

ecoBirra[®] 2021

RULES FOR THE INTERNATIONAL ORGANIC BEERS AND MEADS CONTEST

ARTICLE 1 ■ AIMS The **ecoBirra** International Organic Beers and Meads Contest is promoted by **Cultura Permanente** (Logroño, La Rioja, Spain) and seeks to:

- Promote the production of organic beers and meads, preserving and fostering the production of high quality beers and meads, while encouraging care and respect for nature and the environment.
- Make known the participating firms, by encouraging responsible, organic consumption (also known as biological or ecological).
- Raise the profile of the organic beers and meads all over the world.
- Stimulate improvements in beer and mead production so as to achieve the highest levels of sensory, sanitary, social and environmental quality.

ARTICLE 2 ■ SCOPE Participation in the contest is open to **certified beers and meads** from all over the world produced in accordance with the European regulations for ecological agriculture or the equivalent legislation in non EU countries and certified by the authorities and control bodies recognised by the aforesaid regulations.

This certification must appear on the labeling of the bottles/cans.

ecoBirra is a registered international contest supported by **AHA/BJCP** (competition registration number 208245) allowing international commissioners to access data and systems of organization of the Contest.

Beers submitted to the Contest must be included in one of the **2015 BJCP** Style Guide categories.

The organization of the Contest will carry out a previous classification of the participating meads according to the most common **BJCP 2015** categories.

An **Environmental Commitment Award** may also be awarded to a person or Company. Candidatures should be presented based on their commitment to caring for the environment.

ARTICLE 3 ■ REGISTRATION AND SUBMISSION OF THE SAMPLES Each competing organisation must complete a Registration Form online at www.ecoBirra.com.

The number of bottles or cans that must be sent depends on size:

from 20 cl to 32 cl.....	8 samples
from 33 cl to 54 cl	6 samples
from 55 cl or higher	4 samples

In addition, a copy of the current organic certificate (issued by the Agency for control) must be sent by email to premios@ecoBirra.com before the shipment of the samples.



The registration and submission (freight paid) of the samples must be made **from September 1 till September 30** with delivery to:

ecoBirra
LABORATORIOS EXCELL IBÉRICA
Pol. La Portalada II – C/ Planillo, 12 – Pabellón B
26006 Logroño, La Rioja, SPAIN

Phone: +34 941 445 106 & +34 609 521 991)

The name, vintage and category of the beer or mead they contain must be indicated clearly legible on the outside of the boxes. Samples must be sent in their usual commercial container, and with their standard commercial label.

For environmental consistency, it is appreciated that reinforced cardboard boxes are used and free of polystyrene or other plastic materials. Samples sent after the closing date will not be admitted to the competition. Any false or even omitted data in the Registration Form shall result in the disqualification of the corresponding sample and the withdrawal of any award it may have received. The sender of the samples not admitted shall be able to request their return, at their own expense, to the place of origin, within six days from the holding of the event. Coolers or other specialty containers shipped will not be returned. The registration fees of the samples that do not reach their destination due to loss or breakage will not be reimbursed, although the organization will notify the possible incidents to try to amend them in time by the contestant. The Director of the Contest shall adopt the control system necessary in order to guarantee that the participating samples are kept in the appropriate conditions.

IMPORTANT NOTICE:

All documentation (transfer of fees, ecological certificate of wines with express mention of the brands submitted to the contest and tasting notes, if available) **will be sent by email to premios@ecoBirra.com**

The manufacturing company will have a license for the production and commercial sale of beer or organic mead in its country of origin and must be fully operational at the time the Contest is held. If not, the company takes the risk of disqualification without notice and no refund of fees will be issued. All references registered in the Contest must be available in the market for sale before September 30.

ARTICLE 4 ■ REGISTRATION FEE The registration fee is **€ 54,45** for each of the first three different beers or meads entered and only **€ 36,30 for the fourth and each of the following samples submitted by the same company** and must be paid into the **“Cultura Permanente” account number ES45 1491 0001 2120 6152 3029** (Swift code [BIC] for TRIODOS BANK: TRIOESMMXXX) **before September 30.**

In this edition, the presentation of candidatures for the **Environmental Commitment Award** will be exempt from fees and must be duly reasoned, accompanied by appropriate supporting documents. Candidatures must be sent **to premios@ecobirra.com before September 30.** The **ecoBirra** organization may request more details from the candidate projects, as well as visit the facilities to carry out the appropriate checkings, if necessary.

ARTICLE 5 ■ GOVERNING BODIES OF THE CONTEST The Organizing Committee of the **ecoBirra 2021** Awards appoints

Iñigo Crespo Mangado as General Director; and
Unai López Aguirre as Technical Director.

They ensure compliance with the terms of these Regulations and the strict anonymity of the samples.

ARTICLE 6 ■ JUDGING PANEL The Official Judging Panel shall be made up of BJCP and/or beer professional tasters in a ratio of 3/0 or 2/1 (each table will consist of 3 BJCP judges or 2 BJCP judges and a professional from the sector). **The contest will be official BJCP** and therefore the judges will receive experience points. The Organization will take special care not to include any Jury that has a professional relationship with any of the participating beers. The decisions made by the Jury will be final.

ARTICLE 7 ■ TASTING PROCEDURE AND DESIGNATION OF PRIZES The evaluation will take place between October 9 and 16 at **La Pimploteca** (Lardero, La Rioja, Spain), through **strict blind tasting**.

The samples will be identified by a number whose correlation will only be known to the directors, who will not participate in the tasting. Judges will also be provided with the style, alcoholic strength and approximate ibus of the beer or mead, as well as special ingredients, if any. An order will be established based on style and bitterness, in the case of beers. For the meads, the driest ones with the lowest alcoholic content and the lowest aging will be tasted first. The temperature of the tasting will be the average of the ideal temperatures, depending on the participating samples in each category.

All beers will be valued based on the 2015 BJCP Style Guide. The judges will complete the evaluation sheets describing the characteristics of each beer according to their own criteria. Each panel of judges will give an average score for each beer tasted, which will be the final score. Detailed evaluations and scores will be confidential, and may be provided to brewers on request.

Each reference will be judged independently within its style, so as to value all of them equally. The judges will take into consideration the specifications of each style and other details provided by the manufacturer. The judges will be highly qualified to evaluate all types of references within their style and specifications, and therefore a completely fair evaluation is ensured.

The contest will consist of a first round where the best references from each table will go to the next phase.

The presentation of the beers to the judges will be carried out in successive homogeneous series according to the following order: Light Lagers and Pilsner, Dark Lagers, Amber and Bock; Wheat; Ale; Porter and Stout; Strong Ales; Specials; Acidic.

Meads will be tasted separately, depending on style and sweetness, alcoholic strength and aging.

In the *final boss round*, all the participating Official Jury members will determine the medals: Great Gold, Gold, Silver and Bronze.



Gold or Silver Mead awards will also be awarded among the highest ranked meads, and a Grand Gold may be awarded if the Jury so deems it.

A special distinction will be awarded to the beer and mead best valued by the **popular jury (not BJCP)**. This popular jury will be made up of one or more tables, each one made up of 3 or 4 sommeliers, gourmets or experts in sensory analysis.

The winners will be able to include the awarded medal on their label. Medal stickers may be requested **before November 6** through the online form available on the official website. The medals may be included in the general labeling, which may be also requested from the organization through the same form.

ARTICULO 8 ■ AWARD PRESENTATION AND PUBLICITY The list of winners will be published between **October 11 and 19** through **ecoBirra official website**. All winning references will receive a diploma certifying the award granted. Participating beer brewers and mead makers shall allow the organisation to use their brand names and those of the participating beers and meads, to promote the contest in whatever communication and publicity media they see fit. The awarded entities will not use the **ecoBirra®** logo, nor the distinctive of the awarded prize, nor reproduce their images in bottles/cans, brochures or other advertising media, without prior authorization from the Competition Organization.

The communications regarding the results of the Contest made by the winning companies must be reliable and may not refer to unofficial results.

The organization plans to hold an awards ceremony, if sanitary circumstances allow it, as well as a popular tasting called **ecoBirraFest®** to introduce the public to the best-ranked beers and meads in the edition, probably on **October 30**.