



2011 World Beer Championships Packaging Competition

The Beverage Testing Institute announces: The 2011 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 2011 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 2nd**.

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 2012. Products that do not receive a medal will not be published.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 2012.

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

**Any Questions? Contact Tom Sulinski 312-226-7857
tsulinski@tastings.com**



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2011 Beer Packaging Competition Entry Form

Samples must arrive no later than December 9th. Fax this completed form back to **312-226-7858** by **December 2nd.**

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

Direct any questions to Tom Sulinski. Tel: 312-226-7857; email: tsulinski@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