

9TH ANNUAL



SCOTTISH
BEER
AWARDS
2024

ENTRY GUIDE

WRITTEN ENTRIES DEADLINE

WEDNESDAY 8th MAY 2024

www.scottishbeerawards.co.uk

CONTENTS

ABOUT THE SCOTTISH BEER AWARDS



KEY DATES



CHARITY PARTNER



TASTE CATEGORIES



BUSINESS CATEGORIES



MEET THE JUDGES



HOW TO ENTER



TERMS & CONDITIONS



CONTENTS

ABOUT THE SCOTTISH BEER AWARDS

THE SCOTTISH BEER AWARDS IS THE LARGEST BEER COMPETITION IN SCOTLAND AND WIDELY KNOWN AS THE NATIONAL CELEBRATION FOR THE BUSINESS OF BEER.

The programme combines a business competition with a rigorously tested blind tasting and each year welcomes over 300 beers from approximately 35 breweries and brewing businesses. The event is free from any commercial influence and is independently chaired by a judging panel drawn from across the brewing and business sector.

In the highly regarded taste competition, only three products in each taste category achieve medals, making the Scottish Beer Awards highly sought after and tough to win. Gold, Silver, and Bronze awards are presented to the three highest scoring beers as assessed by the judges.



CONTENTS

KEY DATES

WEDNESDAY 8th MAY 2024
DEADLINE FOR WRITTEN ENTRIES

MONDAY 20th & TUESDAY 21st MAY 2024
PRODUCT DELIVERY DATES FOR TASTE ENTRIES

WEDNESDAY 11th SEPTEMBER 2024
AWARDS CELEBRATION EVENT

DOUBLE TREE BY HILTON HOTEL, GLASGOW CENTRAL, CAMBRIDGE STREET,
GLASGOW, G2 3HN

OUR CHARITY PARTNER



The Scottish Beer Awards supports The BEN, the Benevolent Society of the Licensed Trade of Scotland. The BEN supports people of all ages who have worked in the licensed trade for at least three years full-time with beneficiaries receiving annual financial assistance as well as discretionary grants for emergency situations.

As well as financial support, the charity also operates the picturesque BEN Pitlochry Estate on the banks of the River Tay, consisting of 18 bungalows which are rented at subsidised rates for eligible residents.

www.bensoc.org.uk

Charity Number: SC005604

CONTENTS**1/3**

TASTE CATEGORIES

ENTRIES ARE INVITED IN THE CATEGORIES BELOW.

IN EACH CATEGORY, THE TOP THREE PRODUCTS WILL BE PRESENTED WITH GOLD, SILVER AND BRONZE MEDALS.

BEST LAGER

For lager styles including Scottish, American, Munich Helles, Vienna Lager, Dortmunder, Dry-hopped, India Pale Lager, Gluten-free, Märzen, Schwarzbier.

BEST PILSNER

For pilsner styles including Czech-style, German-style, American-style, gluten-free.

BEST PALE ALE

For Pale Ales and including other international Pale Ale styles such as American Pale Ale and Extra Pale Ale.

BEST NO ALCOHOL BEER (0.5% ABV AND UNDER)

For no or zero alcohol beer.

BEST LOW ALCOHOL BEER (0.6% TO 2.7% ABV)

For low alcohol beer.

BEST IPA (5.6% - 7.4%)

For IPAs including British style IPA, American style IPA, West Coast IPA, East Coast IPA, Kweik IPA, Wet-hopped IPA, Rye IPA, Speciality IPA. Higher alcohol versions should be entered into the Double or Triple IPA category. New England IPAs or other juicy or hazy styles should be entered into the Juicy or Hazy Ales Category.

BEST SESSION BEER (2.8% - 5.2%)

For Session beers including American-style wheat beer, German-style wheat beer, Belgian-style Wit beer, Cream Ale, Table Beer, California Common, Session Pale Ale, Session IPA, White IPA, Black Session IPA, Grisette, Kolsch.



TASTE CATEGORIES

BEST BRITISH STYLE ALE

For British Styles including Bitter, Best Bitter, Export 80/, Blonde Ale, Golden Ale, Scottish Ale, Old Ale, Amber Ale, Heather Ale.

BEST AMBER OR DARK ALE (3.5% - 7.0%)

For Amber or Dark ales; Amber Ale, Mild Ale, Rye Beer, Red Ale, Altbier, Brown Ale, Smoked Beer, Heavy 70/. High alcohol beers such as Wee Heavies, Scotch Ales and Belgian Quadruples should be entered into the Best Strong Beer category.

BEST PORTER OR STOUT (UP TO 6.4%)

For Porters or Stouts including Plain Porter, Brown Porter, Robust Porter, Smoked Porter, Spiced Porter, Coffee Porter, Chilli Porter, Maple Porter, Vanilla Porter. High alcohol versions above 6.5% should enter the Best Strong Beer category.

BEST STRONG BEER (ABOVE 6.5%)

If your beer is labelled as above 6.5% ABV and marketed as any of the following please entered it into the Best Strong Beer category; Wee Heavy, Scotch Ale, Barley Wine, Double IPA, Imperial IPA, Imperial Lager, Imperial Pilsner, Foreign Extra Stout, Russian Imperial Stout, Imperial Stout, Imperial Milk Stout, Imperial Porter, Baltic Porter, Belgian Blonde Ale, Belgian Tripel, Belgian Quadruple, Doppelbock, Tripelbock, Eisbock.

BEST SOUR BEER

If your beer is labelled or marketed as one of the following, enter into the Best Sour Beer category; Lambic, Berliner Weisse, Gose, Mixed Fermentation Beer, Farmhouse Ale, Kettle Soured Ale.



TASTE CATEGORIES

BEST FRUIT FORWARD

For fruited beer with added fruit and in the following styles; Saison, Pale Ale, White Ale, Lager, Pilsner, IPA, Stout, Porter, Chilli flavour beers, Gruit Ale, Belgian styles Framboise, Kriek and Peche.

BEST BARREL AGED BEER

For beer aged in wooden barrels including Pilsner, Vienna Lager, Scottish Ale, Scotch Ale, Barley Wine, Wee Heavy, Double IPA, Porter, Imperial Porter, Stout, Russian Imperial Stout, Chilli or Fruit infused beer.

BEST JUICY OR HAZY BEER

For beers labelled or marketed as West Coast-Style IPA, East Coast-style IPA, New England-style IPA, Juicy IPA, New England-style Pale Ale, Milkshake IPA.

BEST DOUBLE OR TRIPLE IPA (7.5% AND ABOVE)

For beers labelled or marketed as Double IPA, Imperial IPA, Kweik Double IPA, New England-Style Double IPA, Triple IPA.

BEST SPECIALITY BEER

If your beer is labelled or marketed as one of the following, enter it into the speciality beer category; Saison, Black IPA, Brett APA, Belgian IPA, White IPA. Specialty beers encompass a wide range of styles. They range in colour from pale straw to black. Key flavour characteristics may originate from malt, hops and yeast, but may also include flavours from additional ingredients such as coffee, coconut, tea, herbs and spices.



CONTENTS

BUSINESS CATEGORIES

SCOTTISH BREWERY OF THE YEAR



SCOTTISH SMALL BREWERY OF THE YEAR



PRODUCT DEVELOPMENT TEAM OF THE YEAR



BEST BEER DESTINATION



EXCELLENCE IN BRANDING



CONTENTS

SCOTTISH BREWERY OF THE YEAR

The ultimate award in the competition, the Scottish Brewery of the Year award will be presented to a brewery that has demonstrated an outstanding year of business.

This category is not open to entry and will be decided by the judging panel who will take into consideration information from business entries, performance in the blind tasting and personal knowledge.

The judging panel will invite selected breweries to enter the competition and breweries chosen and in contention will be informed in July 2024.

The judges will be looking for examples of good brewery management, product quality, contribution to the community, sustainable practices, investment in people, collaborative relationships with suppliers and customers and best practices shared across the industry.

BACK TO CATEGORIES



CONTENTS

SMALL BREWERY OF THE YEAR

The Scottish Beer Awards will present an award to a small brewery producing less than 5,000hl a year. This category is open to entry and will be voted by the Scottish beer community defined as active users of the Scottish Beer Awards website.

The top performing brewers emerging in the voting will be forwarded to the Scottish Beer Awards judging panel for debate prior to the vote going live. Voting will commence in May 2024 with the winner announced at the Scottish Beer Awards celebration event.

ENTRY CONTENT:

- Please send 6 x 330ml or 4 x 500ml of three products to product delivery day marked Small Brewery of the Year.
- Please provide an outline of your business, your creative interests as a brewer, your sustainable practices and your business plan.
- An explanation and description of your three beers submitted for assessment. Beers will be tasted by the business panel assessed in pack form and by the taste panel under blind tasting conditions.

BACK TO CATEGORIES



CONTENTS

PRODUCT DEVELOPMENT TEAM OF THE YEAR

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 the last 12 months.

ENTRY CONTENT:

- Describe each of the new beers created in the last 12 months and explain their concept and development including flavour profile and branding.
- How have consumer trends been considered in the development of the new products?
- How have the new products been taken to market?
- Who makes up the team that is behind the products?
- Describe the sales success of the products since their launch .

BACK TO CATEGORIES



CONTENTS

BEST BEER DESTINATION

This award will recognise the efforts of a brewery, tap room or beer bar to establish a popular destination dedicated to the enjoyment of Scottish beer.

ENTRY CONTENT:

- Describe the destination, the range of beers, the design and build and customer experience.
- Describe the sales and marketing activity carried out including special offers, events and promotions.
- Describe your approach to staff support and development.

BACK TO CATEGORIES



CONTENTS

EXCELLENCE IN BRANDING

This category will recognise a brand with a creative edge that is implemented throughout the business including in the product creation, packaging, staff training and marketing and communications plans.

ENTRY CONTENT:

- Describe the brand and give details of vision, mission and values.
- How was the brand created and brought to life?
- How is the brand reflected in the product packaging?
- How do you communicate your brand to the customer

BACK TO CATEGORIES



CONTENTS

JUDGING PANEL

VIEW JUDGING PANEL HERE



CONTENTS**1/2****HOW TO ENTER**

Please visit: www.scottishbeerawards.co.uk

BEFORE ENTERING

- 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 £50 will be charged per brewery or company and allows you to enter a business category and one beer. Additional beers may be entered at £10 per beer.
- A separate form will be required for each entry.
- Please read our terms and conditions of entry.

PRODUCT DELIVERY

Please deliver 18 x 330 / 12 x 500 / 12 x 440 of each entered beer to the O2 Academy Edinburgh on Monday 20th and Tuesday 21st May 2024 during the hours of 9.00am and 4.00pm. An event manager will meet you.

A maximum of three beers per category per brewery will be accepted.

BUSINESS CATEGORIES**SMALL BREWERY OF THE YEAR**

Please send 6 x 330ml or 4 x 500ml of three products to product delivery day marked Small Brewery of the Year on Monday 20th or Tuesday 21st 2024 during the hours of 9.00am and 4.00pm. An event manager will meet you.

HOW TO ENTER

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. Please attach to the entry as indicated.
- A maximum of 4 high resolution images can be included with your entry, where appropriate.
- All taste entries must include a clear pack shot image of the product with a white or transparent background.
- All images and appendices must be provided using a fileshare platform such as WeTransfer or Dropbox.
- The closing date for business awards is Wednesday 8th May 2024.
No late submissions will be accepted.

CONTENTS

TERMS & CONDITIONS

- Entered beers must be brewed in Scotland.
- Entered breweries must be based in Scotland and in possession of an HMRC license.
- Entered beer must be commercially available, on or off trade, between 1 March 2024 and 31 December 2024.
- Breweries in planning, home-brewers and other breweries not meeting these criteria are not eligible and will not be considered.
- 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 products being entered into the competition must be delivered on the stated delivery dates. Any product arriving after the stated delivery dates will not be accepted into the competition.
- Any product that is delivered, but not registered in advance, will be subject to an additional administration fee.
- The Scottish Beer Awards is owned and operated by KDMedia Ltd registered in Scotland SC244168.

All queries should be directed to KDMedia by email to info@kdmedia.co.uk



TM

SCOTTISH
BEER
AWARDS
2024

www.scottishbeerawards.co.uk