

23

NEW ZEALAND  
**BEER**  
AWARDS

**ENTRY GUIDE**  
**2023**



**BREWERS**  
**GUILD**  
OF NEW ZEALAND

# Entry Guide 2023

<b>Brewers Guild of New Zealand</b>	
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<b>Competition Manager</b>	Jo Gear
<b>Competition Support</b>	Jo Buckland-Stevens
<b>Head Judge</b>	Tina Panoutsos
<b>Head Steward</b>	Helen Matthews
<b>Awards Advisory Committee</b>	Tina Panoutsos, Asahi, Carlton & United Breweries Tracy Banner, Sprig + Fern Brewing Co. Brian Watson, Good George Brewing David Nicholls, DNA Brewing

## Konvoy Kegs Offer – FREE Kegs!

The Brewers Guild encourages our members to use official Judging Sponsor Konvoy Kegs for entering into the Awards - they've got 30L kegs free to our members, which means you don't need to worry about collection at the end of the event!

Get in touch with Tommy and Dan! E: [tom@konvoykegs.com](mailto:tom@konvoykegs.com) or [dan@konvoykegs.com](mailto:dan@konvoykegs.com)



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# CALENDAR OF IMPORTANT DATES

Online Entries Open	24 May 2023
Online Entries Close	30 June 2023
Send Entries to GVI Logistics, Christchurch	10 – 14 July 2023
Judging, Riccarton Park, Christchurch	19 – 21 July 2023
Awards Gala Dinner	5 August 2023

## About the Awards

The New Zealand Beer Awards are conducted by the Brewers Guild of New Zealand. Now in its 17<sup>th</sup> year, the NZBA recognise excellence in beer and across the broader industry. Our world-class beer competition is open to commercial brewers of all production sizes in New Zealand and from overseas.

In 2022, the Awards attracted 828 entries from over 78 breweries. The 2023 Awards offer eight Champion Awards, 15 category trophies and four industry awards.

Judging will take place over two and a half days in July in Christchurch, NZ.

The results of the 2023 New Zealand Beer Awards will be announced live from the NZBA Awards Gala Dinner, in Christchurch on 5 August. See page 6 for NZBA '23 Awards details.

## New for 2023

Every year we review our competition to make sure it remains relevant and reflects the market we operate in. For 2023, we have made three key changes:

1. International entries are welcomed in all classes. There will be a Trophy for Champion International Brewery, details for this are on page 10.
2. All Hazy entries will be roused before serving (class 9). The option for rousing before serving will be available to all entries – please indicate this on the entry form.
3. The Champion NZ Brewing Company award has been renamed, details for which are on page 9.

# International Entries

All international entries must be a commercially available product however they do not have to be commercially available in New Zealand. International entries will be eligible to win Trophy Classes but will not be eligible to win any of the 'New Zealand' Awards. International entries that win Trophy Classes will not be re-tasted for the purposes of determining Champion New Zealand Beer.

# NZBA Awards Dinner is BACK!

Following three years of disruption, we are thrilled to announce the NZ Beer Awards Celebration Dinner is back for 2023! Prepare to celebrate in style at the Wigram Airforce Museum, alongside fellow brewers and industry representatives. The winners of this year's awards will be announced live at the dinner. After the past few years of remote celebrations, it will be a night to remember, so we encourage you to attend to catch up with friends old and new, as we celebrate New Zealand's spectacular brewing industry! Held on Saturday 5 August 2023.

# BREWNZ Returns for 2023

2023 really is the year to reconnect, as we bring back BREWNZ, New Zealand's only Conference and Expo dedicated to the New Zealand Brewing Industry. As always, we will kick the event off with Mashing In, to be held in Christchurch on Thursday 3 August. Friday August 4 is a full day of conference and exhibition ending with Industry drinks. Saturday 5 August will see a selection of activities that attendees can get involved with before heading to the Awards dinner that evening. Details about BREWNZ and the Awards Dinner are coming soon, however please do put these dates in your diaries, we encourage you to make travel plans and book accommodation early as Christchurch does fill up fast.

# Stay Connected

Stay up to date with the latest on the NZ Beer Awards by following:

- Facebook - [@BrewersGuildNZ](#)
- [@NZAleTrail](#)
- Instagram - [@brewersguildnz](#)
- [@nzaletail](#)

Results will also be shared on [www.brewersguild.org.nz](http://www.brewersguild.org.nz) and [www.nzaletail.com](http://www.nzaletail.com)

# Trophy Classes

Trophy	Class
International Lager	1
NZ Styles	2
Amber / Dark Lager	3
British Ale	4
European Ale	5
Amber / Dark Ale	6
International Pale Ale	7
India Pale Ale (IPA)	8
Juicy / Hazy	9
Stout & Porter	10
Wheat & Other Grain	11
Fruit & Flavoured	12
Specialty & Experimental	13
No & Reduced Alcohol	14
Barrel & Wood-Aged	15

# CRYER MALT



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# Champion Trophies

## Overall Champion New Zealand Brewing Company

Eligible Entries: Beer entries from New Zealand brewing businesses.

The Overall Champion New Zealand Brewing Company Trophy awards the New Zealand brewing business that exhibits the best range of beer overall in the competition. Medals awarded to beer brewed under contract **are** eligible for calculation towards this Award.



To be eligible for this award a brewing business must enter **at least four beers** in **three different style classes**. At least **one beer must be a gold** winning exhibit.

In determining the winner, points are awarded to each of the brewing companies medal winning beers (gold = 3, silver = 2, bronze = 1) which are totalled and divided by the brewing companies total number of entries. Consideration will be given to entries from the entrants that have been awarded trophies.

These beers must be manufactured in New Zealand by the brewery or under contract. Beers entered by breweries or brewing businesses brewed outside New Zealand **are not** eligible for calculation towards this Award. International brands brewed in New Zealand **are not** eligible for calculation towards this Award.

### **Parameters for use of Award Name.**

If the Award recipient is a physical brewery – they are able to use the term 'Overall Champion New Zealand Brewery' AND / OR 'Overall Champion New Zealand Brewing Company' (if they wish) in any promotions of their win.

If the Awards recipient is NOT a physical brewery, but rather a brewing brand / contractor – they are NOT able to use the term 'Overall Champion New Zealand Brewery' in any promotions of their win and must use 'Overall Champion New Zealand Brewing Company'.

# Champion International Brewery

Eligible Entries: Beer entries from internationally based brewing businesses

The Champion International Brewery Trophy awards the best brewery outside of New Zealand

To be eligible for this award a brewery must enter **at least four beers** in **three different style classes**. At least **one beer must be a gold** winning exhibit.

The Trophy will be judged on the brewery's top four scoring beers.

In the event of a tie for Champion International Brewery Trophy, the fifth ranked (and subsequent) beers will be considered. Consideration will be given to entries from the entrants that have been awarded trophies.

International beers brewed under license in New Zealand **are** eligible to be entered into this category.

## Champion New Zealand Beer

Eligible Entries: Beer entries from New Zealand brewing businesses.

The Champion New Zealand Beer awards the beer that is the best example of its style.

The Trophy-winning beers from each Trophy Class will be re-tasted by the Trophy Judging Panel to determine Champion New Zealand Beer.

Medals awarded to New Zealand beers brewed under contract **are** eligible for calculation towards this Award.



CRYER MALT

## Champion New Zealand Brewery - Large, Medium, Small and Micro

Eligible Entries: Beer entries from New Zealand breweries.

These Trophies award the best breweries in New Zealand in accordance with their size of production.

To be eligible for a Champion New Zealand Brewery award, the brewery must be located within New Zealand and must be the licenced brewer and entrant of the awarded beers.

To be eligible for this award a brewery must enter **at least four beers** in **three different style classes**. At least **one beer must be a gold** winning exhibit.

See page 16 for brewery size specifications.

The Trophy will be judged on the brewery's top four scoring beers.

In the event of a tie for a Champion New Zealand Brewery Trophy, the fifth ranked (and subsequent) beers will be considered. Consideration will be given to entries from the entrants that have been awarded trophies.

Medals awarded to beers brewed under contract **are not** eligible for calculation towards this trophy.



## Champion New Zealand Manufacturer

Eligible Entries: Beer entries from New Zealand brewing businesses.

This Trophy awards the best New Zealand manufacturer.

The trophy is only open to New Zealand manufacturers that have produced a beer on behalf of another New Zealand brewing business.

All entrants must declare, during the entry process, that the exhibit was produced under contract by a manufacturer and the location where the exhibit was manufactured.

International beers brewed in a New Zealand manufacturing facility on behalf of another brewing business are eligible for inclusion here.

To be eligible for this award a manufacturer must have **at least four beers** entered in three different style classes. At least **one beer must be a gold** winning exhibit.

The trophy will be judged on the manufacturer's top four scoring beers.

In the event of a tie for Champion New Zealand Manufacturer, points will be allocated to the fifth ranked (and subsequent) beers will be considered. Consideration will be given to entries from the entrants that have been awarded trophies.

# Beer Entry Information

## How to Enter

Entries can only be made through our online entry portal from **Wednesday 24<sup>th</sup> May 2023**.

### Helpful Tips

- This is the third year we are using our [online entry portal](#). If your brewing business entered the NZBA in 2022, and **YOU** were the one who created and submitted the entry, you **do not** need to create a new Exhibitor Login. Either login with the credentials you created last year or select 'forgot password' and follow the prompts.
- If your brewing business entered the NZBA in 2022, but someone different than you created and submitted the entry, you will need to create a new login **AND** you will need to enter your **online exhibitor code** to link your account to the original account. Please email [competition@brewersguild.org.nz](mailto:competition@brewersguild.org.nz) for your code.
- If you are entering for the first time, you will need your Brewers Guild member number to create your login to ensure you are charged the correct entry fee/s. If you do not have this, please request it from [jo@brewersguild.org.nz](mailto:jo@brewersguild.org.nz)
- Please ensure your **exhibitor company name** AND **commercial product names** are spelt correctly and entered in the way you want them to appear in the Catalogue of Results. You can amend these in the **Home - My Entries** section in the entry portal.

You may find it helpful to have the [2022 US Brewers Association Beer Style Guidelines](#) open to refer to as you complete your entries.

# IMPORTANT INFORMATION

## **Submissions are Final**

It's the entrant's responsibility to ensure the information submitted through the online portal is accurate.

For example:

- If a beer was incorrectly entered into the wrong style, it cannot be changed after submission.
- If the packaging of the beer is no longer correct – it cannot be changed after submission.
- If you do not send in the minimum litres required, the entry will not be judged. The Entry Fee becomes the property of the Brewers Guild on receipt and will not be refunded if an exhibit is withdrawn or does not meet the conditions of eligibility.

Please email [competition@brewersguild.org.nz](mailto:competition@brewersguild.org.nz) with any questions.

## **Brewers Notes**

For certain style classes, brewers will be requested to provide supplemental information about the entry to allow for an accurate evaluation of diverse entries. Brewers are directed to consult the 2022 (US) Brewers Association Style Guide for assistance on what information should be included in the Brewers Notes.

Brewers Notes may only be entered on those styles allowed in the form. No additional notes may be provided.

These notes are **supplied to the judges**.

When entering Brewers Notes **do not include**:

- Beer name or identifying terminology used as part of branding
- Brewery name
- Brewer's name
- Any other identifying information.

Brewers Notes may be edited by the Competition Manager to ensure that no identifying information is available during the judging process.

## **Physical Entries**

Physical entries submitted **must** match the description included on the entry form.

For example:

- On the entry form if the exhibit was to be in 500ml bottles, and a 10L keg is delivered. That entry will be considered non-compliant and will not be judged.
- When submitting the entry form the brewer wanted to enter 330ml bottles but closer to judging decided a 30L keg would be fresher and delivered a 30L keg. That entry will be considered non-compliant and will not be judged.

Please email questions to [competition@brewersguild.org.nz](mailto:competition@brewersguild.org.nz)

## **Entry Fees**

<b>Beer Awards Entries</b>	
Brewers Guild Member	\$190 NZD
Non - Member	\$295 NZD

*Note: Amounts are inclusive of GST and inclusive of online processing fees.*

## Production Sizes

<b>Micro</b>	Up to 50,000L per annum.
<b>Small</b>	50,001L to 200,000L per annum.
<b>Medium</b>	200,001L to 2 Million L per annum.
<b>Large</b>	Greater than 2 Million L per annum.

## How We Use Your Beer

In addition to samples being used for judging, they are used to verify that products entered are commercially available and comply with labelling and other regulatory requirements. Samples are also used for promotional purposes and at BREWNZ events including Mashing In, Industry Reception and Awards Dinner. All exhibit stock remaining after judging has been completed will remain the property of the Brewers Guild of New Zealand

## Commercially Available

Beers may only be entered if they are commercially available in the precise composition and in the same packaging, including labels, in which it is sent for judging. Entries in a packaged form must be from a commercial bottling run (or canning line) – **growlers or riggers will not be accepted.**

Beer packed especially for the competition that are not ordinarily available in packed form **will not be accepted.**

Entries will only be accepted from suitably registered breweries or distributors / agents. Home brewers or non-excise paying commercial entities are not eligible to enter. The Brewers Guild reserves the right to request documentation to support claims of commercial availability should a question arise.



## Additional Requirements

A beer may be only entered once in any form (i.e. only keg or bottle, not both), once in name only (i.e. not the same beer brewed at different brewery / locations) and only entered in **one class**.

'Collaboration' (or similar) beers may only be entered by one party, which must be the party that has the greatest ownership (financial interest) of the beer. If financial interest is equally shared, the beer must be entered by the brewery where the beer was produced.

## Disqualification

The Head Judge, in consultation with the Competition Manager, shall have the power to reallocate, dismiss or disqualify as being ineligible for judging, any exhibit that, in their opinion, does not comply with the regulations in every respect, and such reallocation, dismissal or disqualification shall be accepted as final.

## Quantities Required

Type	Quantity Required								
Packaged Entries	<p><b>Minimum</b> of 4 litres which <b>must</b> be in a <b>minimum</b> of 6 separate containers. The minimum quantities that will be accepted are:</p> <table border="1"><tbody><tr><td>330mls</td><td>12 bottles/cans</td></tr><tr><td>440mls</td><td>9 bottles/cans</td></tr><tr><td>500mls</td><td>8 bottles/cans</td></tr><tr><td>&gt;750ml</td><td>6 bottles/cans</td></tr></tbody></table> <p>This is to allow for possible repours, medal and trophy rounds. Entries provided in anything less than the minimum quantities provided <b>will not be judged</b>.</p>	330mls	12 bottles/cans	440mls	9 bottles/cans	500mls	8 bottles/cans	>750ml	6 bottles/cans
330mls	12 bottles/cans								
440mls	9 bottles/cans								
500mls	8 bottles/cans								
>750ml	6 bottles/cans								
Draught Entries	<p>Minimum of 10 litres and a maximum of 30 litres. Entries provided in kegs over 30 litres <b>will not be judged</b>.</p>								

## Draught Entries

Entries submitted in draught form must be clearly identifiable, commercially appropriate kegs that are the property of the entrant or of a keg rental provider used under agreement and must be clearly branded or labelled as to its contents and ownership.

The Brewers Guild strongly recommends the use of one-way keg rentals from our Judging Sponsor Konvoy Kegs.

Kegs must have coupler **Type A or D or be Key Kegs** - other home-brew type containers **will not be judged**. Entries provided in kegs over 30 litres **will also not be judged**.

## Collection of Kegs

The Brewers Guild will not incur any freight costs to return kegs and strongly recommends the use of one-way keg rentals from our Judging Sponsor Konvoy Kegs. Entrants using non rental kegs will be able to select their preferred keg return option from the list of options on the entry form at the time of entry. The Guild will not be able to accommodate any bespoke keg return requests.

## Konvoy Kegs Offer – FREE Kegs!

As the Official Sponsor of the NZ Beer Awards Judging, Konvoy Kegs are once again delighted to offer all Brewers Guild Members their 30L slimline kegs for your NZBA 2023 entries – FREE OF CHARGE!



You don't need to already be a Konvoy Kegs customer to take advantage of these kegs – they're here to support all Guild member breweries in your quest for trophies with the Konvoy's new fleet of 30L kegs – They're here for YOUR beer!

### Keg Details

- Standard D-type valve
- 600mm tall, 290mm diameter
- 8kg weight

Get in touch with Dan, Tommy and the team at [konvoykegs.com](https://konvoykegs.com)

Please email [competition@brewersguild.org.nz](mailto:competition@brewersguild.org.nz) for any questions.

KEGS • DATA • CARE



9 out of 10  
brewers  
know beer  
tastes better  
out of a  
Konvoy \*

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Judging



## Labelling and submitting Physical Entries

Following the submission of the online entry form, **entrants will be emailed Sample Labels and Outer Pack Labels to be attached to their entries.** The purpose of these labels is to ensure that entries can be easily matched to online entries. These will be:

- Can or bottle labels (the labels are formatted to Avery Labels L7157)
- An Outer Pack label (the labels are formatted to Avery Labels L7168)

### **Can or Bottle Labels**

Every can or bottle must have its own individual label. The labels have the unique Exhibit ID number corresponding to that entry. Please ensure you put the correct labels on the correct entries. Note, kegs are to be labelled with the outer pack labels (see below).

### **Outer Pack Labels**

Each exhibit / entry **MUST** be included in its own outer carton and **MUST** have an Outer Pack label attached to the carton. Kegs are also to be labelled with an Outer Pack label. This ensures ease of identification and classification.

For example:

- You are submitting 12 x 330ml bottles of IPA as one entry and 12 x 330ml bottles of Lager as another entry. The IPA entry and the Lager entry **MUST** be packed in their own separate cartons and **MUST** have the correct Outer Pack Label attached to each of the correct cartons. You can use an unbranded carton if necessary.

Polystyrene 'chips' should not be used in packaging.

Entries not bearing the Brewers Guild labels will be non-compliant and **will not be judged.** Please take care during this process to ensure everything is correct.

## Delivery Address for Physical Entries

**All exhibits/entries must be delivered to GVI Logistics, Christchurch between Monday 10 July and Friday 14 July 2023.** Please consider additional timelines required for inter-island shipping and general courier delays when reviewing your delivering timeframes.

The outer address label for deliveries is in **Appendix C**.

## STYLE GUIDELINES & ENTRY CLASSES

Exhibitors are directed to consult the 2022 (US) Brewers Association Style Guidelines, as well as the Brewers Guild of New Zealand Style Guidelines outlined in **Appendix A** Style Guidelines section of this entry booklet, to determine the appropriate style class and subcategory to enter.

**Entrants must ensure they enter beers in the correct class.**

The 2022 (US) Brewers Association Style Guidelines can be found on the Brewers Guild's website and is also available at: [2022 US Brewers Association Beer Style Guidelines](#). The 2022 (US) Brewers Association Beer Style Guidelines are used with permission of the Brewers Association.

A Beer Style Reference Chart is set out in **Appendix B** and shows the Style Class Number, the page reference of the (US) Brewers Association Style Guidelines, Trophy Class, and whether Brewers Notes are required.

As set out in **Appendix B**, certain style classes require brewers to provide supplemental information about the entry. Brewers are directed to consult the 2022 (US) Brewers Association Style Guide for assistance on what information should be and should not be included in the Brewers Notes.

## Beer Judging

Judging of the 2023 New Zealand Beer Awards will take place at Riccarton Racecourse, Christchurch on 19-21 July 2023.

## Judging process

Entries are allocated a number as a unique identifier to ensure the anonymity of the entries and to retain the integrity of the judging process.

All beers are judged 'blind' and are scored out of twenty (20) points against the criteria:

Criteria	Attribute	Points
Appearance	Colour Foam characteristics (carbonation) Clarity / Haze	3
Aroma	Presence of positive characteristics (based on style) Absence of faults	5
Flavour & Body	Presence of positive characteristics Bitterness Mouthfeel, carbonation Absence of faults	6
Technical Quality	Absence of major faults Balance Drinkability	3
Style	Appropriate for Class	3
<b>Maximum Total Points</b>		<b>20</b>

Medals will be awarded as follows:

Medals	Points	Description
Gold	17+	A world class beer that accurately exemplifies the style while displaying the proper balance of taste, aroma and appearance and outstanding technical merit.
Silver	15.5 – 16.9	An excellent beer that maintains close adherence to the style and displays excellent taste, aroma and appearance and a high level of technical merit.
Bronze	14.0 – 15.4	A fine example that may have minor variations from style parameters and an appropriate balance of taste, aroma, or appearance with the absence of major faults.

Entries are not judged against each other but rather each entry is judged on its own merits. It would therefore mean that it is possible for every entry to receive a medal. In 2022, 62% of entries received a medal.

The process for determining the Trophy winner of each Class requires an additional level of scrutiny. Gold Medal beers from each Trophy Class will be re-tasted to determine the Trophy winner. Where there are no Gold Medal beers in a Trophy Class, judges will reassess Silver Medal beers. Where there are no Gold or Silver Medal beers no Trophy will be awarded.

## **The Judges and Stewards**

The New Zealand Beer Awards are held in high esteem due to the quality of the Judging panel. Judges are selected predominantly from New Zealand and Australia but also from around the world.

A judging panel typically includes a Table Captain, two Judges and a Trainee Judge. The New Zealand Beer Awards provide an opportunity to develop future Judges. Trainees are able to participate in the discussion and are then assessed against development criteria and provided with feedback. The Stewarding process is also integral to the success and integrity of the NZBA. Each year volunteers from within and outside of the beer industry perform the important task of ensuring the smooth running of the NZBA.

Each year, expressions of interest are invited for both judging and stewarding roles for the NZBA. A Steward to Judge Programme is in place that aims to support members of industry in development toward becoming a Judge as well as expanding the pool of qualified beer judges in New Zealand. It also provides the opportunity to participate and learn about beer competitions.



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**ALE TRAIL**



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FOR ADVENTURE  
AND  
LEAVE WITH A  
TASTE OF  
THE GOOD LIFE.**

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[www.nzaletail.com](http://www.nzaletail.com)



## **Industry Awards**

The Brewers Guild of New Zealand Beer Awards celebrates and recognises quality not only in beer but in the broader organisations and individuals that make the New Zealand brewing industry so vibrant.

### **Morton Coutts Award for Innovation**

The Morton Coutts Award for Innovation is a celebration of the creative Kiwi spark, this award is designed to recognise individuals with smart out-of-the-box innovations.

There is no charge to nominate a recipient for the Morton Coutts Award for Innovation.

### **Packaging Award**

Packaging is a critical component in determining the commercial success of a brewing business. Design, aesthetics and utility all play a significant role in getting great beer in the hands of the consumer. The Packaging Award recognises the achievements of New Zealand businesses in this important aspect of our industry.

### **Brewing Sustainability Award**

The award for Brewing Sustainability honours businesses from throughout the grain to glass supply chain in New Zealand that are implementing projects, policies and initiatives that have a positive impact on the environment.

### **Tourism Award**

The Tourism Award aims to raise the standard of beer tourism experiences in New Zealand and recognises an outstanding contribution by brewing businesses and operators to enhancing the beer experience for domestic and international tourists.

## Entry Fees

Payable for all industry awards except for the Morton Coutts Award for Innovation.

Beer Awards Entries	
Brewers Guild Member	\$30 NZD
Non – Member	\$60 NZD

*Note: Amounts are inclusive of GST but exclusive of processing fees.*

## How to enter

Entries can only be made through the [online entry portal](#) from **Wednesday 24<sup>th</sup> May 2023**.

### **Helpful Tips**

- Please see page 13 for some tips that will be helpful for you in preparing your entry.

## DELIVERY ADDRESS FOR THE PACKAGING AWARD

**All exhibits/entries must be delivered to GVI Logistics, Christchurch between Monday 10 July – Friday 14 July 2023**

Please consider additional timelines required for inter-island shipping and general courier delays when reviewing your delivering timeframes.

The outer address label for deliveries is in **Appendix D**.

## Industry Awards Entry Requirements & Criteria

Entry into the Industry Awards is open to any organisation or individual. Submissions made for the Industry Awards will be scored out of 100. Each award has its own judging criteria which are outlined below.

## Morton Coutts Award for Innovation

Kiwis are born innovators, and we believe innovation is worth celebrating.

The Morton Coutts Award for Innovation is a celebration of the creative Kiwi spark. The award is designed to recognise individuals with smart ideas and out-of-the-box innovations. So, if you have had a bright idea, whether it is a simple tweak you made to the way you brew, package or deliver a product, a new process that makes customer service smoother, or a smarter way of running your brewery, it's your turn to shine.



Your innovation could involve a product, service, technology or process from within the brewing supply chain in New Zealand, and all innovative ideas will be considered regardless of size or scale.

There is no charge to nominate a recipient for the Morton Coutts Award. Entrants may self-nominate or nominate others.

Entrants must submit a written case study of no more than two (2) pages that addresses the criteria below. It should also include supporting documentation to demonstrate that the case is made.

Include the name, telephone number and email of at least one (1) referee that can be called upon to verify the case that is being made.

Criteria	Attribute
Innovation 50 points	The activity demonstrated a thoughtful, creative and unique approach to creating and delivering a product, service, technology or process within the brewing supply chain in New Zealand.
Results 50 points	Entrants can define how they have measured success. This could include better product results/taste, saved time, financial results, or other factors.
<b>Maximum Total 100 Points</b>	

## Packaging Award

The Packaging Award recognises the achievements of New Zealand businesses in this important aspect of our industry.



The Packaging Award will be judged separately from the Beer Awards and therefore must be submitted separately. Requirements to be provided are:

- 2 x bottles, PET or cans with labels and caps (seals) intact.
- 1 x carton (case, outer, etc), ideally in its constructed form as it would appear commercially – although flatpack is acceptable.
- Please see APPENDIX D for the specific Delivery Label Packaging Award entries.

Criteria	Attribute
Branding & Marketing 20 points	Branding consistency across product range Demonstrates excellence in print and production quality Demonstrates shelf stand out and an integrated approach to display Design features contribute to purchase appeal Demonstrates an application of a 'new idea' (design, material, technique) Demonstrates a creative use of existing ideas An excellent example of an existing design/technique Unique aesthetic characteristics
Information 20 points	Name or brand visibility Product ingredients listing Regulatory information (for country of origin) Company information Other unique information Language & message is appropriate for product type & intended audience
Target Audience 20 points	Successfully appeals to intended audience
Functionality/ Utility 20 points	Ease of opening and carrying Protection of product and durability Unique or novel technical factor Container construction
Environmental 20 points	Successfully addresses current and appropriate environmental concerns: reusability, recyclability, material reduction
<b>Maximum Total 100 Points</b>	

## Brewing Sustainability Award

The award for Brewing Sustainability honours businesses from throughout the grain to glass supply chain in New Zealand that are implementing projects, policies and initiatives that have a positive impact on the environment.



The award is open to any business, at any stage of their sustainability journey – from those just starting out, to those organisations with embedded programs.

Entrants may self-nominate or nominate others.

Entries must be directly related to beer and brewing in New Zealand.

Entrants must submit a written case of no more than two pages addressing the criteria below:

Criteria	Attribute
Brewing Industry 10 points	The project/initiative centres the brewing or beer in New Zealand.
Collaboration 20 points	There is a strong level of collaboration with partners in project/initiative development or execution.
Scope 30 points	Scope or reach of the project/initiative – does it impact a small part of a single business or the broader industry and community.
Outcomes 40 points	There are demonstrable outcomes that minimize the environmental impact of the brewing industry.
<b>Maximum Total 100 Points</b>	

## Beer Tourism Award

The Beer Tourism Award aims to raise the standard of beer tourism experiences in New Zealand and recognises an outstanding contribution by brewing businesses and operators to enhancing the beer experience for domestic and international tourists.

This award is open to any activity or attraction provider that delivers a beer tourism experience. This may be a brewery's own tour or an event, festival or tourism operator.

Entrants may self-nominate or nominate others.

Entries must be directly related to beer and brewing in New Zealand.

Entrants must submit a written case of no more than two pages that addresses the criteria below. Entrants should also include customer feedback as quotes or through digital linking.

Criteria	Attribute
Brewing Industry 20 points	The project/initiative centres brewing in New Zealand or New Zealand beer.
Visitor Experience 40 points	Customer feedback is positive. Visitors are Educated about New Zealand's cultural and behavioural expectations, including support for the Tiaki Promise.
Outcomes 40 points	There are demonstrable results that improve the beer tourism landscape in New Zealand. Entrants can define how they have measured success. This could include financial results, improvements in visitor satisfaction, increased visitor numbers, increase in length of stay, extending your season, extending your market and/or target audience reach.
<b>Maximum Total 100 Points</b>	

# Appendix A: Brewers Guild Style Guidelines

## 2A – NZ DRAUGHT

Amber, reddish brown, or copper in colour. Chill haze should not be present. There is a noticeable degree of caramel-type malt character in flavour and often in aroma. Hop bitterness, flavour, and aroma may be present but at relatively low levels. Diacetyl should be absent. Low levels of fruity esters may be present with a medium body. NZ Draught is generally what is classed as a 'brown beer' in NZ and can be either a lager or an ale as long as the characteristics are within the style.

Original Gravity (°Plato)	1.036 - 1.050 (9 - 12 °Plato)
Apparent Extract / Final Gravity (°Plato)	1.008 - 1.018 (2 - 4.5°Plato)
Alcohol by Weight (ABV%)	2.8% - 3.6% (3.5% - 4.5%)
Bitterness (IBU)	< 20
Colour SRM (EBC)	5 - 17 (10 - 34 EBC)

## 2B - NZ LAGER

Light in colour. Chill haze should be absent. Malt sweetness is light to mild. Hop flavour and aroma are negligible to very light with perceived bitterness being low. Diacetyl should be absent. Light fruity esters are acceptable. Body is Medium, aggressively carbonated. New Zealand lagers are very 'clean'. Flavour components should be subtle and complex, with no one ingredient dominating the others.

Original Gravity (°Plato)	1.035-1.046 (10-11.5 °Plato)
Apparent Extract / Final Gravity (°Plato)	1.006-1.010 (1.5-2.5 °Plato)
Alcohol by Weight (ABV%)	2.8% - 3.6% (3.5% - 4.5%)
Bitterness (IBU)	< 20
Colour SRM (EBC)	< 12

## 2C - NZ PREMIUM Lager

Light straw to golden colour. Chill haze should be absent. Low malt (and adjunct) sweetness and should contain no or a low percentage (less than 25%) of adjuncts. Perceived hop aroma, flavour and perceived bitterness is low or negligible. Light fruity esters are acceptable. Diacetyl should be absent. Medium body. Alcohol content and bitterness may be greater than New Zealand style lager (see above).

Original Gravity (°Plato)	1.042-1.050 (11.5-12.5 Plato)
Apparent Extract / Final Gravity (°Plato)	1.010-1.014 (2.5-3.5 °Plato)
Alcohol by Weight (ABV%)	3.6% - 4.3% (4.5% - 5.5%)
Bitterness (IBU)	< 25
Colour SRM (EBC)	< 12

## 2D - NZ PILSNER

Yellow/blond to full gold in colour. A slight chill haze is acceptable. Full malt and a higher original gravity provide malt/alcohol sweetness. Medium to high hop aroma and flavour. Gooseberry, passion fruit and citrus aromas and flavours are directly attributed to the use of hop varieties grown in, or originating from, New Zealand. Perceived bitterness is medium to high. Light fruity esters are acceptable. Diacetyl should be absent. Medium body.

Original Gravity (°Plato)	1.050-1.058 (12.5-14.4 Plato)
Apparent Extract / Final Gravity (°Plato)	1.011-1.014 (2.9-3.4 °Plato)
Alcohol by Weight (ABV%)	3.6% - 5% (4.5% - 6.25%)
Bitterness (IBU)	25 - 42
Colour SRM (EBC)	6-16 EBC

## 13U – OTHER LOW ALCOHOL ALE OR LAGER

Appearance may vary from brilliant to hazy to cloudy and colour, clarity, perceived malt and hop aroma and flavour should mimic the classic style upon which the beer is based. Fermentation characteristics and body will vary with base style. This category includes any style of beer made lower in strength than described in the classic style guidelines specifically intended or marketed as 'low alcohol' – generally for local liquor licensing purposes. These beers should exhibit lower alcohol

content than the classic base beer style. Beers with higher abv than these parameters should be entered as 'Session Beer'.

Original Gravity (°Plato)	Varies with style
Apparent Extract / Final Gravity (°Plato)	Varies with style
Alcohol by Weight (ABV%)	2.1% - 2.8% (2.6% - 3.5%)
Bitterness (IBU)	Varies with style
Colour SRM (EBC)	Varies with style

*When using these guidelines as the basis for evaluating entries at competitions, brewers may be asked to provide supplemental information about entries in this category to allow for accurate evaluation of diverse entries. Such information might include information unique to the entry such as fruit(s) used or processing which influence perceived sensory outcomes.*

## 14B – LOW ALCOHOL ALE OR LAGER

Appearance may vary from brilliant to hazy to cloudy and colour, clarity, perceived malt and hop aroma and flavour should mimic the classic style upon which the beer is based. Fermentation characteristics and body will vary with base style. Entries into this category must state the base style. Beers eligible for entry here can be entered into their respective classes according to style, however they cannot be entered into both.

Original Gravity (°Plato)	Varies with style
Apparent Extract / Final Gravity (°Plato)	Varies with style
Alcohol by Weight (ABV%)	0.4% - 0.9% (0.5% - 1.5%)
Bitterness (IBU)	Varies with style
Colour SRM (EBC)	Varies with style

*When using these guidelines as the basis for evaluating entries at competitions, brewers may be asked to provide supplemental information about entries in this category to allow for accurate evaluation of diverse entries. Such information might include information unique to the entry such as fruit(s) used or processing which influence perceived sensory outcomes.*



## 14C – REDUCED ALCOHOL ALE OR LAGER

Appearance may vary from brilliant to hazy to cloudy and colour, clarity, perceived malt and hop aroma and flavour should mimic the classic style upon which the beer is based. Fermentation characteristics and body will vary with base style. Entries into this category must state the base style. Beers eligible for entry here can be entered into their respective classes according to style, however they cannot be entered into both.

Original Gravity (°Plato)	Varies with style
Apparent Extract / Final Gravity (°Plato)	Varies with style
Alcohol by Weight (ABV%)	0.9% - 2% (1.5% - 2.5%)
Bitterness (IBU)	Varies with style
Colour SRM (EBC)	Varies with style

*When using these guidelines as the basis for evaluating entries at competitions, brewers may be asked to provide supplemental information about entries in this category to allow for accurate evaluation of diverse entries. Such information might include information unique to the entry such as fruit(s) used or processing which influence perceived sensory outcomes.*

# Appendix B: Style REFERENCE CHART

Trophy Class Name	Style Class Number	Style Class	BA Style Guide Page	Brewers Notes Required
International Lager	1A	German-Style Pilsener	33	
	1B	German-Style Leichtbier	33	
	1C	Munich-Style Helles	34	
	1D	Bohemian-Style Pilsener	33	
	1E	Dortmunder/European-Style Export	34	
	1F	Vienna-Style Lager	34	
	1G	American-Style Lager	38	
	1H	Contemporary American-Style Lager	38	
	1I	American-Style Light Lager	38	
	1J	American-Style Pilsner	39	
	1K	Contemporary American-Style Light Lager	39	
	1L	Contemporary American-Style Pilsener	39	
	1M	American-Style India Pale Lager	40	
	1N	American-Style Marzen/Oktoberfest	40	
	1O	Australasian, Latin American or Tropical Style Light Lager	41	
	1P	International-Style Pilsener	41	
	1Q	California Common Beer	43	
1R	Kellerbier or Zwickelbier	44	Y	
NZ Styles	2A	NZ Draught	BGNZ Guide	
	2B	NZ Lager	BGNZ Guide	
	2C	NZ Premium Lager	BGNZ Guide	
	2D	NZ Pilsner	BGNZ Guide	
	2E	New Zealand-Style Pale Ale	31	
	2F	New Zealand-Style India Pale Ale	31	
Amber / Dark Lager	3A	Franconian-Style Rotbier	34	
	3B	German-Style Maerzen	35	
	3C	German-Style Oktoberfest/Wiesn	35	
	3D	Munich-Style Dunkel	35	
	3E	German-Style Schwarzbier	36	
	3F	European-Style Dark Lager	35	
	3G	German-Style Heller Bock/Maibock	37	
	3H	Traditional German-Style Bock	37	
	3I	German-Style Eisbock	38	
	3J	German-Style Doppelbock	37	
	3K	American-Style Amber Lager	40	
	3L	American-Style Dark Lager	41	

Trophy Class Name	Style Class Number	Style Class	BA Style Guide Page	Brewers Notes Required
British Ale	4A	Ordinary Bitter	1	
	4B	Special Bitter or Best Bitter	1	
	4C	Extra Special Bitter	1	
	4D	Scottish-Style Light Ale	1	
	4E	Scottish-Style Heavy Ale	2	
	4F	Scottish-Style Export Ale	2	
	4G	English-Style Summer Ale	3	
	4H	Old Ale	4	
	4I	English-Style Pale Mild Ale	4	
	4J	English-Style Dark Mild Ale	5	
	4K	Scotch Ale or Wee Heavy	6	
	4L	British-Style Barley Wine Ale	7	
European Ale	5A	German-Style Koelsch	17	
	5B	German-Style Altbier	16	
	5C	Berliner-Style Weisse	17	Y
	5D	Leipzig-Style Gose	18	Y
	5E	Contemporary-Style Gose	18	Y
	5F	Belgian-Style Table Beer	22	
	5G	Belgian-Style Session Ale	22	Y
	5H	Belgian-Style Blonde Ale	23	
	5I	Belgian-Style Speciale Belge	22	
	5J	Belgian-Style Strong Blonde Ale	23	
	5K	Belgian-Style Strong Dark Ale	23	
	5L	Belgian-Style Dubbel	24	
	5M	Belgian-Style Tripel	24	
	5N	Belgian-Style Quadrupel	24	
	5O	Classic French & Belgian-Style Saison	25	
	5P	French-Style Biere de Garde	26	
	5Q	Belgian-Style Flanders Oud Bruin or Oud Red Ale	26	
	5R	Belgian-Style Lambic	27	
	5S	Traditional Belgian-Style Gueuze	27	
	5T	Contemporary Belgian-Style Fermented Ale	28	Y
	5U	Other Belgian-Style Ale	29	Y
5V	Grodziskie	29		
5W	Adambier	30		
5X	Dutch-Style Kuit, Kuyt or Koyt	30		
5Y	Finnish-Style Sahti	32		
5Z	Swedish-Style Gotlandsdricke	32		
5AA	Breslau-Style Schoeps	32		
Amber / Dark Ale	6A	Strong Ale	4	
	6B	Irish-Style Red Ale	7	
	6C	American-Style Amber/Red Ale	9	
	6D	American-Belgo-Style Ale	11	Y
	6E	American-Style Brown Ale	12	
	6F	American-Style Black Ale	12	
	6G	Double Hopy Red Ale	13	

Trophy Class Name	Style Class Number	Style Class	BA Style Guide Page	Brewers Notes Required
Amber / Dark Ale (cont)	6H	Imperial Red Ale	13	
International Pale Ale	7A	Classic English-Style Pale Ale	3	
	7B	Golden or Blonde Ale	8	
	7C	American-Style Pale Ale	9	
	7D	American-Style Strong Pale Ale	9	
	7E	Classic Australian-Style Pale Ale	31	
	7F	Australian-Style Pale Ale	31	
	7G	International-Style Pale Ale	30	
	7H	American-Style Cream Ale	43	
	7I	Kentucky Common	43	
India Pale Ale	8A	British-Style India Pale Ale	3	
	8B	Session India Pale Ale	8	
	8C	American-Style India Pale Ale	10	
	8D	American-Style Imperial or Double India Pale Ale	14	
Juicy/Hazy	9A	Juicy or Hazy Pale Ale	9	
	9B	Juicy or Hazy Strong Pale Ale	10	
	9C	Juicy or Hazy India Pale Ale	11	
	9D	Juicy or Hazy Imperial or Double India Pale Ale	14	
Stout & Porter	10A	English-Style Brown Ale	5	
	10B	Brown Porter	5	
	10C	Robust Porter	5	
	10D	Sweet Stout or Cream Stout	5	
	10E	Oatmeal Stout	6	
	10F	British-Style Imperial Stout	6	
	10G	Classic Irish-Style Dry Stout	7	
	10H	Export-Style Stout	8	
	10I	American-Style Stout	12	
	10J	American-Style Imperial Porter	13	
	10K	American-Style Imperial Stout	13	
	10L	Smoke Porter	15	Y
10M	Baltic-Style Porter	42		
Wheat & Other Grain	11A	South German-Style Hefeweizen	19	
	11B	South German-Style Kristal Weizen	19	
	11C	South German-Style Bernsteinfarbenes Weizen	20	
	11D	German-Style Leichtes Weizen	19	
	11E	South German-Style Dunkel Weizen	20	
	11F	South German-Style Weizenbock	20	
	11G	German-Style Rye Ale	21	
	11H	Bamberg-Style Weiss Rauchbier	21	
	11I	Belgian-Style Witbier	25	
	11J	American-Style Wheat Beer	43	
	11K	Rye Beer	51	Y
Fruit & Flavoured	12A	American-Style Fruited Sour Ale	16	Y
	12B	Specialty Saison	25	Y

Trophy Class Name	Style Class Number	Style Class	BA Style Guide Page	Brewers Notes Required
(Fruit & Flavoured cont)	12C	Belgian-Style Fruit Lambic	28	Y
	12D	American-Style Fruit Beer	44	Y
	12E	Fruit Wheat Beer	45	Y
	12F	Belgian-Style Fruit Beer	46	Y
	12G	Field Beer	46	Y
	12H	Pumpkin Spice Beer	47	Y
	12I	Pumpkin/Squash Beer	47	Y
	12J	Chocolate or Cocoa Beer	48	Y
	12K	Coffee Beer	48	Y
	12L	Chili Pepper Beer	49	Y
	12M	Herb and Spice Beer	49	Y
	12N	Specialty Honey Beer	51	Y
	12O	Smoke Beer	58	Y
	Specialty & Experimental	13A	American-Style Barley Wine Ale	15
13B		American-Style Wheat Wine Ale	15	
13C		American-Style Sour Ale	15	Y
13D		Bamberg-Style Helles Rauchbier	36	
13E		Bamberg-Style Maerzen Rauchbier	36	
13F		Bamberg-Style Bock Rauchbier	37	
13G		American-Style Malt Liquor	40	
13H		Session Beer	42	Y
13I		Brett Beer	51	Y
13J		Mixed-Culture Brett Beer	52	Y
13K		Ginjo Beer or Sale-Yeast Beer	53	
13L		Fresh Hop Beer	53	Y
13M		Aged Beer	55	Y
13N		Experimental Beer	55	Y
13O		Experimental India Pale Ale	56	Y
13P		Historical Beer	57	Y
13Q		Wild Beer	58	Y
13R		Other Strong Ale or Lager	59	Y
13S	Gluten-Free Beer	59	Y	
13T	Specialty Beer	50	Y	
13U	Other Low Alcohol Ale or Lager	BGNZ Guide	Y	
No & Reduced Alcohol	14A	Non-Alcoholic Malt Beverage	60	Y
	14B	Low Alcohol Ale or Lager	BGNZ Guide	Y
	14C	Reduced Alcohol Ale or Lager	BGNZ Guide	Y
Wood & Barrel Aged	15A	Wood- and Barrel-Aged Beer	53	Y
	15B	Wood- and Barrel-Aged Sour Beer	54	Y

# Appendix C: DELIVERY LABEL



**DELIVER TO:**

**NEW ZEALAND BEER AWARDS  
c/o GVI LOGISTICS  
3 IVAN JAMIESON PLACE,  
HAREWOOD, CHRISTCHURCH, 8053  
NEW ZEALAND**

**ENTRANT TO COMPLETE BELOW**

**BREWERY NAME:**

**CONTACT NAME:**

**CONTACT MOBILE:**

**CONTACT EMAIL:**

**TOTAL NUMBER OF  
ENTRIES BEING  
SUBMITTED:**

# Appendix D: PACKAGING AWARD DELIVERY LABEL



**BREWERS  
GUILD**  
OF NEW ZEALAND

**DELIVER TO:**

**NEW ZEALAND BEER AWARDS  
c/o GVI LOGISTICS  
3 IVAN JAMIESON PLACE,  
HAREWOOD, CHRISTCHURCH, 8053  
NEW ZEALAND**

## **PACKAGING AWARD ENTRY ONLY**

**ENTRANT TO COMPLETE BELOW**

**BREWERY NAME:**

**CONTACT NAME:**

**CONTACT MOBILE:**

**CONTACT EMAIL:**

**TOTAL NUMBER OF  
CARTONS / PACKAGES  
IN THIS ENTRY:**