

The BBI Drinks Competition



For Ales, Lagers, Ciders, Waters and Soft Drinks

Open to all UK and Foreign Producers, Bottlers, Canners, Packers and Agents

The annual BBI Drinks Competition allows producers of Ales, Lagers, Ciders, Waters and Soft Drinks to enter their products for blind tasting. With multiple product classes and industry-recognised awards for winners it is an ideal platform to gain product distinction.

For more information on the competition please see our website www.bbi.org.uk or contact us +44 (0)1264 326478

Ales, Lagers & Ciders

Class A	Ales, abv 1.0% - 3.9%
Class B	Ales, abv 4.0% - 4.9%
Class C	Ales, abv 5.0% - 5.9%
Class D	Ales, abv 6.0% - 7.4%
Class E	Ales, abv 7.5% and above
Class F	Alcoholic Ginger Beers
Class G	Lagers, abv 4.5% - 5.4%
Class H	Ciders, abv 4.0% - 5.4%
Class I	Ciders, abv 5.5% and above
Class J	Ciders, non-Apple or Flavoured
Class K	Packaging

Waters & Soft Drinks

Class N	Natural Mineral Water - Still
Class O	Natural Mineral Water - Sparkling
Class P	Spring Water - Still
Class Q	Spring Water - Sparkling
Class R	Natural Mineral/Spring Water - Flavoured
Class S	Ginger Beer
Class T	Flavoured Soft Drinks
Class U	Adult Soft Drinks
Class V	Organic Soft Drinks
Class W	Packaging

Judging takes place from **24th – 26th July 2012** and only the names of winning competitors will be published after the event. 'Gold' and 'Silver' Medals and Diplomas for Excellence will be awarded in each Class.

Rules and Conditions

1. The competition will be judged by a panel of experts during an anonymous, independent blind tasting.
2. A 'Gold' Medal and Certificate will be awarded for the outstanding product(s) in each Class, and a 'Silver' Medal and Certificate will be awarded to the runner(s) up. Diplomas of Excellence will be awarded for other especially meritorious products in each Class. The Judges have the right to withhold any prize or award if they consider there is insufficient merit.

Only the names of winning competitors will be published after the event

3. The entry fee is £95 + VAT for a competitor's first entry to any of the categories and £70 + VAT for each additional entry. VAT is charged at 20%. There is no limit to the number of entries.
4. Any product entered for the blind tasting may be entered in the packaging classes upon payment of a supplementary entry fee of £50 + VAT per product entered.
5. Each competitor must send a total of 4 bottles or cans for each product entered. For the blind tasting classes two of these bottles or cans must have no distinguishing marks whatsoever on the bottle,

can, lid or seal except a small stick-on identity label supplied by the BBI. The other two bottles or cans must be normally dressed products as sold on the open market. All samples are non-returnable.

6. Entrants to the Packaging Classes must supply one additional dressed product with the supplied identity label applied to the underside of the container.

7. Samples must be despatched to: **The British Bottlers' Institute, 2012 Competition, 53 Basepoint, Caxton Close, East Portway, Andover, Hampshire SP10 3FG** (Tel: + 44 (0) 1264 326480) to arrive between **16th – 19th July 2012**, during normal working hours. Packages must be clearly marked 'BBI Competition 2012' with the name of the competitor and Class entered. A list of all your entries detailing all of your products and identity numbers must accompany your competition entries.

8. The British Bottlers' Institute cannot be held responsible for the loss or late arrival of samples.

9. Packing, freight charges, duty and VAT are to be paid by competitors. Overseas competitors are responsible for all charges up to delivery at the delivery point, together with any currency exchange commission or other charges, including those levied in the UK.

