



**We invite you to enter your nomination for the
Morton Coutts Trophy for Innovation 2011**

“The Morton Coutts Trophy is awarded to a brewery which, over the course of the previous 12 months has clearly demonstrated a high level of innovation and which through that innovation has contributed positively to the beer industry in New Zealand.”

A panel of independent industry personalities with brewing backgrounds - including knowledge of technical areas - will look for recipients who demonstrate “something special” that involves fresh thinking around an existing process or new concept. In addition there should be clear focus on levels of investment relative to return and immediate innovation versus continuous improvement.

This innovation must be easily recognisable and verifiable. It may be in:

- brewing technique
- ingredient use
- product development
- packaging
- beer training or education
- or a combination of these.

Don't overlook what you may consider to be the simplest things as they could be tomorrow's innovations.

How do I nominate?

Nominations may be made by individuals or companies in New Zealand and must be for a New Zealand brewer or brewery.

Please complete the accompanying form and attach an essay of nomination that sets out in no more than 500 words details of why a particular brewer/brewery should be considered for the award.

This essay may be accompanied by a portfolio of supporting information including:

- copies of awards
- examples of packaging
- facts and figures
- verifiable indications of market acceptance
- technical specifications
- photographs

BrewNZ
AWARDS
MORTON COUTTS TROPHY
FOR INNOVATION 2011

The final date for acceptance of nominations is Thursday, 14th of July 2011. Please email your entry to soren@8wired.co.nz, alternatively you can post your entry to:

Brewers Guild of New Zealand

c/- 8 Wired Brewing
P.O. Box 1184
7200 Blenheim

If you are unsure if you meet the criteria we suggest that you contact Soren Eriksen at BrewNZ: soren@8wired.co.nz
phone: 021 032 9162.

The Award winner will be announced at the BrewNZ Beer Awards held 4th of August 2011 in Wellington.