



## *Registration Deadline September 7<sup>th</sup>, 2010*

*As part of the festival's second edition, the Mondial de la bière of Strasbourg — Europe, presents the second edition of the professional MBeerEurope Contest with an international jury. This competition, which was designed by Mario D'Eer in 2005, in collaboration with the Mondial de la bière of Montreal's management, will be held during the Mondial de la bière of Strasbourg — Europe on October 21<sup>st</sup> and 22<sup>nd</sup>, 2010.*



## **Concours MBIèreEurope — MBeerEurope Contest**

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# Concours MBIèreEurope — MBeerEurope Contest

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## INTRODUCTION

The Mondial de la bière of Strasbourg — Europe. *MBeerEurope 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 *MBeerEurope Contest* is the elimination of references to a specific style as a judging criteria for 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. <sup>(1)</sup>

Mondial de la bière, Strasbourg — Europe will award, for the second edition of the *MBeerEurope Contest*:

1 Platinum medal for the beer that receives the highest point count during the contest, along with 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 three independent judges. Each judge will first determine the style of beer which best describes the beer, and will thereafter judge the beer accordingly.

It is 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 has classified for! However, it doesn't matter how many categories of beer it may be classified in, it will be eligible to win only one medal.

## JUDGING METHOD

**A: Each brand in competition will be blind tasted by 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, Strasbourg — Europe.**

**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. <sup>(2)</sup>**

**D: Visual appearances are not evaluated.**

**E: Tasting glasses: a standard tasting glass 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 Beers:** A pitcher will be collected at the exhibitor's kiosk during the festival by a festival employee. The beer must be served and evaluated within a maximum time of 15 minutes

**Bottled Beers:** Each exhibitor must supply 6 bottles from the same batch to the contest at the latest on **October 20<sup>th</sup> of 2010**, 2 days before the festival's opening.

*The identification number must appear on the beer collected.*

### THE JUDGING 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 15 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:**

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

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## THE JURY

Judging sessions will be held on October 21<sup>st</sup> and 22<sup>nd</sup>, 2010.

Awarding of medals will be done on October 23<sup>rd</sup> at 1:00 p.m. (to be confirmed) at the Mondial de la bière of Strasbourg — Europe.

### *The 2010 jury* <sup>(3)</sup>

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

#### **PRESIDENT OF THE JURY**

**Prince Luitpold von Bayern**

**Gentleman Brewer and Administrative Partner of König Ludwig International**

#### **Judges**

**Mark Burford, USA**

**Owner and Brewmaster of Blue Point Brewing**

**Marc-André Gauvreau, Québec**

**Vice-President founder**

**Jörgen Hasselqvist, Sweden**

**CEO of House of Ale AB and c/o Oliver Twist**

**Émile Jung, France**

**Head Chef of the restaurant le Crocodile and Author**

**Périco Légasse, France**

**Culinary Journalist**

**Michel Moortgat, Belgium**

**CEO of Duvel Moortgat**

**Lucy Saunders, USA**

**Author and Beer Cook**

#### **Substitute Judges**

**Mirella Amato, Canada**

**Expert, Journalist and Judge**

**Tony Forder, USA**

**Éditeur and Co-Publisher of Ale Street News**

**Sylvia Kopp, Germany**

**Beer Expert and Author**

*(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  
President of the jury  
and a quorum will be  
consisting of a  
minimum of 3 judges,  
excluding the  
President.*

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

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## JUDGING

**REMINDER:** *The judging takes place in two steps: (4)*

**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 *MBeerEurope Contest*. Participants must have registered with Mondial de la bière of Strasbourg — Europe 2010.

*Brands in competition must be currently available or will be within 2 months after the event, whether on local or any international market. Furthermore, a minimum quantity of 50 liters (0.5 hectoliter) must be available on site for public tasting purposes, 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 2010-2011 festival and sent, at the latest, before the next **MBeerEurope 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.*

(4) 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.*

### REGISTRATION FEES

€ 50.00 for the first beer and € 30.00 per additional beer.

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## POLICY STATEMENT

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

- Participation in the *MBeerEurope Contest* is open to all on a voluntary basis.
- Contest participants must pay registration fees.
- All beers available for 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 *MBeerEurope 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, all categories** that obtain the best result

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

- All beers will be evaluated in random order by the judges.
- Each judge will not judge more than 15 beer samples per session, with a maximum of two sessions per day.
- The tasting space 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 – applied randomly. *Judges will not know the product, nor its origin, nor its packaging, and will conduct tasting in transparent or colored 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 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 \_\_\_\_\_ (made out to Strasbourg Événements)

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**  € 50.00 plus tax and **ADDITIONAL REGISTRATION**  € 30.00 plus tax — (euros)

Beer name \_\_\_\_\_ % alc. /vol. \_\_\_\_\_

Packaging

Bottle

Draft

#### Warranty

*I warrant that the brand samples provided to the contest are equivalent products to those currently found or soon to be found on sale locally or internationally, with the same product name.*

Print name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

**Reserved for the use of Mondial de la bière of Strasbourg — Europe**

Beer identification # \_\_\_\_\_

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