

# Battle OF THE BREWS

SONOMA COUNTY 'S PREMIER CRAFT BEER EVENT

April 6th, 2019 - 1pm to 8pm

## INFORMATION FOR OUR SUPPLIERS REGARDING BATTLE OF THE BREWS 2019, <https://battleofthebrews.com/beer-vendor/>

### About Battle of the Brews

Battle of the Brews 2019, to be held Saturday, April 6, 2019 at the Sonoma County Fairgrounds, will celebrate all things craft beer! Brought to you by Active 20-30 of Santa Rosa, all proceeds will go directly to helping children in need in Sonoma County

#### **Our event will feature:**

- ✓ 2,000+ attendees
- ✓ 80+ breweries
- ✓ 20+ restaurants & food vendors
- ✓ Live music

### About the VIP Craft Cup

This year we will continue Battle of the Brews' VIP Craft Cup Competition, which has become Sonoma County's largest craft brew competition. Industry-leading judges will set out to name the true winner of Battle of the Brews, the Craft Cup Best in Show, along with category favorites and winners, while event attendees have the opportunity to declare the "People's Choice Award" winner for the best beer of the VIP portion of the event.

For \$100, attendees to the VIP Craft Cup will enjoy all-inclusive access to:

- Special edition and limited release craft brews only available during the Craft Cup
- Free food tastings at the Craft Cup Food Competition, a gourmet food competition
- Opportunities to meet brewmasters and brewery representatives in an intimate setting
- Shorter lines and early access to the event (held three hours before the Main Event)
- The chance to win one-of-a-kind raffle prizes or bid on unique silent auction items
- Live entertainment from one of Sonoma County's most popular bands
- Free access to the Main Event

### Basic Overview for Suppliers

For those pouring during the Craft Cup, we encourage special edition or limited-release craft beer, whereas the Main Event is primarily the flagship or mainstream/popular beer. Following is a brief summary of what to expect:

# Battle OF THE BREWS

SONOMA COUNTY 'S PREMIER CRAFT BEER EVENT

April 6th, 2019 - 1pm to 8pm

## INFORMATION FOR OUR SUPPLIERS REGARDING BATTLE OF THE BREWS 2019, <https://battleofthebrews.com/beer-vendor/>

**Where/When/Time:** The VIP Craft Cup kicks off at 1pm Saturday, April 6, 2018 at the Sonoma County Fairgrounds (1350 Bennett Valley Road in Santa Rosa, CA); the Main Event commences at 4pm, with the event ending at 8pm (*taps shut off at 7pm*).

**How to sign-up to pour during the VIP Craft Cup:** Please fill out a basic "intent to enter" form by visiting: <https://battleofthebrews.com/beer-vendor/>. From there, event organizers will follow-up with a welcome message, answer any questions you may have and open a line of communication to receive updates or follow-up between now and the day of the event.

**Supplying Beer:** We request a keg per beer served. If you are bringing a specialty beer for VIP Craft Cup, and are bringing a smaller size due to limited availability, you are welcome to do so (most breweries will have 2-3 beers served).

**Receiving Tickets:** Event organizers do not provide physical event tickets to participating suppliers. We ask that each supplier provide us with a list of whom will be pouring/helping with the booth ahead of time so they can be put on a guest list and provide them with vendor passes the day of the event (limit 4 vendor passes per brewery).

**Setting-Up and Preparation:** Organizers will provide one table per brewery. Suppliers are responsible for jockey boxes, CO<sub>2</sub> and all associated equipment. Organizers will provide suppliers with ice before doors open to the event, along with spill buckets. We encourage early set-up if possible (*NOTE: The VIP event starts at 1pm on Saturday, April 6<sup>th</sup>; event organizers will be on-site by 8am, and all brewers must have their stations set-up by 12pm for a mandatory fire inspection; suppliers may also arrive at the Sonoma County Fairgrounds on Friday night if they wish to set-up early*)

**Note for those attending:** Given that the suppliers or their representatives are bringing the beer to the event, organizers encourage those suppliers or representatives to also have fun during the event. This is what sets the event apart from others, so if organizers can keep the suppliers happy, we hope you'll return! Suppliers and their representatives are welcome to enjoy food, live music and beverages (at a minimum, water will be available for those working) – our goal is to make the event an enjoyable experience for all...that includes the suppliers!

### **About the BJCP (Beer Judge Certification Program) Competition**

Modeled after great beer and microbrew competitions from around the world, the Craft Cup will feature dozens of renowned breweries and brewmasters who compete head to head in a juried competition known as the BJCP (Beer Judge Certification Program) Competition. While patrons enjoy craft beers during the VIP Craft Cup, behind the scenes,

# Battle OF THE BREWS

SONOMA COUNTY 'S PREMIER CRAFT BEER EVENT

April 6th, 2019 - 1pm to 8pm

## INFORMATION FOR OUR SUPPLIERS REGARDING BATTLE OF THE BREWS 2019, <https://battleofthebrews.com/beer-vendor/>

BJCP judges will conduct rounds of blind beer tastings to determine category winners. Last year, we had roughly 25 judges at 10 different tables sample 75-80 BJCP entries. Traditionally, categories are not determined until the final days leading up to the event. As a point of reference (while keeping in mind categories will be determined based on the variety of entries), last year's BJCP category awards included:

- Best American IPA
- Best Specialty IPA
- Best Porter/Stout
- Best Strong American Ale
- Best Lager
- Best American Ale
- Best European Ale
- Best Fruit/Wood/Special Ale
- **Best in Show (guaranteed category)**

For those interested in participating in the BJCP Competition, we ask that the same "intent to enter" form be filled out on the event website, <https://battleofthebrews.com/beer-vendor/>. From there, event organizers will follow-up with pertinent information and follow-ups.

For more information about BJCP, BJCP guidelines can be accessed by visiting: [https://www.bjcp.org/docs/2015\\_Guidelines\\_Beer.pdf](https://www.bjcp.org/docs/2015_Guidelines_Beer.pdf).

All BJCP entries will be judged on a 50-point system, focusing on:

- ✓ Body: 0-5 points
- ✓ Appearance: 0-6 points
- ✓ Bouquet/Aroma: 0-10 points
- ✓ Drinkability & Overall Impression: 0-10 points
- ✓ Flavor: 0-19 points

Entry forms for the BJCP Competition must be received by **Friday, March 15, 2019**; physical entries (the beer itself) must be received by **Friday, March 29, 2019**. Bottle entries are highly encouraged; cans are also acceptable (please no growlers or keg samples; they are too perishable and risk compromising the quality of the entry). Each competition entry shall consist of a minimum of six 12oz bottles/cans or four 24oz bottles/cans.