

CONCOURS MBIÈRE GREG NOONAN

GREG NOONAN MBEER CONTEST

EXHIBITOR



Registration Deadline
March 22, 2024

As part of the festival's 30th edition, the Mondial de la Bière of Montreal presents the 16th edition of the Greg Noonan MBeer professional beer tasting contest with an international jury. Mario D'Eer designed this competition in 2005 in collaboration with the Mondial de la Bière of Montreal's administration. This competition will be held on May 24th and 25th, 2024 at the Mondial de la bière of Montreal.

A UNIQUE COMPETITION!

The Greg Noonan MBeer Contest of Montreal's Mondial de la Biere festival is a completely original competition that distinguishes itself in two ways:

- A: There are no predetermined categories – this is part of the evaluation process.**
- B: The evaluation is based essentially on the beer's intrinsic qualities.**

There is a great variety of styles available in the world of beer. It is relatively easy to make the distinction between a German Pilsner and an Irish Stout, but not so easy when presented with a Pale Ale and an India Pale Ale. The line between these two neighboring styles is often obscure.

One of the cornerstones of the Greg Noonan MBeer Contest is the elimination of references to a specific style as a judging criteria for the beers in competition.

In this way, each beer will be judged according to its most charming and seductive characteristics.

Mondial de la Biere of Montreal will award, for the 16th edition of the Greg Noonan MBeer Contest:

1 Platinum medal and certificate for the beer with the contest's overall highest point count and **10 Gold medals** and certificates for the next 10 beers that obtain the highest point count by the judges.

INTERNATIONAL JURY

Judging sessions will be held on May 24 and 25, 2024 at the Mondial de la bière site. The jury consists of 6 to 9 professionals from the international brewing community as well as one substitute judge in case of last minute cancellations or unexpected occurrences. Judges will not have any beers registered in the competition. The Judges' list will be announced at a later date.

ELIGIBILITY AND EVALUATION

BEERS ELIGIBLE FOR THE COMPETITION

It is forbidden to submit a competitor's beer to the Greg Noonan MBeer Contest.

Only cans, bottles and draught beers available for sale or that will be available within 2 months of the contest, in convenience stores, beer outlets, groceries and/or the SAQ are eligible, except beers brewed specially for the 30th anniversary of the Mondial de la Biere festival.

A minimum quantity of 20 liters (0.2 hectoliter) must be available during the event for public tasting purposes.

JUDGING METHOD

A: Each brand in the competition will be blind tasted by at least 3 beer experts.

B: Beers in the competition will be evaluated according to their intrinsic qualities.

All judges will use the same evaluation form provided by the Mondial de la Biere of Montreal.

C: Evaluations will be conducted on an individual basis and not in groups. There will be no discussion between judges about any beer being tasted.

D: Visual appearances are not evaluated.

E: Tasting glasses: Each judge will use a tasting glass.

ELIGIBILITY AND EVALUATION

THE JUDGING AREA

All judging will be carried out in a predetermined space. The tasting area will be arranged to minimize all extraneous factors.

PROCEDURE

A: Each beer will be identified with a number.

B: The festival's staff will pour the beer samples and serve them to the judges. The judges will not see the product and will not be able to determine its origin.

C: Each judge will receive flights of 3-4 different beers to evaluate. The beer styles may be similar or very different. Beers will be served in a predetermined order by our experts. Judges will evaluate a maximum of 24 different beers per session.

D: Each judge decides whether or not to swallow the beer under evaluation.

E: Each judge will have the following available to help the tasting process: White baguette bread, black coffee beans for rinsing the sense of smell and flavor, referential sheet and water.

JUDGING PROCEDURES — BEERS

Bottled, canned or draught beers in growler only: Each exhibitor must submit a minimum of two samples and a maximum of 3L of the same batch to the contest.

Beers can be delivered **between May 10 and May 16 to the Mondial de la Biere's head office – 2236 Beaubien East, Montreal, Qc** – or on **May 23 from 1:00 p.m. to 5 p.m. at Administration Office at the Windsor Station** and brought to the Supplies Department.

Beer evaluation takes place between **8 a.m. and 5 p.m. on May 24 and 25**; product will be removed from competition and the registration fees will not be reimbursed if the beer has not been delivered in time: **May 23 before 5 p.m.**

VERY IMPORTANT: Each exhibitor must provide pro forma invoice(s). Without the invoice(s), the beer(s) will not be submitted for evaluation. You can either send the invoice via email to:

info@festivalmondialbiere.qc.ca or hand it in person at the moment of delivery. Note: this pro forma invoice won't be paid.

PARTICIPATION TERMS

For each beer submitted, the participant will receive (UPON REQUEST) the evaluation sheet.

This task will be carried out during 2024-2025 and sent, at the latest, before the next Greg Noonan MBeer Contest.

Winners will receive a certificate and medal if the beer wins a platinum or one of the 10 gold medals. **The list of beers in competition is confidential and will not be revealed.** The list of winners will be communicated to the media, including trade media specialized in the beer sector.

REGISTRATION FEES

\$75 for the first registered beer and \$50 per additional beer (+ taxes).

POLICY STATEMENT

The *Greg Noonan MBeer Contest* is an independent blind tasting competition.

- Participation in the *Greg Noonan MBeer Contest* is open to all exhibitors on a voluntary basis.
- Contest participants must pay registration fees.
- All beers available for distribution, actually or that will be in 2 months, in groceries, convenience stores, beer outlets and/or the SAQ are eligible except beer brewed specially for the 30th edition of the Mondial de la Biere.
- Registration fees cover administration of tests, analysis, and publication of results in the media, etc.

Following the awards ceremony, participants are authorized to use the logo of the *Greg Noonan MBeer Contest* on their products with a mention of the medal and the year.

Platinum medal: Overall winner – 1 medal awarded yearly – by best result.

Gold medal: 10 Gold medals awarded yearly for the next 10 best results.

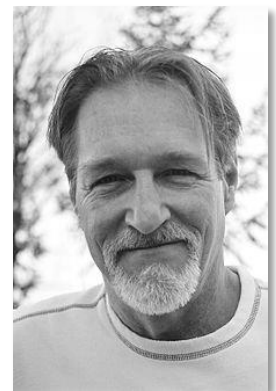
- All beers will be evaluated in a predetermined order by our experts.
- The tasting area will be arranged to minimize all extraneous factors.
- Judgments are carried out individually with no group discussion.
- Judges are only aware of the beer identification number.

Judges will not know the product, its origin nor its packaging, and will conduct tastings in clear and/or tinted glasses.

WHO IS GREG NOONAN?

Greg Noonan was a pioneer in home-brewing methodology in USA, an acclaimed brewing author, a co-founder of one of the first brewpubs in New England (Vermont Pub & Brewery, Burlington, VT), an innovator in professional brewing techniques and a truly great friend! He helped a lot of brewers on both side of the border (Québec–USA).

This is a tribute to an amazing human! Cheers Greg!



Greg Noonan 1951- 2009



Judge's initials in print
letters:

Beer's identification number:

EVALUATION FORM

Content of evaluation for each beer

Date : _____

1 - AROMAS

a) Description
(mandatory)

b) Evaluation: from 1 – 5 (circle your answer)

1 : Bad 2 : Bland 3 : good 4 : very good 5 : excellent

2 - Taste

a) Description
(mandatory)

b) Evaluation: from 1 – 5 (circle your answer)

1 : Bad 2 : Bland 3 : good 4 : very good 5 : excellent

3 - Spreading (*taste, after-taste and finish*)

a) Description
(mandatory)

b) Evaluation: from 1 – 5 (circle your answer)

1 : Bad 2 : Bland 3 : good 4 : very good 5 : excellent

4 - Pleasure procured by this beer, according to its style

a) Description
(mandatory)

b) Evaluation: from 1 – 5 (circle your answer)

1 : Bad 2 : Bland 3 : good 4 : very good 5 : excellent