

NZ BEER AWARDS

ENTRY GUIDE

2025

25

NEW ZEALAND
BEER
AWARDS



**BREWERS
GUILD**
OF NEW ZEALAND

Entry Guide 2025

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Konvoy Kegs Offer

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

Get in touch with kegman Dan dan@konvoykegs.com



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CALENDAR OF IMPORTANT DATES

Online Entries Open	Wed, 14 May 2025
Online Entries Close	Fri, 27 June 2025
Delivery Instructions Emailed to Entrants	Mon, 30 June 2025
Send Entries to GVI Logistics, Christchurch	Mon 07 – Fri 11 July 2025
Judging, Riccarton Park, Christchurch	Wed 16 – Fri 18 July 2025
Awards Gala Dinner	Sat 2 August 2025

About the Awards

The Brewers Guild of New Zealand proudly presents the 19th Annual New Zealand Beer Awards, a prestigious event celebrating excellence in beer and the wider industry.

In 2024, the Awards attracted nearly 700 entries across 15 categories from 73 different breweries. Accolades included seven Champion Awards, 15 category trophies, and four industry awards.

Judging will take place across two and a half days in July, in Christchurch. The highly anticipated results of the 2025 New Zealand Beer Awards will be revealed at the live Gala Dinner in Christchurch on Saturday, 2 August. Join us to celebrate brewing excellence in NZ and beyond! See page 6 for NZBA '25 Awards details.

New for 2025

Every year we review our competition to ensure it remains relevant and reflects the market we operate in. For 2025, we have made eight key changes:

1. The 2025 NZBA's are only open to NZ- and Australian-brewed products, removing entries from further afield. See page 9 for further details.
2. Alcohol tolerances of +/- 0.3% ABV are permitted across all classes EXCEPT class 14, No, Low & Reduced Alcohol.
3. Brewers notes are now accepted for Class 10N Dessert Stout or Pastry Stout.
4. Brewers notes will be permitted in trophy rounds to give context to Judges.
5. A change has been made to the calculation used to determine the Champion Size Brewery trophy winners. The trophy goes to the brewery with the highest number of gold medals and in the event of a tie, silver medals are counted, and in the event of a further tie, Class Trophies contribute one point.

6. A change has been made to the calculation used to determine the Overall Champion NZ Brewery trophy. In the event of a tie, a Class Champion trophy contributes one point.
7. Judging criteria for the **Sustainability Award** has changed. Please see page 27 for further detail.
8. The **Morton Coutts Award** is now being judged every second year, so will be rested for 2025. We look forward to accepting nominations for this in 2026.

Australian Entries

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

NZ Beer Awards Gala Dinner

This year, the New Zealand Beer Awards Gala Dinner will be held at the Majestic on Durham in Christchurch on Saturday, 2 August. Get ready to celebrate with fellow brewers, teammates, sponsors, and industry representatives at what promises to be an unforgettable night. The winners of this year's awards will be announced live during the dinner, so we warmly invite you to join us in honouring New Zealand's outstanding brewing industry!

Tickets for the Awards gala dinner will be available from June, through website [Brewers Guild of New Zealand](#).

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 and www.nzaletail.com

Trophy Classes

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

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 company's total number of entries.

In the event of a tie, Class Champion Trophies will contribute 1 point to the calculation.

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 Australian Brewery

Eligible Entries: Beer entries from Australian based brewing businesses.

The Champion Australian Brewery Trophy awards the best Australian brewery.

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 Australian Brewery Trophy, the fifth ranked (and subsequent) beers will be considered. In the event of a tie, Class Champion Trophies will contribute 1 point to the calculation.

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

All Australian entries must be a commercially available product however they do not have to be commercially available in New Zealand.



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.



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 14 for brewery size specifications.

The Trophy will be awarded to the brewery with the highest number of gold medals and in the event of a tie, silver medals are counted, and in the event of a further tie, Class Trophies contribute one point.

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. In the event of a tie, Class Champion Trophies will contribute 1 point to the calculation.



Beer Entry Information

How to Enter

Entries are made through our online entry portal from **Wednesday 14th May 2025**.

Helpful Tips

- If your brewing business entered the NZBA in 2024, and **YOU** were the one who created and submitted the entry, you **do not** need to create a new Exhibitor Login. Either login [here](#) with the credentials you created last year or select 'forgot password' and follow the prompts.
- If your brewing business entered the NZBA in 2024, 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 admin@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, this will be on your Membership invoice (3 digits that have been updated for 2025). If you cannot find your Membership number, please request it from admin@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 [2024 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.
- **All Entry Fees** become 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 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 [2024 \(US\) 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 20L 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

Entry Fees

Beer Awards Entries	
Brewers Guild Member	\$190 NZD
Non - Member	\$295 NZD

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

Production Sizes

Micro	Up to 50,000L per annum.
Small	50,001L to 200,000L per annum.
Medium	200,001L to 2 million L per annum.
Large	Greater than 2 million L per annum.

Note: please ensure volume includes ALL production under your brewery name regardless of where the product is brewed.

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 the 2025 Awards dinner and associated events. 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.

Use of Medals

Medals can only be used on the precise composition in the same package size and type that was entered into the competition and awarded the endorsement. The medal claim must show the year in which the medal was won eg "Gold Medal, NZ Beer Awards 2025".

Additional Requirements

A beer may only be 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>Minimum of 4 litres which must be in a minimum 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>>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 will not be judged.</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 20 litres and a maximum of 30 litres.</p> <p>Entries provided in kegs under 20 litres will not be judged.</p> <p>Entries provided in kegs over 30 litres will not be judged.</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. **Entrants using rental kegs will NOT have the option of collecting.**

Please note that this year we are hosting the Awards Event in Christchurch. As always, we require some kegs for these events. These will be selected based on various factors including ABV, style etc. Jo Buckland-Stevens will be in touch with you directly, after judging, if your kegs are affected by this, then we will organise keg return logistics with you.

Konvoy Kegs Offer

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 2025 entries**. Keeping it all nice and simple.



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.

Keg Details

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

Get in touch with kegman Dan dan@konvoykegs.com



KiwiGas Co2 Supplier

Thanks also to the team at KiwiGas for kindly supplying all of the CO2 to pour your draught award entries.

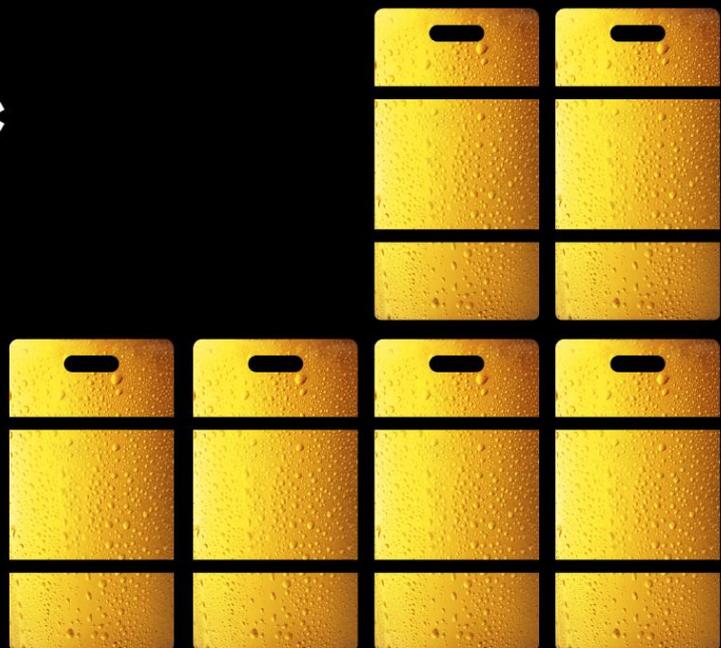
To find out more about KiwiGas and what they can do for your Kiwi brewery visit their website on www.kiwigas.co.nz.





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

Always a proud
supporter of the
New Zealand
Beer Awards



Labelling and submitting Physical Entries

On Monday 30 June, **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 A4 and include the delivery address)

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 are welcome to use unbranded cartons.

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.

Email competition@brewersguild.org.nz with any questions.

Delivery Address for Physical Entries

All exhibits/entries must be delivered to GVI Logistics, Christchurch between Monday 7 July and Friday 11 July 2025. Please consider additional timelines required for inter-island shipping and general courier delays when reviewing your delivering timeframes.

STYLE GUIDELINES & ENTRY CLASSES

Exhibitors are directed to consult the 2024 (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 2024 (US) Brewers Association Style Guidelines can be found on the Brewers Guild's website and is also available at: [2024 US Brewers Association Beer Style Guidelines](#). The 2024 (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 2024 (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 2025 New Zealand Beer Awards will take place at Riccarton Racecourse, Christchurch on 16 – 18 July 2025.

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
Maximum Total Points		20

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 2024, 77% 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 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.

www.nzaletail.com

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Plan your adventure

Explore by Region

JOIN NZ'S MOST COMPREHENSIVE COLLECTION OF BEER AND BREWING EXPERIENCES ACROSS AOTEAROA

The NZ Ale Trail is more than just a guide - It's a community, sharing a passion for great brews, and unforgettable experiences.

From the first sip to the last, the NZ Ale trail is all about sharing the rich flavours, innovative brews, and warm hospitality that make New Zealand's brewing scene truly special.

To find out more or to join visit nzaleraill.com or email admin@brewersguild.org.nz



NEW ZEALAND
ALE TRAIL

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.

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 is awarded to a brewery that has undertaken a project that showcases sustainability innovation, as well as long term economic viability.

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 for Industry Awards

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 14th May 2025**.

Helpful Tips

- Please see page 12 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 7 July and Friday 11 July 2025

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

The address label for the Packaging Award is in Appendix C

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.

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 C for the specific Delivery Label Packaging Award entries.



Criteria	Attribute
Branding 30 points	Branding Story is clearly defined in support documentation & shows consistency Demonstrated shelf standout and an integrated approach to display Design features contribute to purchase appeal & demonstrates creative ideas Branding uses excellent examples of design/brand techniques & is unique
Marketing 30 points	Intended audience is clearly defined in support documentation Marketing collateral is true to brand & contributes to purchase appeal Marketing campaign/s have unique characteristics and showcases FMCG marketing
Information 20 points	Product is clearly defined for ease of purchasing decision (i.e. beer style) Product ingredients listing Regulatory information (for country of origin) i.e. ABV, warnings, ingredients etc Company & any other unique information Language & message is appropriate for product type & intended audience
Functionality/ Utility 10 points	Ease of opening and carrying Demonstrates excellence in print production quality Products are protected and durable, and fit for purpose Unique or novel technical factor
Environmental 10 points	Support documentation to outline any sustainability effort that the packaging has incorporated Successfully addresses current and appropriate environmental concerns: reusability, recyclability, material reduction
Maximum Total 100 Points	

Brewing Sustainability Award

The Sustainability Award in 2025 will be awarded to a brewery that has undertaken a project that showcases sustainability innovation, as well as long term economic viability (e.g. the project demonstrates cost savings or improved economic return for the brewery).



Sustainability Award Criteria:

The award is open to any business and any initiative or project that meets the criteria.

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. Entrants are welcome to include supporting materials including images and video.

Scoring	Criteria
50 points	<p><u>Sustainability Innovation</u> - Your project will be judged on:</p> <ul style="list-style-type: none"> (1) the impact across sustainability (e.g. water use/discharge, waste reduction, emissions reduction, packaging, responsible sourcing, etc); and (2) the level of innovation demonstrated (e.g. new/novel technology, creative problem solving, etc)
50 points	<p><u>Economic viability (50%)</u> - Your project will be judged on:</p> <p>how economically viable your project is (e.g. a project that helps create cost savings for your brewery or improves the overall return, either actual return or forecasted returns).</p>
Maximum Total 100 Points	

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 or brewing related experience. *Some examples: Brewery engaging in a series of local events that attract both a local and visitor market; Beer tours run by a specialist operator; Tasting or food matching experience; a Tap Room experience; Beer festival; a unique experience that promoted beer and or brewing that has a positive impact on the local community.*

Entrants may self-nominate or nominate others. Entrants don't need to be a brewery or a Guild member, they can be tour operators, regional tourism providers, app developers etc

Entries must be directly related to beer and brewing in New Zealand and 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. Imagery and video to help support your entry is also encouraged.

Criteria	Attribute
Brewing Industry 20 points	The project/initiative has a focus on brewing in New Zealand or New Zealand beer and helps raise the profile of the brewing industry, beer tourism or NZ brewed beer.
Visitor Experience 40 points	<ol style="list-style-type: none"> (1) Visitors have an experience that relates directly to beer and/or brewing in NZ (2) Customer feedback is positive. (3) The experience extends to supporting and showcasing the local community. (4) Visitors are educated about New Zealand's cultural and behavioural expectations, including support for the Tiaki Promise.
Outcomes 40 points	<ol style="list-style-type: none"> (1) There are demonstrable results from the project or initiative that positively promoted brewing and or beer experiences in New Zealand. (2) Entrants can define how they have measured success. <i>(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).</i> (3) There are clear benefits from the project or initiative that contribute to improving the beer tourism landscape in New Zealand. (4) Outline any plans you may have to improve or evolve the project or initiative to further develop and benefit Beer Tourism in New Zealand.

Maximum Total 100 Points

Appendix A: Brewers Guild Style Guideline

CLASS 2: NZ IPA, NZ PALE ALE & NZ DRAUGHT

2C – 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)

CLASS 3: NZ LAGER & NZ PILSNER 3A - 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

CLASS 3: NZ LAGER & NZ PILSNER

3B - 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

CLASS 3: NZ LAGER & NZ PILSNER

3C - 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

CLASS 13: SPECIALTY & EXPERIMENTAL

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.

CLASS 14: NO, LOW & REDUCED ALCOHOL

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.

CLASS 14: NO, LOW & REDUCED ALCOHOL

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% (1.51% - 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 No.	Style Class	BA Style Guide Page	Brewers Notes Accepted
International Lager	1A	German-Style Pilsener	33	
	1B	German-Style Leichtbier	33	
	1C	Munich-Style Helles	34	
	1D	Bohemian-Style Pilsener	34	
	1E	Dortmunder/European-Style Export	35	
	1F	Vienna-Style Lager	35	
	1G	American-Style Lager	39	
	1H	Contemporary American-Style Lager	39	
	1I	American-Style Light Lager	39	
	1J	American-Style Pilsener	39	
	1K	Contemporary American-Style Light Lager	39	
	1L	Contemporary American-Style Pilsener	40	
	1M	American-Style India Pale Lager	40	
	1N	American-Style Marzen/Oktoberfest	41	
	1O	Australasian, Latin American or Tropical Style Light Lager	42	
	1P	International-Style Pilsener	42	
	1Q	California Common Beer	44	
1R	Kellerbier or Zwickelbier	45	Y	
NZ IPA, NZ Pale Ale & NZ Draught	2A	New Zealand-Style IPA	32	
	2B	New Zealand-Style Pale Ale	32	
	2C	NZ Draught	BGNZ Guide	
NZ Lager & NZ Pilsner	3A	NZ Lager	BGNZ Guide	
	3B	NZ Premium Lager	BGNZ Guide	
	3C	NZ Pilsner	BGNZ Guide	
British & European Ale	4Aa	Ordinary Bitter	1	
	4Ab	Special Bitter or Best Bitter	1	
	4Ac	Extra Special Bitter	1	
	4Ad	Scottish-Style Light Ale	1	
	4Ae	Scottish-Style Heavy Ale	2	
	4Af	Scottish-Style Export Ale	2	
	4Ag	English-Style Summer Ale	3	
	4Ah	Old Ale	4	
	4Ai	English-Style Pale Mild Ale	4	
	4Aj	English-Style Dark Mild Ale	5	
	4Ak	Scotch Ale or Wee Heavy	6	
	4Al	British-Style Barley Wine Ale	7	
	4Ba	German-Style Koelsch	17	

Trophy Class Name	Style Class No.	Style Class	BA Style Guide Page	Brewers Notes Accepted
	4Bb	German-Style Altbier	18	
	4Bc	Berliner-Style Weisse	18	Y
	4Bd	Leipzig-Style Gose	18	Y
	4Be	Contemporary-Style Gose	19	Y
	4Bf	Belgian-Style Table Beer	22	
	4Bg	Belgian-Style Session Ale	22	Y
	4Bh	Belgian-Style Blonde Ale	23	
	4Bi	Belgian-Style Speciale Belge	23	
	4Bj	Belgian-Style Strong Blonde Ale	23	
	4Bk	Belgian-Style Strong Dark Ale	24	
	4Bl	Belgian-Style Dubbel	24	
	4Bm	Belgian-Style Tripel	24	
	4Bn	Belgian-Style Quadrupel	25	
	4Bo	Classic French & Belgian-Style Saison	25	
	4Bp	French-Style Biere de Garde	26	
	4Bq	Belgian-Style Flanders Oud Bruin or Oud Red Ale	27	
	4Br	Belgian-Style Lambic	27	
	4Bs	Traditional Belgian-Style Gueuze	27	
	4Bt	Contemporary Belgian-Style Spontaneous Fermented Ale	28	Y
	4Bu	Other Belgian-Style Ale	29	Y
	4Bv	Grodziskie	30	
	4Bw	Adambier	30	
	4Bx	Dutch-Style Kuit, Kuyt or Koyt	30	
	4By	Finnish-Style Sahti	32	
	4Bz	Swedish-Style Gotlandsdricke	32	
	4Baa	Breslau-Style Schoeps	33	
Amber / Dark Lager & Ale	5Aa	Franconian-Style Rotbier	35	
	5Ab	German-Style Maerzen	35	
	5Ac	German-Style Oktoberfest/Festbier	36	
	5Ad	Munich-Style Dunkel	36	
	5Ae	German-Style Schwarzbier	36	
	5Af	European-Style Dark Lager	36	
	5Ag	German-Style Heller Bock/Maibock	38	
	5Ah	Traditional German-Style Bock	38	
	5Ai	German-Style Eisbock	38	
	5Aj	German-Style Doppelbock	38	
	5Ak	American-Style Amber Lager	41	
	5Al	American-Style Dark Lager	41	
	5Ba	Strong Ale	4	
	5Bb	Irish-Style Red Ale	7	
	5Bc	American-Style Amber/Red Ale	9	
	5Bd	American-Belgo-Style Ale	12	Y
	5Be	American-Style Brown Ale	12	
5Bf	American-Style Black Ale	12		

Trophy Class Name	Style Class No.	Style Class	BA Style Guide Page	Brewers Notes Accepted
	5Bg	Double Hoppy Red Ale	14	
	5Bh	Imperial Red Ale	14	
International Pale Ale	6A	Classic English-Style Pale Ale	3	
	6B	Golden or Blonde Ale	8	
	6C	American-Style Pale Ale	9	
	6D	American-Style Strong Pale Ale	9	
	6E	Classic Australian-Style Pale Ale	31	
	6F	Australian-Style Pale Ale	31	
	6G	International-Style Pale Ale	31	
	6H	American-Style Cream Ale	43	
	6I	Kentucky Common	44	
India Pale Ale	7A	British-Style India Pale Ale	3	
	7B	Session India Pale Ale	8	
	7C	West Coast-Style India Pale Ale	11	
	7D	American-Style India Pale Ale	10	
	7E	American-Style Imperial or Double India Pale Ale	14	
Juicy/Hazy Pale Ale	8A	Juicy or Hazy Pale Ale	9	
	8B	Juicy or Hazy Strong Pale Ale	10	
Juicy / Hazy IPA	9A	Juicy or Hazy India Pale Ale	11	
	9B	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	13	
	10J	American-Style Imperial Porter	13	
	10K	American-Style Imperial Stout	13	
	10L	Smoke Porter	16	Y
	10M	Baltic-Style Porter	42	
	10N	Dessert Stout or Pastry Stout	49	Y
Wheat & Other Grain	11A	South German-Style Hefeweizen	19	
	11B	South German-Style Kristal Weizen	20	
	11C	South German-Style Bernsteinfarbenes Weizen	20	
	11D	German-Style Leichtes Weizen	20	
	11E	South German-Style Dunkel Weizen	21	
	11F	South German-Style Weizenbock	21	
	11G	German-Style Rye Ale	21	
	11H	Bamberg-Style Weiss Rauchbier	22	
	11I	Belgian-Style Witbier	25	
	11J	American-Style Wheat Beer	44	

Trophy Class Name	Style Class No.	Style Class	BA Style Guide Page	Brewers Notes Accepted
	11K	Rye Beer	52	Y
Fruit & Flavoured	12A	American-Style Fruited Sour Ale	16	Y
	12B	Specialty Saison	26	Y
	12C	Belgian-Style Fruit Lambic	29	Y
	12D	American-Style Fruit Beer	45	Y
	12E	Fruit Wheat Beer	46	Y
	12F	Belgian-Style Fruit Beer	47	Y
	12G	Field Beer	47	Y
	12H	Pumpkin Spice Beer	48	Y
	12I	Pumpkin/Squash Beer	48	Y
	12J	Chocolate or Cocoa Beer	49	Y
	12K	Coffee Beer	50	Y
	12L	Chili Pepper Beer	50	Y
	12M	Herb and Spice Beer	50	Y
	12N	Specialty Honey Beer	52	Y
12O	Smoke Beer	59	Y	
Specialty & Experimental	13A	American-Style Barley Wine Ale	15	Y
	13B	American-Style Wheat Wine Ale	15	
	13C	American-Style Sour Ale	16	Y
	13D	Bamberg-Style Helles Rauchbier	37	
	13E	Bamberg-Style Maerzen Rauchbier	37	
	13F	Bamberg-Style Bock Rauchbier	37	
	13G	American-Style Malt Liquor	41	
	13H	Session Beer	43	Y
	13I	Brett Beer	53	Y
	13J	Mixed-Culture Brett Beer	53	Y
	13K	Ginjo Beer or Sake-Yeast Beer	54	
	13L	Fresh Hop Beer	54	Y
	13M	Aged Beer	56	Y
	13N	Experimental Beer	57	Y
	13O	Experimental India Pale Ale	57	Y
	13P	Historical Beer	58	Y
	13Q	Wild Beer	59	Y
	13R	Other Strong Ale or Lager	60	Y
	13S	Gluten-Free Beer	60	Y
13T	Specialty Beer	51	Y	
13U	Other Low Alcohol Ale or Lager	BGNZ Guide	Y	
No, Low & Reduced Alcohol	14A	Non-Alcoholic Malt Beverage	61	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	55	Y
	15B	Wood- and Barrel-Aged Sour Beer	55	Y

Appendix C: PACKAGING AWARD DELIVERY LABEL



**BREWERS
GUILD**
OF NEW ZEALAND

DELIVER TO:

**NEW ZEALAND BEER AWARDS
c/o GVI LOGISTICS 3PL
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:**