



Enter Now

Deadline for entries: 27th April 2012

The International Beer Challenge (IBC) is Europe's premier packaged beer competition and, each year, the IBC discovers and rewards the finest beers from across the globe.

Beers entered into the tasting categories will be blind tasted by an expert panel of independent judges and assessed according to their taste, appearance and aroma. Medals and trophies will be awarded to the best beers.

The design and packaging awards recognise the best design within the beer sector. Our esteemed panel of judges assess each product against a set design brief, scoring it on its initial impact, originality, creativity, innovation and relevance to the target market.

**For further information about the International Beer Challenge 2012,
please call Samantha Briney on +44 (0)1293 590 053
or email ibc@agilemedia.co.uk**

Brought to you by: **off licence news**

www.internationalbeerchallenge.com

How to enter

Deadline for entries: 27th April 2012



1. Complete the entry form in capital letters using the correct accent marks, where applicable

Note: all details entered will be reproduced for invoices, results and certificates. Agile Media takes no responsibility for errors caused by illegible text made by the entrant, but reserves the right to correct any names and details that it believes to be incorrect.

2. Fill in one entry form for each beer entered, ticking the category you wish to enter.
3. Complete the payment details page once for the whole entry.
4. Photocopy the completed entry form(s) for your records and return with payment either;

By post:

International Beer Challenge 2012, Agile Media, Zurich House,
East Park, Crawley, West Sussex, RH10 6AS, UK

By fax:

+44 (0) 1293 474 010

By email:

ibc@agilemedia.co.uk

Entry forms must be received by **27th April 2012**

5. Email a hi-res bottle shot of each beer entered to ibc@agilemedia.co.uk
This needs to be at least 300dpi.
6. Send SIX bottles for each beer entered clearly labelled with the name of the submitter and 'International Beer Challenge 2012' to:
International Beer Challenge 2012, c/o Flightstore, Unit 27-29 Cobham Way,
Gatwick International Distribution Centre, Gatwick Road, Crawley, RH10 9RX, UK.
Tel: Mike Potts +44 (0)1293 534271
All bottles must be delivered by Friday 11th May 2012
7. Please note bottles submitted will not be returned.

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Entry Costs

and Terms and Conditions



Tasting competition

- 1 entry - £130 each
- 2-5 entries - £120 each
- 6-9 entries - £110 each
- 10+ entries - £105 each

Design and Packaging

If entering the tasting competition
- £30 each

If not entering the tasting competition
- £130 each

Customs duty, taxes and other costs

The entry fee does not include delivery costs for the sample bottles or provision of any customs duty, taxes or other costs.

VAT

VAT is payable on UK entries. EU entries are exempt upon provision of the VAT number. No VAT is payable for countries outside of the EU.

UK VAT is currently 20%.

TERMS AND CONDITIONS

1. The International Beer Challenge 2012 is organised by Agile Media Ltd, publishers of Off Licence News, under licence from William Reed Business Media Ltd. The company address is Agile Media Ltd, Zurich House, East Park, Crawley, West Sussex, RH10 6AS, UK
2. By entering the IBC the entrant will be deemed to have read and understood these rules and be bound by them. These rules include any instructions set out with the IBC details.
3. Please ensure that you have the brand owner's consent before entering the competition.
4. Please adhere to the deadlines set out in this form. Late entries may not be accepted. Agile Media accepts no responsibility for any lost, damaged, late or mislaid product or entry. Proof of posting is not proof of delivery.
5. All entry forms and products must be sent by prepaid post and be received by the date stipulated irrespective of the date of dispatch.
6. Entries will only be accepted on a fully completed entry form accompanied by the appropriate entry fee. There is no limit to the number of products that may be submitted but each product is a separate entry and subject to a separate entry fee.
7. Entries must be signed by the person responsible for submitting the entry and to whom all correspondence concerning the IBC should be addressed.
8. The Organiser reserves the right to move beers into the appropriate category, if deemed to be incorrectly entered.
9. Products must be securely packaged. The organiser takes no responsibility for products damaged in transit.
10. Products must be in date for consumption on 31st May 2012.
11. Beers entered must be easily obtainable by retailers in their home or international markets for at least 2 months of the year.
12. Entries may be withdrawn any time up to 30th May 2012 in which case the entry fee will be returned subject to an administration charge of 50%.
13. Products will be retained by the Organiser and will not be returned.
14. Entrants are responsible for any customs duty, taxes or other costs incurred on products entering the UK. Should the Organiser incur any liability in connection with excise duties or any other costs these shall forthwith be reimbursed fully by the entrant.
15. The beers will be blind tasted by an expert and independent panel of judges selected by the organiser. The judges, by consensus, will award each beer a bronze, silver or gold medal, or no medal, based on their judgement of the aroma, appearance and taste.
16. The judges' decision on all matters concerning the competition is final and legally binding. No correspondence will be entered into.
17. A list of medalists will appear in Off Licence News, offlicencenews.co.uk and drinksint.com once judging is complete. Product images may also be used. Participants consent to their names and photographs being used in any competition publicity unless otherwise requested in writing.
18. Any award winner may publicise its award provided the year in which it was won is stated. Each award winner will be granted a non-exclusive non transferable licence to use the IBC logo in connection with its award for a period of three years from the date of the award.



Entry form



PLEASE COMPLETE THIS PAGE FOR EACH INDIVIDUAL BEER ENTERED

Entry of beers entered

Beer Name:

Name of company entering the beer:

Name of brewer (if different):

PLEASE TICK ONE CATEGORY IN THE SECTION BELOW

ALES:

- 1 Milds
- 2 Strong Milds
- 3 Pale Ales and Bitters (amber to brown, up to 4%)
- 4 Pale Ales and Bitters (amber to brown, 4.1 to 5%)
- 5 Strong Ales (amber to brown, 5.1% and up)
- 6 Golden Ales (up to 4%)
- 7 Golden Ales (4.1 to 5%)
- 8 Golden Ales (5.1% and up)
- 9 Brown Ales
- 10 Old Ales
- 11 IPAs
- 12 Imperial/Double IPAs
- 13 Alts
- 14 Kölsch
- 15 Barley Wines
- 16 Dubbels
- 17 Tripels
- 18 Belgian-Style Brown Ales and Reds
- 19 Belgian-Style Blonds
- 20 Scotch Ales
- 21 Saisons
- 22 Bières de Garde

- 23 Trappist and Abbey Beers (not fitting above classes)
- 24 Other Continental-Style Ales

LAGERS:

- 25 Pale Lagers (excluding pilsners, up to 4%)
- 26 Pale Lagers (excluding pilsners, 4.1 to 5%)
- 27 Pale Lagers (excluding pilsners, 5.1% and up)
- 28 Pilsners
- 29 Bocks (Minimum 6% ABV including doublebocks)
- 30 Dunkels, Schwarzbiers and Cerne
- 31 Viennas
- 32 Märzen/Oktobertfest

STOUTS AND PORTERS

- 33 Sweet and Milk Stouts
- 34 Dry Stout
- 35 Oatmeal Stout
- 36 Porter
- 37 Imperial Russian Stout and Baltic Porter

WHEAT BEERS (minimum 30% wheat content)

- 38 Witbier and Blanche
- 39 Berlinerweisse
- 40 Hefeweiss/Hefeweizen and Kristallweiss
- 41 Weizenbock

- 42 Dunkelweiss
- 43 Plain Lambic and Gueuze
- 44 Wheat Ales
- 45 Wheat Lagers

FRUIT BEERS

- 46 Fruited Lambic
- 47 Fruited Belgian Brown Ales
- 48 Fruited Wheat Beers
- 49 Fruited Ales
- 50 Fruited Lagers
- 51 Fruited Stouts and Porters

SPECIALITY BEERS

- 52 Smoked Beers
- 53 Wood Aged Beers
- 54 Spiced Beers
- 55 Honey Beers
- 56 Coffee Beers
- 57 Chocolate Beers
- 58 Gluten Free Beers
- 59 Experimental Beers (not fitting other classes)

NABLABS

- 60 Zero alcohol up to 0.5%
- 61 0.6 to 1.9%
- 62 2 to 2.8%

BEER INFORMATION

What is the beer's ABV?

What is the advised serving temperature?

- Fridge (cold) Cellar (cool) Room (ambient)

For added clarity please confirm the optimal serving temperature

Bottle size:

Country of origin:

Is the beer bottle conditioned?

- Yes No

Retail price:

- Sterling £ Euros € Dollars \$US

Is the beer distributed in the UK?

- Yes No

Please select which market(s) your beer is available in:

- On-trade Off-trade
 Domestic Duty free

Who is your target consumer?

Please select which region(s) your beer is available in:

- Europe North America South America
 Asia Australasia Africa

DESIGN AND PACKAGING AWARDS

Do you wish to enter the design and packaging awards?

- Yes No
 Established New Repackaged

This category will recognise established products and those that have launched or repackaged within the last 12 months. Cost per entry is £30 + VAT if your product is entering the tasting competition or £130 +VAT if your product is not entering the tasting competition (see overleaf for payment details).

Please provide a short statement (50 words max) about your design brief including who the product is targeted at:

Please continue on a separate sheet if necessary.

PLEASE CONTINUE TO COMPLETE PAYMENT INFORMATION

Payment details



YOU ONLY NEED TO COMPLETE THIS SECTION ONCE PER COMPANY

Contact name

Job Title

Company Name

Address

Country

Telephone

Email

Categories	Quantity	Net price	VAT @20%	Total
International Beer Challenge 2012				
Design & Packaging				

VAT number:

PAYMENT OPTIONS

1. Payment by credit card

Please charge £ to my credit card

(please include VAT amount, if applicable)

VISA Mastercard AMEX

Card no:

Expiry date: Security code:

Name on card:

Cardholder's address (if different from above):

Signature:

2. Payment by cheque

(Please make cheques payable to **Agile Media Ltd**)

3. Payment by invoice

***Please note that an admin fee of £20 will be applied to invoices with a net value of less than £500. Invoice terms are strictly 15 days (or prior to judging if sooner).**

Invoice contact name (if different to above)

Invoice address (if different to above)

Email (if different to above)

We confirm that all samples entered will be delivered with all applicable duties, taxes and shipping charges paid including, without limitation, UK excise duty, customs community tax, VAT and shipping charges and accept full liability for all such charges. We acknowledge that any failure to make such payments may result in disqualification from the competition. We confirm that we have read and understood the rules and instructions set out in the entry brochure.

Please note that if sample bottles or payment is not received prior to judging day then products will be removed from the competition.

Signature:

Print name:

Date:

Data Protection We will use this data for the purposes of administering your entry in the International Beer Challenge 2012 and to contact you with any queries. We may also use it to contact you about other competitions or products on behalf of Drinks International or Agile Media, IBC sponsors or carefully selected third parties. If you do not wish to be contacted by any of the following please tick the relevant box:

	Mail	Telephone	Email
Off Licence News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drinks International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Agile Media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Third Parties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Agile Media Ltd, Zurich House, East Park, Crawley, West Sussex, RH10 6AS, UK.
Registered in England no 6646125. VAT number: 938 4452 95

Please photocopy the completed entry form(s) for your records and return the original with payment

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By Fax: +44 (0) 1293 474 010 (please telephone to confirm fax receipt: +44 (0) 1293 590 049).

By Email: ibc@agilemedia.co.uk

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