

SOUTH BEER CUP VI - 2016 RULE BOOK

Curitiba - Parana - Brazil

1) Eligible Breweries

All Breweries entering the South Beer Cup 2016 must meet the following conditions by (05/21/2016):

- a. The brewery must be fully licensed for the manufacture and commercial sale of beer in its home country.
- b. The brewery must be fully open and operating with all required permits in its home country.
- c. The brewery must have at least one (01) beer commercially available for sale at retail.
- d. Contract brands (those that produce beer in other breweries) are qualified to enter as long as the brewery that produces the beer meets the above stated requirements.
- e. Each brand may only be entered once.

* Breweries still in planning, home breweries and other breweries not meeting these conditions are not eligible to enter this competition.

* Breweries that are not eligible will have their entries canceled with no warning and there will be no entry fee refund.

2) Eligible Beers

- a. Beers entered in the South Beer Cup 2016 must be commercially available for sale at retail by 05/21/2016.
- b. Contract beers may be registered as long as the brewery that produces the beer meets the requirements stated in Item 1 – Eligible Breweries.
- c. Each participating brewery can register in this competition a **maximum of ten (10) beers**.
- d. Contract brands are considered breweries and may register in this competition a **maximum of ten (10) beers**.
- e. Beers may not be entered in multiple categories.

3) Beer Registration Fee

- Registration fees for beers from breweries in **Brazil, Chile and Uruguay: R\$200** per beer (paid only by PayPal through the online registration system).

- Registration fees for beers from breweries in **Argentina and other countries: please contact Martin Boan (martinboan@gmail.com)**.

* Fees are not refundable.

* Fees must be paid from 04/01/2016 to 05/21/2016, no exceptions.

* Entries with unpaid fees will be canceled without warning.

4) Registration Process

- a. Brewery and beer registrations start 04/01/2016 and end 05/21/2016, no exceptions.
- b. **All registrations** must be made through www.reggiebeer.com, the [Competition's online software](#), no exceptions.
- c. Breweries should first register creating a login and password and filling in the required information, it's fast and easy.
- d. The brewery should then enter the beer(s) according to the [World Beer Cup Style Guidelines 2016](#). The registration system opens the style options of the WBC 2016 automatically, chose the appropriate style.

- e. Carefully review the category and subcategory (style) designations before registering a beer. It is imperative that beers are entered properly since judges evaluate beers on the basis of the style descriptions.
- f. For entry fees for breweries in Brazil Chile and Uruguay, payment will be made only through PayPal directly through the online registration software. You'll need to go to "check out" and follow the payment instructions. Using PayPal is safe and easy.
- g. For payment of entry fees for breweries in Argentina and other countries, please contact Martin Boan (martinboan@gmail.com) for further instructions.
- h. An automatic confirmation email will be sent to confirm the brewery registration. Review if the information is correct.
- i. To know if your payment was received correctly, all you need to do is access the registration through the [Competition's online software](#) and verify the appropriate check box next to each entry. Please allow 48 hours for system update.
- j. To know if your beers were received correctly, all you need to do is access the registration through the [Competition's online software](#) and verify the appropriate check box next to each entry after the sorting and coding deadline (05/31/2016). Please avoid sending emails and other questions about samples until the sorting and coding deadline.
- k. The registration process is simple and intuitive, if you have any problem, please email us at SBC2016@procerva.com.br.

5) Quantity and Size of Samples

- a. The number of beer samples necessary is the same regardless of the size of the container.
Container size (bottles or cans): from 250 ml (8 oz) to 1000 ml (34 oz)
Number of containers (bottles or cans) necessary: three (03)
- b. All containers of the same beer should be of the same type and size.
- c. Entries should be sent in the complete commercial packing, in other words, original bottles/cans from the brewery with the original art and labels.

6) Shipping Information

- a. All beers must be **received only from 05/02/2016 to 05/21/2016**.
 - * Beers will not be accepted before or after these dates.
 - * There will be no refund for beers sent before or after the deadline. Schedule accordingly.
- b. All beers should have a **Bottle/can Label** that is printed through the competition's online software, already automatically filled in. All you need to do it print the labels, cut in the marked lines and attach one to each bottle using only a rubber band, following the information on the software.
- c. All beers from all countries should be received between 05/02/2016 and 05/21/2016 only at the following location:

ADDRESS: Micro Cervejaria BierHoff
Rua William Booth, 2950
Bairro Boqueirão
81730-080 Curitiba – PR
BRASIL

HOURS: Monday through Friday from 9:00 am to 5:00 pm and Saturday from 9:00 am to 12:00 pm.

7) Packaging for shipping

Pack competition entries extremely well to avoid breakage during shipping. South Beer Cup 2016 is not responsible for damaged bottles and cans due to poor shipping or packaging. We will try to contact you, but replacement samples may not arrive prior to the deadline. A packaging suggestion follows:

1. Place individually bubble wrapped bottles/cans, standing upright in a cardboard or styrofoam box. Separate each bottle with cardboard or other appropriate material so they won't collide into each other. Fill the box firmly to the top with packaging material (bubble wrap, cardboard, newspaper, styrofoam, etc).
2. Wrap the original box in a plastic bag (to avoid possible leakage that will prevent beers from being delivered) and then place the box, with bottle/can tops pointing up, in a strong cardboard or styrofoam shipping box. Fill the spaces in this second box with appropriate packing material so it is firm.
3. Make sure every bottle from any single beer entry is shipped in the same box. In other words, do not put some of your bottles for an entry in one box, and the rest of the bottles for that entry in a different box.

8) Beer Award Criteria

- a. Each beer is evaluated by the judges based on the Category and Sub-Category indicated by the entrant at the time of entry according to the [World Beer Cup Style Guidelines 2016](#).
- b. If the judges determine that a Prize Category contain excellent examples of the style, they present Gold Medal, Silver Medal, Bronze Medal for the three best beers of high enough quality of each Prize Category, based on the following:
 - i. Gold Medal: A world-class beer that accurately exemplifies the specified style, displaying the proper balance of taste, aroma, and appearance.
 - ii. Silver Medal: An excellent beer that may vary slightly from style parameters while maintaining close adherence to the style and displaying excellent taste, aroma, and appearance.
 - iii. Bronze Medal: A fine example of the style that may vary slightly from style parameters and/or have minor defects in taste, aroma, or appearance.
- c. Initially the Prize Categories are divided according to the Brewers Association guidelines:
 - 1) **Hybrid/Mixed Beer Styles** - Categories 1 to 31
 - 2) **Lager Beer – Styles of Other Origin** - Categories 32 to 33
 - 3) **Lager Beer – Styles of European and German Origin** - Categories 34 to 44
 - 4) **Lager Beer – Styles of North American Origin** - Categories 45 to 47
 - 5) **Ale Beer – Styles of Other Origin** - Category 48
 - 6) **Ale Beer – Styles of German Origin** - Categories 49 to 54
 - 7) **Ale Beer – Styles of Belgian and French Origin** - Categories 55 to 65
 - 8) **Ale Beer – Styles of British Origin** - Categories 66 to 81
 - 9) **Ale Beer – Styles of Irish Origin** - Categories 82 to 84
 - 10) **Ale Beer – Styles of North American Origin** - Categories 85 to 96
- d. When there are at least 10 entries for a specific style, this style becomes an independent Prize Category. So these beers will be prized within their style with Gold Medal, Silver Medal and Bronze Medal and the Prize Categories will be renamed appropriately.
- e. The final Prize Category list will be announced 06/02/2016.
- f. There will be a final round between all the Gold Medal beers to define one Best of Show beer (BOS).
*The brewery registration automatically implies the acceptance of the South Beer Cup 2016's award criteria.

9) "South Beer Cup 2016 – Best Brewery Award"

The South Beer Cup 2016 will award Gold, Silver and Bronze prizes to the three best breweries based on the medals obtained by their beers during the competition. Points will be attributed to the five (05) best ranked beers from each brewery. Each gold medal is worth three (03) points, each silver medal two (02) points and each bronze medal one (01) point. If necessary the criteria on the following list will be used to define the placement (in order of importance):

- a. Largest number of gold medals.
- b. Largest number of medals.
- c. Total number of entries in the sub-categories of the gold medal beers.
- d. Total number of entries in the sub-categories of the silver medal beers.

*Criteria a and b have the effect of making one gold and two bronzes worth more than one gold and one silver, for example, whereas two gold are worth more than one gold, one silver and one bronze. Criteria c and d recognize competitiveness of the brewery earning medals in disputed categories.

10) Important Dates for the South Beer Cup 2016

- 03/01 to 04/30/2016 – Judge, Steward and Staff Entry
- **04/01/2016 a 05/21/2016 – Brewery Registration and Beer Entry**
- **05/02/2016 a 05/21/2016 – Arrival of the Beer Samples**
- 05/31/2016 – Entry sorting and coding deadline
- 06/02/2016 – Announcement of the Prize Categories
- 06/09 and 06/10/2016 – Judging of the Beers - Curitiba, PR, Brazil
- 06/09 and 06/10/2016 – Festival Paranaense de Cervejas (Congress, Talks, Expo, Brewery Tours, etc).
- 06/11/2016 – South Beer Cup 2016 Award Ceremony at Museum Oscar Niemeyer

11) Important Websites for the South Beer Cup 2016

- Competition Information:
 - www.southbeercup.com
 - www.centrodecatadecerveza.com
- Brewery, Beers, Judges, Stewards, Staff registration:
 - <http://reggiebeer.com/ReggieEntry.php?CompetitionID=PRVAMX1000144>
- Information about the Festival Paranaense de Cervejas and more:
 - www.procerva.com.br
 - www.facebook.com/festivalprocerva
 - www.facebook.com/procerva

12) Contacts

- Questions about entry fees for Argentina and other countries: Martin Boan (martinboan@gmail.com)
- Questions about registration, beers, use of the competition software, entry fees for Brazil, Chile and Uruguay, Judges, Staff and Stewards and more: Fernanda Lazzari (SBC2016@procerva.com.br)

March 1st, 2016

Martin Boan
Fernanda Lazzari