



# ***2010 World Beer Championships Packaging Competition***

---

## ***The Beverage Testing Institute announces: The 2010 World Beer Championships Packaging Competition***

The World Beer Championships is one of the largest beer competitions in North America. It is year-round, independent, and one of the most effective marketing platforms for beers in the marketplace.

The contest is open to all commercially produced beers whether or not they were entered into the 2010 World Beer Championships tastings. The judges will be experienced representatives from top design firms, retailers, and nightclubs. Registration form and samples are due by **December 23rd**.

There will be four categories of competition:

**Label Design, Bottle Design, Carrier/Gift Box Design, and Case Design.**

Entries in each category will be scored on the basis of the following design elements:

***Creativity***—Fresh and original concepts and execution

***Graphic Design***—Images, text, and arrangement thereof

***Form***—Shape, texture, and mass

***Style***—Relationship of the package elements to the character of the product and its projected image

***Functional Innovation***—Technological, pragmatic, and design breakthroughs

**One Gold, Silver, and Bronze Medal will be awarded to the winners of each of above categories.**

The competition will be for standard, commercially available beer package presentations. Please complete the enclosed form and fax it back to BTI at **312-226-7858**. Ship one example of each entry to: BTI, 910 W. Van Buren Suite 5000, Chicago IL 60607. Results will be sent out to participants at the end of January, 2011. Products that do not receive a medal will not be published.

### **What this means for you...**

Gold, Silver, and Bronze medalists will receive frameable award certificates

Multi-media distribution of the results in:

- *Tastings.com* (over 75,000 unique users per month.)
- *Restaurant Hospitality Magazine*, the nation's largest restaurant magazine with a readership of over 100,000 restaurateurs, bar managers, and beverage buyers.
- Press release to national food and beverage media in late January.

Ability to license World Beer Championships name, results, and logos for P.O.S. and marketing materials.

**Any Questions? Contact Catrina Cerny 312-226-7857  
ccerny@tastings.com**



# 2010 World Beer Championships Packaging Competition

## 2010 Packaging Competition Entry Form

Samples must arrive by December 23rd Fax this completed form back to 312-226-7858 by December 23rd.

Sample Shipping & Payment Address: BTI, 910 W. Van Buren, Ste.5000, Chicago IL. 60607

Direct any questions to Catrina Cerny. Tel: 312-226-7857; email: ccerny@tastings.com

### 1) Product Information: (If you are entering multiple beers, please use a separate form for each)

Complete Beer Name:.....
Brand Name:.....
Beer Style:.....
Commercial Brewery or Producer Name:.....
Nation and area of origin (if applic):.....
Alcohol %:.....
Designer:.....
Design Firm—Name and Location:.....

**Categories Entered:**  Paper Label  Bottle  Four-or-Six Pack Carrier  Case  Gift Box

(For label or bottle entries, ship **two** bottles. For carrier or case entries, ship **one** empty carrier or case.)

### 2) Payment:

**\$50 per category entered per product** (e.g. \$50 for a label entry; \$100 for a label & case entry)

Payment is due before results are released. US currency only. Make checks out to BTI.

Check enclosed  Check sent separately  Mastercard  Visa  Amex

Card number..... Expiration Date.....

Cardholder name printed clearly.....

### 3) Entered by: Results will be sent to this person by mail.

(Please make corrections as needed)

Name: ,
Company:
Address:
City/St/Zip:
Tel:
Fax:
E-mail:
URL:

To stop receiving faxes about upcoming reviews, please check this box  and fax back to 312-226-7858