or televisions as well as strong odors can impair judging. Lighting should be bright enough to judge color and clarity and be as natural as possible, but not excessive. If possible use white tabletop material as this provides the best background for accurately assessing beer color and clarity.

Mechanical pencils are preferred for use on score sheets because they do not require sharpening to remain legible and wooden pencils produce an odor that can hamper judging. In addition, changes to score sheets cannot be neatly made when filled out with ink.

TABLE SPACE

You need enough table space for each group of judges to accommodate all the entries to be judged, plenty of cups, scoresheets, cover sheets, flight sheets, style guidelines, a pitcher of water, basket of bread, dump bucket, extra pencils, stapler, and judges' personal items such as mini flashlights and notes.

AWARDS

Ribbons or medals are typically awarded to entries scoring first, second, and third in each category. Trophies, plaques, steins, brewing equipment, etc. are often awarded for Best of Show winners. You might also consider issuing certificates of brewing prowess on the basis of score. This helps brewers know the quality of their brews even if they did not earn an award in the competition. The AHA National Homebrew Competition uses the following guidelines for award certificates:

38-50 Points: Gold

30-37 Points: Silver

25-29 Points: Bronze

HOW DOES THE COMPETITION WORK?

It depends on you.

You've set your deadlines, written your rules, found your site, and gathered people to help you. What do you do when the beer starts rolling in?

MARKING ENTRIES

You need a system for coding entries, since entrants' names should never be revealed to the judges. A simple numbering system works well, for example, a small label with a unique number is securely stuck to each bottle (preferably on both the bottle cap and the side of the bottle so that bottles can be identified while in the case and after the cap has been removed). The judges will also need to know the style of the beer they are judging. This can be done by giving them a Pull Sheet with entry numbers for the entries they are judging that includes the corresponding style for each entry. Or you can use a larger label on which the entry number and style are included. For example:

Entry Number: 1271

Cat./Subcat.: 6a

Practical Tip: Fruit, Spice, Herb, Specialty, Cider and Mead categories require additional information that must be provided to the judges. This is best accomplished by providing this on the Pull Sheet rather than the bottle labels.

You might consider generating several small labels with duplicate entry numbers to apply to the cap and neck of each bottle and the corresponding entry form of each entry.

HERE THEY COME!

Hopefully, on your scheduled days!

When entries arrive, unpack them carefully. Be sure entry forms and bottles do not get mixed up. Put entry number stickers on each bottle, write the entry number on the entry form (double check everything!), and give all entry forms and entry fees to the registrar for registering. Store bottles in your cool storage area as soon as possible after they are received. Many competitions use long-neck cardboard cases to store entries and to make them easy to move around.

At some point, you will have to sort the entries into rounds and flights (a group of entries to be judged in one round by one set of judges) for judging. If you want, you can do this as you receive entries. You can separate your storage area into sections for first round, second round, etc., as well as by style. For example, you might have a place for stouts to be judged

in the first round, and another place for stouts for the best of show round. This takes a little more organization, but it can save time later. It also means you will not have to disturb the entries by sorting them just before the competition. Alternatively, you can do all of your sorting once all of the entries have been received. Whichever method you use, be sure to mark boxes clearly and keep track of what you do.

IT'S COMPETITION TIME

Planning is everything

One of the most frequent complaints judges have is that the competition did not start on time. Allow yourself enough time to set things up then tack on another half hour. You might get everything done and have time to sit around for a few minutes, but that is better than starting late.

You should have at least two judges for each flight (three is better) with a maximum of 15 entries per flight. Categories with high alcohol content or strong flavors should be judged in smaller flights if possible. Judging is a subjective process, and having multiple judges will help to reduce the effects of judge bias or differences in evaluative ability. You can expect judging to take around 10 minutes per entry. Allow 2 1/2 hours per session, with two sessions per day, three if the sessions are small.

Practical Tip: Most competitions can be completed in one judging day with adequate judges. Count on two or three judging sessions and a best of show judging with lunch between the sessions. With two judges per flight and an average of 10 beers per flight, one can determine the number of flights and sessions that will be required and thus the number of judges needed.

Divide your judges into groups and assign them a style or styles to judge and a table to sit at. Remember, judges may never judge a category they have entered! Make sure each table has bread, water, at least 1 cup per judge per entry to be judged plus a cup for water, score sheets, cover sheets, a flight sheet, pencils, a bottle opener, and a style guide. It is a good idea to start the judging with a "calibration" beer. The calibration beer serves to give the judges a chance to get a feel for each other's scoring range and judging styles, as well as to warm up their palates. Ideally you will have a commercial example of each style being judged, but having only one style will suffice. If judges will be judging multiple flights, allow at least an hour in between to give judges time to rest and eat before starting up again.

Have your stewards bring judges the entries they will evaluate. One of the most difficult tasks of a competition is

ensuring that the entries are judged at the proper temperature. If the entries begin to warm up, refrigerate or ice them during the judging and bring them to the judges as needed.

Practical Tip: The fewer people who have access to the entries in the cooler the less opportunity for mix-ups. Assign one steward to be in charge of the cooler to retrieve beers for other stewards.

Be sure to instruct your judges how you want entries judged. In larger competitions with categories that cannot be judged in a single flight, categories will be divided into two or more flights (usually divided by subcategory). Each flight advances two to three entries to a mini-Best-Of-Show round where judges determine the first, second, and third place for the category (additional score-sheets are not necessary for a mini-best-of-show round, judges can determine the winners by consensus). The first place entry in each category will be advanced to the best-of-show round. If necessary you can add additional rounds.

Practical Tip: Where a full bottle is available for the mini-BOS, all the judges may participate. When 1/2 bottles have been saved, it is suggested that only one judge from each flight participate in the mini-BOS.

Once the judging actually begins, your responsibility as organizer is simply to make sure everything goes smoothly. Check that judges have enough bread, water, cups, etc. Occasionally, judges will have questions about entries. Be prepared to double-check the style of an entry or clear up questions about the style guidelines. Never allow judges to know the identity or origin of the brewer. If problems should arise, it is important that they be handled in a calm, professional manner. Sometimes an entrant will have mislabeled his or her entries (switch a porter with a doppelbock, for example), you will not know until the judges have opened the bottles and begun judging. Bottles may have been incorrectly sorted or mishandled. If possible, correct the situation; if not, inform the entrant of the mistake and refund their entry fee or offer other compensation as appropriate.

TEMPERATURE GUIDELINES

Lagers: 40-50°F (5-10°C)

Ales: 50-60°F (10-15°C)

Sparkling Meads: same as lagers

Still Meads: same as ales

JUDGING BEER

Just what is all this sniffing, swirling, and tasting?

AS ORGANIZER, YOU SHOULD EXPECT YOUR JUDGES TO CARRY OUT JUDGING PROCEDURES IN A CONSISTENT AND CONSCIENTIOUS MANNER.

The success of your competition depends in large part on the quality and effectiveness of your judging procedures. The *Judging Procedures Manual* included with your SCP kit has additional information on judging procedures.

Individual scoring must be done accurately. In order to avoid sending mixed messages to an entrant, the individual scores of the judges for a flight should be within close proximity. Individual judges may need to adjust their scoring if the scores they assign are significantly different from those of the other judges. A difference of more than seven points between judges on a given entry must be adjusted, but you may choose to use a smaller maximum difference. Whatever you decide, the target maximum degree of separation for your competition should be conveyed to the judges during the “instruction to judges” given prior to judging. Differences of three to five points is typical; the closer the better. The final assigned score is determined by discussion of individual scores among the judges in a group. In the case of an impasse between the judges in reconciling scores, the Judge Director will make the final decision.

When judging a variety of beers, begin with the lighter tasting styles and finish with the heavier, more full-bodied styles. Beers with unusually strong flavor characteristics, such as chile beers or lambics should be judged last to avoid palate fatigue.

Feedback to the entrant needs to be a concerted effort to aid the entrant in his or her brewing process. Judging must be done with humility and recognition that a “bad” entry could easily be an unfortunate single bottle contamination or inconsistency. An entry must be judged as it is presented. If it appears that an entry was submitted to the wrong category (first check that this was not a sorting mistake) scoring must reflect its appropriateness for the style entered, no matter how good it would be in another style. Comments on the score sheet should note this for the entrant. Judges must be cognizant of style definitions and their proper parameters, keeping in mind that some styles may have very broad ranges.

Judging and evaluating an entry must be done in the best possible manner with the information given. If the entrant did not provide the special ingredients for an entry on their entry form (you should list special ingredients/classic styles on cellar lists for the judges), judges must do their best to judge the entry without that information.

Judges may not disqualify entries; however, judges should notify the Judge Director of questionable entries. Either the Judge Director or the competition organizer will make the final decision on disqualification. If an entry is disqualified, the reason for disqualification should be clearly stated for the entrant on the cover sheet and signed by the Judge Director or the competition organizer.

Practical Tip: Use Mead Score Sheets for Meads and Cider Score Sheets for Cider. Advise the Mead judges that spitting is appropriate for Mead judging (just as it is with wine competitions) to avoid the affects of the high alcohol content of Mead.

POST-COMPETITION WRAP-UP

Whew! You're almost done.

EMPTY ALL TRASH CONTAINERS AND DUMP BUCKETS.

REUSE OR RECYCLE EMPTY BOXES.

MAKE SURE THE COMPETITION FACILITIES ARE CLEAN.

SEND SCORE SHEETS AND AWARDS TO ENTRANTS.

FILE ORGANIZER'S REPORT SO YOUR JUDGES AND STAFF GET THE EXPERIENCE POINTS THEY HAVE EARNED.

RELAX AND HAVE A WELL-EARNED HOMEBREW.

While you're having that homebrew, make sure you have all the information you need for the Organizer's report. We make it easy for you to file this report online (you can even complete part of it and come back later to finish it). In any case, don't put it off more than a week (10 days at the most).

Whether you are a seasoned veteran or a first-time competition organizer, we hope you enjoy running a homebrew competition and that you find the Sanctioned Competition Program educational and fun. If you have any comments or suggestions regarding the SCP, please do not hesitate to pass them on to us.

Remember, the major goal of competitions is to educate the entrants and to help them improve their brewing. Judges' comments **MUST** include:

Enough information to provide the entrant with a fair evaluation of the entry and to assist in improving the brew if improvement is warranted.

Comments that are useful, constructive, and reflect knowledge of the style judges, as well as the brewing, fermentation, bottling and handling processes.

Accurate sensory evaluations coupled with useful relationships to the brewing process.

Constructive feedback to the entrant, and encouragement in all cases.

Comments should **NOT** include derogatory, rude, or snide remarks, or comments about the brewing process without qualifying statements such as "Did you ...?" or "If you used ..."

APPENDIX I

PROMOTING YOUR EVENT

There are lots of good ways to get the word out. Use this list as a springboard for ideas.

Circulate flyers or posters in homebrew shops.

Post details on websites and internet forums.

Get your event in a community calendar.

Public service announcement on a local radio station.

Announcement at local homebrew club meetings.

Send press releases to local media

Your sanctioned competition (providing you register with enough lead time) will be listed on the AHA and BJCP websites, and also in *Zymurgy* magazine. You should also consider posting a notice to such online forums as Homebrew Digest, JudgeNet, TechTalk, Cider Digest, or Mead Lovers Digest.

PRESS RELEASES

One of the best ways to promote an event is through the media. There are two types: print (newspapers and magazines) and electronic media (television, radio, and the web).

Any reporter probably sees dozens of press releases a day and takes as little time as possible sorting through them. Your press release has about 30 seconds to grab his or her attention. Do not waste time getting to the point. Start off with a one-sentence statement about your event that emphasizes its newsworthy, unique, or community-interest aspect.

Keep the press release to one page if possible, but never more than two. Be sure to double-space your typing and have someone proofread it for you. Put a contact person's name, most likely yours, and phone numbers for both daytime and evening at the top right side of the page. Do not forget the current date.

Remember, you are lucky; most adults like to drink beer and/or wine, and homebrewing is intriguing. Many reporters will be curious.

PACKAGING YOUR NEWS RELEASE

Now you have to decide how to package your press release. You cannot send it to every possible outlet — you will have to narrow your market down to the places most likely to use it. If you aim for the local market, enclose something catchy, such as a beer coaster, your label, a brochure, or a six-pack carrier with your press release. A high quality black-and-white glossy photograph with a lively subject can be helpful to a reporter. A snapshot won't work. Do not forget a one or two-line caption naming the people and describing what is

happening. Enclose camera-ready artwork, maybe the same logo you use in your advertising. Put all of your materials in a large envelope and mark it "Press Release" or "For Immediate Release." Be sure to attach correct postage or hand-deliver it.

WHERE TO SEND IT

Pick the right newspapers or magazines, then do some research to find the best department and the reporter or editor's name. Where do you find this information? Read the newspaper or magazine, listen to local radio, and watch local television. Every issue of a newspaper or magazine has a masthead that lists publisher's information, including names, departments, address, and phone number. It helps if you know what kind of stories they like. Check by-lines to learn who writes stories or call the newspaper, radio or television station to ask the reporter's name. Pick the department according to your event — special features, community events, lifestyle, food, and business — and write the reporter or editor's name on the envelope. Personalizing it will increase the probability of getting coverage.

If you cannot get copies of publications, check with your local public or college library and do some research. You might also look for listings in the Yellow Pages under publishers, newspapers, radio and television stations.

If reporters show up to your event, be sure to treat them well. Do your best to help them get everything they need, meet the right people, and learn where to find background information. If they are interested, encourage them to contact the AHA, the staff is always more than happy to talk to them and help in any way we can. Also have them talk to one or more of the most senior BJCP judges at the competition.

PUBLIC SERVICE ANNOUNCEMENTS

The Public Service Announcement, called a "PSA" or "spot" announcement, is written especially for radio or television, following strict time limits. Write your announcement following press release guidelines — who, what, where, when, why, and how much. Type it double-spaced with wide margins at the top and sides of 8 1/2 x 11 paper. Then read it aloud and rewrite if it does not sound right. Forget the hype, stick to the facts. Keep it to 30 seconds.

THE BOTTOM LINE — BE PREPARED

At your event, have your homework ready for any press representatives who might show up. You are an expert on beer and brewing so do not be shy when talking about it. Tell them about different beer styles, recipe formulation, unusual ingredients, brewing processes, etc. Give the reporter a sample of homebrew to taste.

After the competition, take note of what worked and what did not work, this way you will be even more prepared next time.

APPENDIX II

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

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Winners of 2000 National Homebrew Competition Announced

Boulder, CO • June 27, 2000 — More than 250 of the nation's most avid homebrewers recently gathered in Livonia, Mich. from June 22–24 for the 2000 National Homebrew Conference, one of the largest gatherings of amateur brewers in the U.S. The 22nd annual conference, presented by the American Homebrewers Association (AHA), offered three days of hands-on educational seminars presented by the country's leading homebrewing experts, as well as nightly social events filled with opportunities to sample locally brewed beers.

Conference attendees, who included homebrewers of all levels, improved their brewing knowledge and ability at the conference by attending the conference's 20 educational seminars, which covered nearly all facets of homebrewing from malt selection to bottling and kegging. Speakers included renowned brewers and authors such as Charlie Papazian, Fred Eckhardt, Ray Daniels, Al Korzonas and Peter Blum.

Each day of learning at the conference was followed by a social event in the evening. On Thursday, local homebrew clubs offered samples of their best brews to attendees during Beers without Borders, a homebrew club night. The Michigan Brewers guild hosted a tasting of Michigan-brewed beers and a pig roast on Friday night. On Saturday night, the 92 winners of the 2000 AHA National Homebrew Competition were announced at the Brewin' Beagle awards banquet.

The National Homebrew Competition, the largest homebrewing competition in the world, awards gold, silver and bronze medals in 29 beer-style categories. Homebrewer, Cidermaker and Meadmaker of the year are awarded to the top amateur brewers in the nation. Plus the Homebrew Club of the year and the illustrious Ninkasi Award winner are also determined through the competition. Winners were selected from over 2,700 entries. To claim a medal in the national competition, contestants first entered their beers in one of seven regional competitions held earlier in the year. After being scrutinized by a panel of regional judges, qualifying beers was advanced to the second round judging, which was conducted by a national panel of judges on Thursday and Friday at the conference. A complete list of winners follows.

This year's conference was planned and run by AHA-registered club members from throughout Michigan and neighboring areas in coordination with the AHA staff and Board of Advisors. The Ann Arbor Brewers Guild, Downriver Brewers Guild and F.O.R.D club spearheaded the local effort.

"An exciting spirit of camaraderie, enthusiasm and learning filled the conference this year," says Paul Gatz, director of the AHA. "I believe we lived up proudly to the example of building a homebrewing community set by the late Bill Pfeiffer, who has been honored as the first-ever recipient of the AHA Lifetime Achievement Award in 2000. It was a great chance for the homebrewers to meet the 19 members of the Pfeiffer family and honor Bill. Bill's commemorative mead was another conference highlight. The AHA extends its deepest thanks to all of our local organizers and participating homebrewers for a job very well done."

The American Homebrewers Association is dedicated to providing information to its 15,000 members and the general public on the art and science of homebrewed beer. The AHA offers Zymurgy magazine, published quarterly along with an annual Special Issue; the world's largest National Homebrew Competition, drawing almost 3,000 entries; the National Homebrewers Conference, gathering hundreds of attendees; and support for more than 700 homebrew clubs around the world.

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APPENDIX III

BEER STYLES AND CATEGORIZATION

Consolidating to equalize flights

Depending on the number of entries you receive for your competition, you may wish to combine some of the style categories to facilitate judging. Try to be consistent in terms of number of entries judged per flight to avoid a wide variation in time taken to judge different flights. Also, try to combine similar styles. Below is a sample of how entries can be re-categorized for judging. Please Note: Even if you combine styles in categories, each entry must be judged according to the BJCP style guidelines for the style entered

BJCP Style Category	# of entries	Ribbon Category	# of entries
1. Light Lager	4	Light Lager, Pilsner, European Amber Lager	10
2. Pilsner	1		
3. Light Ale	8	Light Ale, Light Hybrid Beer	11
4. European Amber Lager	5	Amber Hybrid Beer, American Ale	13
5. Bock	11	English Pale Ale, Scottish & Irish Ale	12
6. Light Hybrid Beer	3	English Brown Ale, Porter	13
7. Amber Hybrid Beer	7	Bock	11
8. English Pale Ale	4	Stout	12
9. Scottish & Irish Ale	8	India Pale Ale	13
10. American Ale	6	German Wheat & Rye Beer, Belgian & French Ale, Specialty Beer	12
11. English Brown Ale	5		
12. Porter	8	Belgian Strong Ale, Sour Ale	10
13. Stout	12	Fruit Beer, Spice/Herb/Vegetable Beer	9
14. India Pale Ale	13	Strong Ale, Smoke-Flavored & Wood-Aged Beer	8
15. German Wheat & Rye Beer	6		
16. Belgian & French Ale	5		
17. Sour Ale	5		
18. Belgian Strong Ale	4		
19. Strong Ale	3		
20. Fruit Beer	6		
21. Spice/Herb/Vegetable Beer	3		
22. Smoke-Flavored & Wood-Aged Beer	5		
23. Specialty Beer	1		

APPENDIX IV

SAMPLE JUDGE ASSIGNMENT SHEET

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