



*Registration deadline
April 30th, 2010*

As part of the festival's 17th edition, the Mondial de la bière presents the MBeer professional beer contest's fifth edition. Judged by an international Jury, this competition was designed in 2005 by Mario D'Eer in collaboration with the Mondial de la bière's administration. The contest will be held during the Mondial de la bière festival, between June 2nd and 4th of 2010.



Concours MBière — MBeer Contest

Mondial de la bière, 2236 Beaubien East, Montréal (Québec), Canada, H2G 1M7.
Phone: 1 514 722-9640 **FAX: 1 514 722-8467** Email: mbiere@globetrotter.net

www.festivalmondialbiere.qc.ca



Concours MBIère — MBeer Contest

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INTRODUCTION

The Mondial de la bière's *MBeer Contest* is a completely original competition distinguished by two things:

A: There are no predetermined categories – this is part of the evaluation process.

B: The evaluation is based essentially on the intrinsic qualities of the beer.

There are 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 latter two neighbouring styles is often obscure.

One of the cornerstones of the *MBeer Contest* is the elimination of the reference to a style as a judging category for the quality of the beers in competition.

The evaluation of each beer in competition will proceed in two steps:

A: The establishment of a style, identified by the judge.

B: Beer judging according to the style identified.

In this way, each beer will be judged according to its most charming and seductive characteristics. ⁽¹⁾

The Mondial de la bière will award, for the fifth edition of the *MBeer Contest*:

a Platinum medal for the beer that receives the highest point count during the contest, along with a maximum of 10 Gold medals for the 10 beers that obtain the highest point count within the styles established by judges.

This way of proceeding will undoubtedly shake up definitions and pre-established notions of beer styles, and we are aware of this. The blind judging which will be carried out as part of this contest will contribute to the development of more precise definitions of styles.

*(1) Note:
The final jury must decide if certain beers should be eliminated due to a prejudicial gap between the named style of the beer and the style as it tastes.*

e.g: a blond mistaken for a lambic.

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ESTABLISHMENT OF CATEGORIES (STYLES)

Each beer in competition will be evaluated by a minimum of three independent judges. Each judge will first determine the style of beer which best describes the beer, and then will carry out a judgment of the beer accordingly.

It is thus possible that each judge will classify the same beer in different categories. In this case, the beer will be entered in all the categories in which it is classified! However, it doesn't matter how many categories of beer it may be classified in, it will be eligible only to win one medal.

JUDGING METHOD

A: Each brand in competition will be blind tasted by a minimum of 3 beer experts.

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

All judges will use the same evaluation form provided by the Mondial de la bière.

C: Evaluations will be conducted on an individual basis and not in groups.

There will be no discussion between different judges about a beer being tasted. ⁽²⁾

D: Visual appearances are not evaluated.

E: Tasting glasses: a standard tasting glass (INAO-like, 4 ounces) will be used by each judge.

*(2) Note:
The final jury
may discuss
certain points on
whether some
beers should be
eliminated due to
doubts over
contamination of
the product.*

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JUDGING PROCEDURE

BEERS

Draft beer: A pitcher will be collected at the exhibitor's kiosk at the festival by a festival employee. The beer must be served and evaluated within a maximum time of 15 minutes

Bottled beer: Each exhibitor must submit 6 to 10 bottles (6 bottles if of 750 ml. and over and 10 bottles of 330 ml. and over) from the same batch to the contest on **June 1st 2010**, the day preceding the opening of the festival.

The identification number must appear on the beer collected.

THE TASTING AREA

All judging will be carried out in a predetermined space. All dispositions regarding ideal judging conditions will be respected as far as possible in order to encourage maximum objectivity.

SESSION PROCEDURE

A: Each beer will be identified by an identification number.

B: Beer will be poured by a festival staff member and will be served to the judge.

The judge will not see the bottle and will not be able to determine in advance whether it is a draft or bottled beer.

C: Each judge will receive a series of three different beers to evaluate.

The styles of beer may be similar or very different. Beers will be served in random order. Each judge will have 15 minutes to carry out his/her evaluation, followed by a minimum of 5 minutes of rest. A maximum of 12 different beers will be evaluated by a judge during a session.

D: The judge decides whether or not to spit out beer under evaluation.

E: Each judge will have the following available, to help the tasting process:

- Distilled water for mouth rinsing
- Slices of white baguette bread
- Black coffee beans for rinsing the sense of smell.

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THE JURY

Tasting sessions will be held from June 2nd to the 4th of 2010.

Awarding of medals will be done on June 4th at noon at the Mondial de la bière.

PRESIDENT OF THE JURY

The President of the Jury will chose the final jury, if necessary, to discuss some points on whether some beers should be eliminated because of doubts over contamination of the product or other conflicts or unforeseen decisions.

In addition, the President is the representative of the international judges and will take part in the medal awarding at the MBIèreconference closing ceremony.

JUGES (3)

The judges are internationally renowned beer celebrities . They have been chosen and invited by the Mondial de la bière's administration. The number of judges is consenquential to the number of beers registered in the competition.

The 2010 jury⁽⁴⁾

The list is not exhaustive and can be modified at any time.

Judges' biographies will be available on our Web site.

PRESIDENT OF THE JURY

Eric Wallace

President and Co-Founder of Left Hand Brewery, USA

JUDGES

Mirella Amato

Beer Specialist, Writer and Judge, Canada

Don Burgess

Head Brewer, Founder of Freeminer Brewery, Technical Director SIBA, UK

Sylvain Cloutier

Substitute Judge, Canada

Philippe Gaïani

Beer Cocktail Specialist, France

Grady Hull

Assistant Brewmaster New Belgium Brewing Co., USA

Iacopo Lenci

Brewer of Brùton Brewery, Italy

Nathan McNutt

Brewer of the brewpub Réservoir in Montréal, Canada

Conrad Seidl

Beer Journalist and Writer, Austria

Paul Sullivan

Journalist and Author, USA

*(3) Note:
The final jury will be
chosen if necessary to
discuss some points
on whether some
beers should be
eliminated because of
doubts over
contamination of the
product or other
disputes or
unforeseen decisions.*

*The jury will be
chosen by the jury
chair and quorum
will be a minimum of
3 judges, excluding
the chair.*

*The judges
have none of their
beers in the contest.*

*(4) Note:
Judges' biographies
will be available on
our Web site*



JUDGING

REMINDER: *The judging takes place in two steps: ⁽⁵⁾*

A: The identification of a style for the beer being tasted.

B: Judging of the beer according to the identified style.

BEERS ELIGIBLE FOR THE CONTEST

It is forbidden to submit a beer from a competitor to the *MBeer Contest*. Participants must have registered with Mondial de la bière 2010.

Brands in competition must be currently available or available within two months after the competition, whether in the grocery stores, beer outlets, the SAQ or in any international market. Furthermore, a quantity of 100 liters (1 hectoliter) must be available for on-site tasting. during the event.

PARTICIPATION TERMS

FOR EACH BEER SUBMITTED, THE PARTICIPANT WILL RECEIVE (ON DEMAND):

A: The compilation of commentaries.

B: The compilation of evaluations.

*This work will be carried out during the 2010 festival and sent, at the latest, before the next **MBeer Contest**.*

*Winners will receive a certificate 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 divulged.** The list of winners will be communicated to the media, including trade media specialized in the beer sector.*

REGISTRATION FEES

\$75.00 for the first brand and \$50.00 per supplementary brand. (CAD)

*(5) Note:
In the identification of styles, the style written on the label will not be taken into account. Without a doubt, we expect some surprises.*

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POLICY STATEMENT

The *MBiere Contest* is an independent competition for blind tasting competition.

- Participation in the *MBiere Contest* is open to all on a voluntary basis.
- Contest participants must pay registration fees.
- Owners of brands for sale in Quebec or available under any international distribution are eligible.
- Registration fees cover administration of tests, analysis, and publication of results in the media.

Following the unveiling of results, participants are authorized to use the logo of the *MBiere contest* on their products with a mention of the prize received. The following information must be mentioned: the year the prize was won, the category, and the medal won.

Platinum medal: Overall winner - only one medal awarded every year-

Gold medal: Overall winner a maximum of 10 Gold medals
for the 10 beers that obtain the best result.

- All beers will be evaluated in random order by the judges.
- Each judge will not judge more than 12 beer samples per session, with a maximum of two sessions per day.
- The tasting space will be arranged to minimize all extraneous factors (smoke free, adequate lighting).
- Judgments are carried out individually with no group discussion.
- Judges are only aware of the beer identification number – applied randomly. *Judges will not know the beer brand, nor its origin nor its packaging, and will conduct tasting in transparent glasses.*

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JUDGE INITIALS IN BLOCK LETTERS:

BEER IDENTIFICATION NUMBER:



EVALUATION FORM

Content of evaluation for each beer

1 - **DATE:** _____

2 - **IDENTIFIED STYLE** (make the most appropriate choice according to your judgment)

- a) Clearly a: _____
b) Close to a: _____
c) Unclassifiable: _____

3 - **AROMAS**

- a) Description _____

b) Evaluation: from 1 – 5 (circle)

1 : BLAND 2 : GOOD 3 : VERY GOOD 4 : EXCELLENT 5 : EXCEPTIONAL

4 - **TASTE**

- a) Description _____

b) Evaluation: from 1 – 5 (circle)

1 : BLAND 2 : GOOD 3 : VERY GOOD 4 : EXCELLENT 5 : EXCEPTIONAL

5 - **SPREADING** (taste, after-taste and finish)

- a) Description _____

b) Evaluation: from 1 – 5 (circle)

1 : BLAND 2 : GOOD 3 : VERY GOOD 4 : EXCELLENT 5 : EXCEPTIONAL

6 - **PLEASURE GIVEN BY THIS BEER TAKING ACCOUNT OF ITS STYLE**

Evaluation: from 1 – 5 (circle)

1 : BLAND 2 : GOOD 3 : VERY GOOD 4 : EXCELLENT 5 : EXCEPTIONAL

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Registration Deadline April 30th, 2010

REGISTRATION FORM

Only one beer per form

Please photocopy or reprint this form for supplementary registrations.

Please print in block letters. Register by fax or mail.

Name _____ Title _____

Company name _____ Brewery name _____

MAILING ADDRESS

Adresse _____

City _____ Province/State _____ Postal/Zip Code _____

Country _____ Daytime phone _____ FAX _____

Email _____ Web site _____

METHOD OF PAYMENT - *an invoice will be mailed*

Cheque Cheque number _____

Visa MasterCard American Express

Credit card number _____ Expiry date _____

Name on card _____ Signature _____

I give permission for the use of my name and picture in any media account of this event.

Print name _____ Signature _____ Date _____

BEER — Please check.

FIRST REGISTRATION \$75.00 plus taxes ou **SUPPLEMENTARY REGISTRATION** \$50.00 plus taxes — (CAN)

Beer name _____ % alc. /vol. _____

Packaging Bottle Format: _____ ml./oz. Draft

Warranty

I warrant that the brand samples provided to the contest are equivalent products to those currently found or to be found on sale within 2 months after the competition whether in a grocery store, beer outlet, the SAQ or the international market.

Print name _____ Signature _____ Date _____

Reserved for the use of Mondial de la bière

Beer identification # _____

Return this form to: Mondial de la bière, 2236, rue Beaubien East, Montréal (Québec), Canada, H2G 1M7.

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