



TM

SCOTTISH
BEER
AWARDS
2019



DEADLINE FOR ENTRIES
THURSDAY 2ND MAY 2019

scottishbeerawards.co.uk



WELCOME TO THE SCOTTISH BEER AWARDS 2019

Now in its 4th year the Scottish Beer Awards is the national celebration for the business of beer.

Breweries large and small are invited to compete in this high-profile competition supported by ALDI.

Our business categories invite written entries providing an insight into business activity and performance.

As always, the decisions are made by an independent panel of experts which consists of some of the UK's most experienced leaders from the brewing industry.

With decades of experience in brewing and competitions, our panel is free from commercial influence.

Under the guidance of chair, Hilary Jones, the decisions can be highly respected and trusted as we celebrate all that is brilliant about brewing in Scotland.

Visit www.scottishbeerawards.co.uk for all programme information.

GOOD LUCK!



SCOTTISH BEER AWARDS

2019





**BEER
MATTERS**
CONFERENCE
& TRADE SHOW
2019

Thursday 19th September 2019, Edinburgh Corn Exchange

FOR MORE INFORMATION VISIT
BEER-MATTERS.CO.UK

KEY NOTE SPEAKERS

TECHNICAL SESSIONS

BUSINESS SESSIONS



THE CATEGORIES

BUSINESS PERFORMANCE

Scottish Brewery of the Year

Brewer of the Year

Growth Business of the Year

Exporter of the Year

Excellence in Marketing

Product Development Team of the Year

NEW CATEGORY

Best Beer Experience

TASTE AWARDS

Best Lager or Pilsner

Best Pale Ale

Best IPA

Best Session Beer

Best British Style Ale

Best Amber or Dark Ale

Best Porter

Best Stout

Best Amplified Beer

Best Sour Beer

Best Fruit Forward

Best Barrel Aged Beer



**BUSINESS
PERFORMANCE**

**SCOTTISH BREWERY
OF THE YEAR**

The ultimate award in the competition, this award is open to entry for breweries of any size which can demonstrate the design and implementation of a successful brewery in 2019.

The Scottish Brewery of the Year will be able to demonstrate outstanding business growth, product quality, contribution to the community, positive environmental impact, investment in people, collaborative relationships with suppliers and customers and best practices shared across the industry.

Taste performance of entered beers will also be considered when judging this category.

GUIDELINES:

Entries should include the following:

- A detailed overview of business success in the last 12 months including full financial statistics and/or trading figures for the last two years and predicted future year figures.
- Evidence of any key milestones throughout the year such as new investment, new distribution deals or export success.
- Describe the company's approaches to staff development and training, product quality, community contribution, environmental credentials and collaborative relationships with industry peers, suppliers, distributors and customers.

BREWER OF THE YEAR

This award will recognise a brewer or head brewer who consistently demonstrates outstanding performance in their work and approach to brewing.

The individual will demonstrate consistent performance and the ability and enthusiasm that combines the flair of production, design, operations, sales, and quality control.

This award will be presented at the discretion of the judging panel. The award is not open for entry, however suggestions can be made to the judging panel via email to beerentry@kdmedia.co.uk



GROWTH BUSINESS OF THE YEAR

This category recognises the efforts of a brewery to tap into the rising demand for premium beer products. This award will recognise a brewery which can demonstrate a successful year of business growth. The judges will be looking for evidence of sales success through new product development, entry into new markets, increased distribution or team development.

GUIDELINES:

Entries should include the following:

- Provide an overview of the key business activity in the last 12 months.
- Outline the key drivers in the business which have impacted business growth in the last 12 months.
- Provide financial statistics for the most recently completed financial year in comparison to the previous 12 month period.
- Provide any other evidence which supports a successful growth strategy.

EXPORTER OF THE YEAR

With exports of Scottish beer on the rise, this award will recognise the exporting success of a Scottish brewery and its success securing deals to distribute to other UK/ Ireland markets and overseas.

GUIDELINES:

Entries should include the following:

- Provide a description of the export strategy, including participating regions and countries, partners involved in the process and an indication of future plans for export in the 12 month period starting 1st May 2019.
- Provide a description of the quantity and volume exported in the most recently completed financial year.
- Give evidence of the volume exported in the current financial year and predicted for the year ahead.
- Provide evidence of sales success in relevant export markets.

EXCELLENCE IN MARKETING

This category brings together the vitally important roles of branding, packaging and marketing and its ability to convert into sales success.

The judges will be looking for a strategic approach to branding and marketing and direct evidence of sales success. This may relate to one of a number of products.

GUIDELINES:

Entries should include the following:

- Provide an overview of the brewery's marketing strategy including vision, mission and core values.
- Provide evidence of promotional activity such as advertising, media relations, social media or events.
- Give a description of the approach to branding and packaging and its role in the creation of new products.
- Provide evidence of sales success as in relation to the marketing carried out.

PRODUCT DEVELOPMENT TEAM OF THE YEAR

The creation of new high quality beers is one of the most important factors in determining the future success of a brewery. New beers which strike a balance between breaking new ground and responding to the demands of the consumer can form the basis of great success.

This award will recognise the efforts of a brewery to invest in new product development by delivering a programme of new and exciting beer launches in 2018 & 2019.

GUIDELINES:

Entries should include the following:

- A description of new beers created in 2018 and 2019 explaining their concept and development including flavour profile and branding.
- Provide an overview of launch activity in relation to each of the new products.
- Describe the team behind the products and their approach to delivering high quality in production.
- Provide evidence of the commercial success of the new products launched.

NEW CATEGORY: BEST BEER EXPERIENCE



This award will recognise the efforts to create beer experiences which immerse the consumer in the brand, building awareness and loyalty for Scottish beer. The experience could be in any bar, retail, festival or brewery environment.

GUIDELINES:

Entries should include:

- An overview and explanation of the experience, including concept, design, strategy and delivery.
- Information relating to marketing, event and PR efforts to create brand experiences directly to the consumer.
- Information relating to the outcome success of the brand activity and its impact on sales.
- Information relating to the success in educating the beer drinker into exploring Scottish beer products.





**BEST LAGER
OR PILSNER**

Wolffe
**BEST BRITISH
STYLE ALE**



**BEST AMPLIFIED
BEER**



BEST PALE ALE



**BEST AMBER
OR DARK ALE**



BEST SOUR BEER



BEST IPA

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BEST PORTER



**BEST FRUIT
FORWARD**



**BEST SESSION
BEER**



BEST STOUT



**BEST BARREL
AGED BEER**



BEER OF THE YEAR

This is one of the most coveted awards of the competition, however it is not open for entry. The winning beer will be chosen by the judges during a blind tasting of the highest performers in each of the above taste categories on judging day. The Beer of the Year 2019 will be announced at the celebration event on Thursday 19th September.



HOW TO ENTER THE SCOTTISH BEER AWARDS

PLEASE VISIT: WWW.SCOTTISHBEERAWARDS.CO.UK

BEFORE ENTERING

- Please contact the awards team at KDMedia for advice on categories and eligibility prior to entry, on 0131 337 6232
- To enter the competition, all entrants must register as a user at www.scottishbeerawards.co.uk
- All entries are completed and submitted online using the online entry form
- A one-off registration fee of £25 will be charged per brewery or company and allows you to enter as many business categories as you wish. A separate form will be required for each entry. The registration fee also allows one beer to be entered into the taste categories, free of charge. Additional beers may be entered at £10 per beer.
- You must enter a business category to qualify for the taste competition
- Please read our terms and conditions of entry

THE ENTRY PROCESS

- Please include a summary statement that can be used by the Scottish Beer Awards for PR purposes to promote the entry, as indicated in the entry form
- Please use appendices for relevant supporting material and evidence such as marketing materials, statistics or financial reports
- All entries must include company logo in high resolution JPEG, PNG and EPS formats
- A maximum of 4 high resolution images can be uploaded with your entry, where appropriate
- All accompanying images, logos and appendices must be uploaded in the online entry using one zipped file which must contain all assets and information to be considered with the entry
- To create a zipped file, please follow the instructions below:
 - For Microsoft Users – read details [here](#)
 - For Mac users – read details [here](#)
- Once your entry is completed, you will receive an email to confirm your submission. If you do not receive this, please contact us on 0131 337 6232
- The closing date for business awards is Thursday 2nd May 2019. No late submissions will be accepted

PRODUCT DELIVERY

- Please deliver 3600ml-4000ml of each entered beer to the Edinburgh Corn Exchange on Wednesday 22 or Thursday 23 May 2019, during the hours of 9.00am and 5.00pm. An event manager will meet you and confirm receipt.
- Only bottled or canned beers can be entered.

TERMS AND CONDITIONS

- To qualify for the taste categories, you must enter at least one business category
- Entered beers must be brewed in Scotland.
- Entered breweries must be based in Scotland and in possession of an HMRC brewing license.
- Entered beer must be commercially available, on or off trade, between 1 March 2019 and 31 December 2019.
- Breweries in planning, home-brewers and other breweries not meeting these criteria are not eligible and will not be considered.
- Judges may choose to carry out site visits at their own discretion.
- The judges reserve the right to move entries into other categories, to remove categories or create new awards
- The judges' decisions are final and no correspondence will be entered into
- By entering the Scottish Beer Awards you give permission for the images included in your submission to be used at the awards ceremony and in the awards marketing materials
- The information contained in each entry is kept strictly private and confidential unless approval from the entering company is received. All entries must include a summary statement that can be used by the Scottish Beer Awards or KDMedia for PR purposes to promote the entry, as indicated in the entry form
- Late submissions will not be considered
- All queries should be directed to KDMedia on 0131 337 6232 or by email to beerentry@kdmedia.co.uk
- The Scottish Beer Awards is owned and operated by KDMedia Ltd registered in Scotland SC244168

KEY DATES 2019

Deadline written entries

Thursday 2nd May

Deliveries

**Wednesday 22nd & Thursday 23rd May,
Edinburgh Corn Exchange**

Awards Ceremony & Dinner

Thursday 19th September, Edinburgh Corn Exchange





ALDI's 85 stores across Scotland stock some of the finest and best value locally-sourced food and drink. Proud to work with over 80 local suppliers and stock more than 400 Scottish products, ALDI stores in Scotland boast a range that is at least 30% Scottish. From fresh dairy produce and the finest Scotch beef, to eggs laid by Scottish hens and locally grown fruit and vegetables, ALDI source from all over Scotland. By working closely with Scottish producers, ALDI continues to build a range that is recognised for its quality, value and strong provenance credentials.

In 2019, we will endeavour to increase our investment as ALDI celebrates 25 years in Scotland. ALDI is committed to growing in Scotland, opening 8 new stores across the country. Work will continue on the new chill and freezer facilities at the ALDI's Scottish regional distribution centre, providing the infrastructure required to supply even more Scottish products to stores.

Since 2012, ALDI has run numerous in-store Scottish Beer Festivals to showcase the finest craft beers from breweries across Scotland. ALDI has become known, in Scotland, for their extensive range of locally brewed craft beers and each beer festival outperforms expectations every time. ALDI is the proud headline sponsor for the Scottish Beer Awards again in 2019, further strengthening our commitment and enthusiasm for local tastes and brewing techniques.

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With over forty years delivering solutions for businesses, Barr Printers are delighted to support the Scottish Beer Awards.

Contact: kennymilne@barrprinters.co.uk



Bairds Malt founded Brewers Select as a continued commitment to the brewing and distilling industry. We recognised the needs of the growing craft sector for a 'one-stop-shop' supplier of quality ingredients and equipment.

At Brewers Select we pride ourselves on delivering quality products and a customer service to match. Our family has grown organically over the last 4 years and we can boast 5 Account Managers covering every corner of the UK. We are here to inspire and tempt you, challenge your brewing creativity, celebrate your expertise but most of all, to help you brew some cracking beers.

We're proud to support the Scottish Beer Awards as an integral part of Bairds Malt – Scotland's oldest maltster and we're proud of our Scottish roots.



CORN EXCHANGE
EDINBURGH

Combining flexibility, experience and outstanding service, the award-winning grade A listed Edinburgh Corn Exchange is the capital's most versatile venue. Experienced, professional and highly trained event specialists are there to ensure attention to detail at every turn; guaranteeing the perfect conference, event, meeting, exhibition, dinner or product launch.

Consisting of seven distinct spaces that can be used separately or in combination with each other variety, flexibility and size are just a few of the reasons why the Corn Exchange is the perfect venue choice. Relax knowing that our priority is making your event a success.

Wolffe

Wolffe is a boutique brand design agency founded by Andrew Wolffe in 1998.

We help create vivid, memorable brand personalities by way of visual identity and style, and distinctive tone of voice. We deliver: strategy services; brand design and creative services; and innovation and product design.

All our clients benefit from our unstinting desire to do better; our tried and tested innovation techniques, and our well informed brand thinking, our intelligent creative solutions and strong service ethic.

We are a sophisticated consultancy dedicated to maximising a brand's potential. Let's have a conversation to find out how we will transform your brand.

The sky's the limit.

Get in touch to find out how we will help your business flourish www.wolffedesign.com



Founded in 1774, Rankin is the UK's local supplier of quality closures for the Beers, Wines, Spirits and Foods packaging industries.

Through the design and performance of our products, we help premiumise aspiring Brands and add value to local tastes & flavours.

Our offer extends from natural cork, to micro agglomerate, synthetic or Nature, to T Top Stoppers, wire hoods, screw caps, crown caps, cask bungs, keg caps, capsules In Tin, Poly laminate, PVC & PET and to heatshrink tamper evident sleeves.

Rankin is the custodian of 4,500 acres of cork forestry in Portugal; managing cork supply from 'acorn to bottle'.

We are delighted to support the Scottish Beer Awards and we look forward to playing our part in the ongoing development and success of our 'local' beer industry.



 Scottish Beer Awards  @ScotBeerAwards

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CORN EXCHANGE
EDINBURGH

Wolffe
BRAND & COMMUNICATION DESIGN

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