



2010 World Beer Championships Packaging Competition

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

The World Beer Championships is one 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 beer packaging competition will take place **the week of December 28th**. The contest is open to all commercially produced beers whether or not they were entered into the 2009 World Beer Championships tastings. The judges will be experienced representatives from top design firms, retailers, and nightclubs.

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 **800-238-7972**. Ship one bottle 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 Products that do not receive a medal will not be published.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 60,000 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 2010.

Ability to use 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**



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2010 Packaging Competition Entry Form

Samples must arrive by December 18th. Fax this completed form back to 800-238-7972 by December 17th.

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 800-238-7972