CONCOURS MBIÈRE GREG NOONAN
GREG NOONAN MBEER CONTEST

EXHIBITOR

**Registration Deadline
May 23, 2025**

As part of the festival's 30th edition, the Mondial de la Biere 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 Biere of Montreal's administration. This competition will be held on June 20th, 2025 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 17th 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 June 20, 2025 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.

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 kegged beers (only in growlers): Each exhibitor must submit a minimum of two samples of each beer and a maximum of 3L per sample from the same batch.

You may deliver your bottle or can samples to the Mondial de la bière office – 2236 Beaubien East, Montreal, QC – **between June 9 and June 16, or directly to the Mondial de la bière site at Windsor Station on June 19 before noon at the administration office.**

Tastings will take place between 8:00 a.m. and 5:00 p.m. on June 20. If the beer(s) are not delivered by June 19 before noon, the beer will be disqualified from the competition, and the registration fee will not be refunded.

VERY IMPORTANT: each exhibitor must provide a pro forma invoice. No beer will be judged without an invoice.
You may send the invoice(s) by email to: info@festivalmondialbiere.qc.ca or hand them in when delivering the samples. Note: This pro forma invoice will not be paid.

Addresses:

Mondial de la bière, 2236 Beaubien Street East, Montreal, Quebec H2G 1M7

Windsor Station and Rio Tinto Courtyard, 1100 Avenue des Canadiens-de-Montréal, Montreal

PARTICIPATION TERMS

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

This task will be carried out during 2025-2026 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.
• 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.
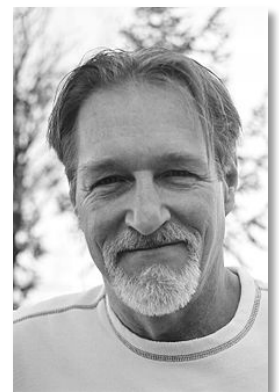**Gold medal: 10 Gold medals awarded yearly for the next 10 best results.**

• 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

EVALUATION FORM
Content of evaluation for each beer

Date : _____

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1 - **AROMAS**
a) Description
   (mandatory)

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

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

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2 - **Taste**
a) Description
   (mandatory)

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

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

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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 |

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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 |