

# ASIAN BEER MEDAL 2016



CELEBRATING THE PRIDE OF ASIAN BREWING  
SINGAPORE, 3<sup>RD</sup> MARCH 2016

In association with:





Held in conjunction with CRAFT Singapore, the inaugural Asian Beer Medal will be held on Thursday 3<sup>rd</sup> March 2016 at the Marina Bay festival site. The competition will highlight the strength and depth of brewing in the Asian region and foster greater collaboration among brewers and breweries.

As the number of breweries has significantly grown in the region over the years so has the public awareness of the variety of beers available. The Asian Beer Medal will recognize beer quality and serve as a valuable tool for breweries to help promote their beers.

The Asian Beer Medal is open to all regional\* breweries and will be judged by a panel of professional brewers and certified beer judges.

\*Please see the definition of 'Asian Brewery' in the Rules & Regulations of Entry.





### Who can enter the Asian Beer Medal?

All regional Asian breweries that produce beer commercially are invited to submit entries into the Asian Beer Medal.

### Why enter?

- Press releases to national media, magazines & websites
- Online promotion through beer forums & websites
- Use of logo for in-house marketing & packaging use
- Asia-wide and global award recognition of quality

### Who will be judging the competition?

The Asian Beer Medal will be judged in Singapore by a panel of professional brewers and certified beer judges. Winning entries will be announced on Friday 4<sup>th</sup> March (during the first day of CRAFT Singapore).

### How to Enter.

Please fill out the attached entry form and submit a scanned copy along with payment to us by Monday 15<sup>th</sup> February. **Competition samples should arrive no later than Tuesday 1<sup>st</sup> March.**

Beers should be sent to (please mark “Competition samples not for resale”):

- Asia Beer Medal Competition c/o Roseberry Global Pte Ltd
- 04-11 The Modules, 387 Joo Chiat Road, Singapore 427623
- Contact: Andrew McKeown, (+65) 90730760 / [andrew@roseberryglobal.com](mailto:andrew@roseberryglobal.com)



## What is the cost of entry?

The competition entry cost per beer is S\$75 plus 3 sample bottles for judging. Please note competition entries will only be poured from bottles, breweries who wish to enter their draft products should first bottle them before sending them for competition judging. Overseas entries should pay all shipping charges, the competition organizers will cover the Singapore Duty charges for overseas entries.



## Beers will be judged in the following competition categories:

### 1. Wheat Beer

*South German-Style Hefeweizen, South German-Style Kristal Weizen  
South German-Style Dunkel Weizen, Belgian-Style Witbier*

### 3. Pilsener

*German-Style Pilsener, International-Style Pilsener, Bohemian-Style Pilsener  
American-Style Pilsener*

### 5. Golden Ale

*English-Style Summer Ale, Golden or Blonde Ale, American-Style Cream Ale  
Belgian-Style Blonde Ale*

### 7. India Pale Ale

*English-Style India Pale Ale, American Style India Pale Ale*

### 9. Stout

*Sweet Stout or Cream Stout, Oatmeal Stout, Classic Irish-Style Dry Stout,  
Export-Style Stout, American-Style Stout*

### 11. Flavoured Beer

*Fruit Wheat Beer, American-Style Fruit Beer, Herb and Spice Beer, Specialty Beer  
\*Other beers using additional flavouring (please send brewers notes for correct  
judging)*

### 2. International Lager

*German-Style Kolsch, Munich-Style Helles, American-Style Lager  
Australasian, Latin American or Tropical-Style Light Lager*

### 4. Dark Lager

*Vienna-Style Lager, American-Style Dark Lager, German-Style Schwarzbier  
Traditional German Style Bock, European-Style Dark/Munchner Dunkel*

### 6. Pale Ale

*Classic English-Style Pale Ale, American-Style Pale Ale, American-Style  
Amber/Red Ale, Australian-Style Pale Ale, International-Style Pale Ale*

### 8. Porter

*Brown Porter, Robust Porter, Baltic-Style Porter*

### 10. Strong Ale

*Strong Ale, Belgian-Style Pale Strong Ale, Belgian-Style Dark Strong Ale  
British-Style Imperial Stout, British-Style Barley Wine Ale, American-Style Imperial  
Porter, American-Style Imperial Stout*

### 12. Open Category

*If your beer does not fit into any of the above categories you may still enter it for  
judging in the Open Category; please send brewers notes to ensure correct  
judging*

Full Style Guidelines Can Be Downloaded [HERE](#)

# ENTRY FORM Asian Beer Medal 2016:

Company Name:	Contact Name:
Contact Email:	Contact Tel:
Company Address:	Company Web Address:



## Beers:

Beer Name	Category (1,2,3...)	ABV	Remarks	Fee (\$75 per entry)
<i>(please continue listings on an additional sheet)</i>				Total:

**Please send payment to:**

**Name of Account :**  
 CRAFT FESTIVALS PTE. LTD.  
**Account Number :**  
 451-302-891-6  
**Bank Name :**  
 United Overseas Bank Ltd  
**Swift Code :**  
 UOVBSGSG  
**Bank Address :**  
 80 Raffles Place UOB Plaza,  
 Singapore 048624  
**Bank Code : 7375**  
**Branch Code : 001**

**Organized by:**  
 Craft Festivals Pte Ltd  
 16 Ann Siang Road,  
 Singapore 069696

Please complete the above form and scan entry information to: [info@craftfestivalsgroup.com](mailto:info@craftfestivalsgroup.com)



## 🌿 Rules & Regulations.

**1. Judging.** Beers will be judged 'blind' – judges will be presented each competing beer in its appropriate category flight in a clear cup for evaluation according to the following judging points criteria:

- Appearance: Max 3 pts
- Aroma: Max 12 pts
- Flavour: Max 20 pts
- Mouthfeel/Body: Max 5 pts
- Overall Impression/Technical Quality: Max 10 pts (Total 50 pts)

**2. Style Guidelines.** Beers will be judged in category according to the Brewers Association 2015 Beer Style Guidelines (*used with the permission of the Brewers Association*). Please see Competition Categories above.

**3. Definition.** For the purpose of the 2016 Asian Beer Medal, an Asian Brewery is defined as a brewery of any size with production facilities in the following countries and producing beer for commercial purposes (sale on site or for national/regional distribution):

Afghanistan, Armenia, Azerbaijan, Bahrain, Bangladesh, Bhutan, Brunei, Cambodia, China, Dubai, Georgia, India, Indonesia, Iran, Iraq, Israel, Japan, Jordan, Kazakhstan, Kuwait, Kyrgyzstan, Laos, Lebanon, Malaysia, Maldives, Mongolia, Myanmar (Burma), Nepal, North Korea, Oman, Pakistan, Palestine, Philippines, Qatar, Singapore, South Korea, Sri Lanka, Syria, Taiwan, Tajikistan, Thailand, Timor-Leste, Turkey, Turkmenistan, United Arab Emirates, Uzbekistan, Vietnam, Yemen.

**4. Medals.** The top 3 beers in each category will be awarded Gold, Silver & Bronze medals respectively. In the event of a tie the Chairman's decision is final.

For any information or enquiries please contact Charles at [charles@craftfestivalsgroup.com](mailto:charles@craftfestivalsgroup.com)