



MEDIA RELEASE

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Record award entries for New Zealand's booming brewing industry

A record number of New Zealand breweries are vying to be crowned champion at New Zealand's prestigious beer awards on September 19 at the 2015 Brewers Guild of New Zealand Awards.

Now in their ninth year, the awards are the pinnacle of recognition in New Zealand's booming brewing industry. Entries officially closed last week, with nearly 800 beers from 100 breweries being nominated across 14 beer categories. Of the breweries entered, six are from overseas.

Brewers Guild chairman Bob King said New Zealand breweries had performed with distinction in international competitions, most recently at the Australian International Beer Awards, where Wellington's ParrotDog Brewery was named Champion International Small Brewery.

"Our breweries are becoming renowned for being the world's overachievers in beer brewing. It's testament to the quality, calibre and international standing of New Zealand's brewing industry across the range of styles.

"New Zealand is in the midst of a golden period for brewing in terms of the variety and quality of beers produced. These awards are the ultimate accolade for the \$2.2 billion beer industry. They reward and celebrate those who are especially talented at brewing quality beer that people throughout New Zealand and the world enjoy."

The Brewers' Guild of New Zealand Awards is an international competition. Judging will take place over three days from 11 September, with the judging panel comprising of 25 national and internationally qualified judges.

All beer entries will be rated against a style guide for each category for aroma, colour, bitterness, flavour and presentation. A beer's overall balance of characteristics, with all those factors taken into account, is then rated and judges decide whether it is worthy of a gold, silver or bronze medal.

The brewery with the most number of medals is crowned Champion New Zealand Brewery, and Champion International Brewery.

Winners of the 2015 Brewers Guild Awards of New Zealand will be announced on Saturday, September 19, at the Sky City Convention Centre in Auckland.

This year, Auckland has the most number of breweries vying for awards, with 20 breweries entered.

Last year, Nelson-based Townshend Brewing was crowned 2014 New Zealand Champion. Since winning the award, the “one-man” operation has completed a distribution deal with Kapiti Coast’s Tuatara brewery to take his beers to national and international markets.

For more information including a list of all categories and beers nominated for the Awards, visit www.brewersguild.org.nz/awards

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About the Brewers Guild of New Zealand

The Brewers Guild is a membership-based organisation established to grow the value and quality of New Zealand’s \$2.2 billion beer sector.

It operates as a collective voice for more than 80 commercial brewers in New Zealand. The Guild works with Government on legal, licensing, fiscal and excise issues. It delivers education programmes to its members and helps promote the value of the sector to the public.

The Guild organises New Zealand’s most prestigious annual beer awards, the Brewers Guild of New Zealand Awards.

For more information visit <http://www.brewersguild.org.nz/>

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