



DECEMBER 15, 2011

WORLD BEER COMPETITION:

IT IS QUITE AN ACCOMPLISHMENT TO BE SELECTED AS THE “WORLD’S BEST” IN “THE WORLD’S LARGEST BEVERAGE COMPETITION”™. MORE SO WHEN THIS HONOR IS BESTOWED UPON YOUR BRAND BY A PANEL OF INDUSTRY PROFESSIONALS REPRESENTING ALL AREAS OF THE GLOBE, RATHER THAN JUST A SPECIFIC COUNTRY OR INDIVIDUAL COMMUNITY AS IS SO OFTEN SEEN. THE BEVERAGE WINNERS LISTED BELOW ARE IN FACT THE PINNACLE OF THEIR FIELD, THE CRÈME DE LA CRÈME, INCOMPARABLE IN QUALITY, VALUE AND INGENUITY. YOU COULD SEARCH THE PLANET AND NOT FIND A FINER GROUP OF PRODUCTS TO BE SURE, AND THIS WE KNOW BECAUSE WE COMPLETE THIS TASK EVERY YEAR!

OUR COMPETITION:

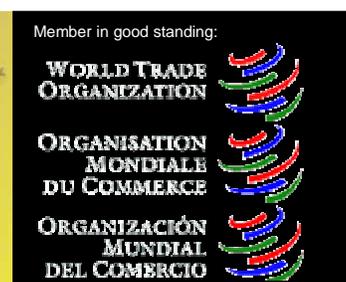
THE WORLD'S LARGEST BEVERAGE COMPETITION: BEVERAGES FROM AROUND THE WORLD PARTICIPATE IN THE WORLD BEVERAGE COMPETITION FOR MANY REASONS. INTEGRITY, PRESTIGE, HONOR AND SUCCESS ARE WORDS BEST USED TO DESCRIBE THE EFFECT THAT BEVERAGE BRANDS ENJOY AFTER RECEIVING AN AWARD FROM THIS TIME-HONORED COMPETITION. THE WORLD BEVERAGE COMPETITION WAS FOUNDED ON THE PREMISE THAT BEVERAGE PRODUCTS SHOULD BE JUDGED NEITHER BY THE STRENGTH OF THEIR MARKETING, NOR THE BUDGET OF THEIR SALES FORCE; BUT RATHER ON THE QUALITY AND INNOVATION OF THE PRODUCT ITSELF. THE TRADITION CONTINUES AS WE HAVE RECENTLY EXPANDED THE NUMBER OF BEVERAGE CATEGORIES TO COVER THE FULL SPECTRUM OF PRODUCTS AVAILABLE IN THE WORLD TODAY. OUR COMPETITION HAS GIVEN BEVERAGE BRAND OWNERS SPANNING THE GLOBE THE CHANCE TO COMPETE ON AN EVEN PLAYING FIELD.

ALL PRODUCTS SUBMITTED TO THE WORLD BEVERAGE COMPETITION ARE TASTE TESTED BY A PANEL OF JUDGES WHO...

...ARE INDUSTRY PROFESSIONALS FROM 6 DIFFERENT CONTINENTS; NOT CELEBRITIES, BEVERAGE RETAILERS OR PUBLIC FIGURES WHOM MAY SHOW PARTIALITY TOWARDS A PARTICULAR BRAND.

...ARE NOT ANNOUNCED TO THE PUBLIC, AS THIS LEADS TO UNDUE INFLUENCE FROM BRAND OWNERS AND THE MEDIA, WHICH RESULTS IN ISSUES OF CREDIBILITY FOR THE COMPETITION.

...DO NOT SEE THE PACKAGING OR KNOW THE BRAND NAME PRIOR TO DOCUMENTING AND SUBMITTING THEIR TASTING SCORECARDS FOR THE COMPETITION.





OUR PROCESS:

BEHIND CLOSED DOORS, IN A TASTING ROOM CLOSED TO BRAND PARTICIPANTS AND THE PUBLIC, THIS “DOUBLE-BLIND” TASTE TEST METHOD IS ONE THAT IS MOST EFFECTIVE IN PROVIDING HONEST OPINIONS FROM THE PANEL. THE PRODUCTS ARE ALL BROUGHT TO THEIR OPTIMUM TASTING TEMPERATURE, THUS ASSURING THE PANEL THE SAME SENSATION OF TASTE THAT IS RECEIVED BY THE GENERAL POPULOUS.

THE PACKAGING EVENT OCCURS AFTER THE TASTING EVENT PROCESS HAS BEEN COMPLETED, WHICH GIVES THE HIGHEST LEVEL OF CONTROL OVER THE TASTING PANELS' OPINIONS DURING THE TASTING PHASE. ONLY AFTER ALL JUDGING IS COMPLETE AND ALL SCORES ARE TALLIED ARE ANY OF THE RESULTS OR INFORMATION ABOUT THE COMPETITION RELEASED TO THE INTERNATIONAL PRESS.

NOW THE RESULTS ARE FINALLY IN; AFTER MORE THAN 20,000 MILES OF TRAVEL FOR THE JUDGING PANEL, THE COMPETITION HAS FINALLY COMPLETED! THIS YEAR PLAYED HOST TO MORE ENTRIES THAN ANY YEAR PRIOR. MANY BRAND OWNERS COMPETED WITH THEIR ENTIRE ARSENAL OF PRODUCT OFFERINGS, YET IN THE END IT SEEMS THAT THE BEST QUALITY CAME FROM A SMALL GROUP OF MANUFACTURERS WHOM HAVE HONED THEIR CRAFT TO BECOME THE “WORLD’S BEST”.

**WE ARE PROUD
TO PRESENT TO THE WORLD,
THE WINNERS OF THIS YEARS
COMPETITION:**



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BEVERAGECOMPETITION.COM

WORLD SPIRITS COMPETITION
SPIRITSCOMPETITION.COM

WORLD WINE COMPETITION
WINESCOMPETITION.COM

WORLD BEER COMPETITION
BEERCOMPETITION.COM

Member in good standing:

WORLD TRADE ORGANIZATION

ORGANISATION MONDIALE DU COMMERCE

ORGANIZACIÓN MUNDIAL DEL COMERCIO





WORLD BEER COMPETITION

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TASTING AWARDS: LAGER / LIGHT LAGER



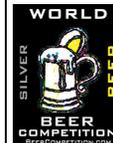
PLATINUM
"BEST OF SHOW"
Pikes Peak Light

Origin: USA

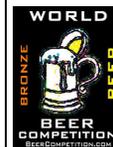
Judges Notes: "Goes down smooth and has enough hoppy flavor to hold it's own."



GOLD:
Belgium's Best Belgium



SILVER:
Laggard England



BRONZE:
Sykorski Poland

WORLD BEER COMPETITION

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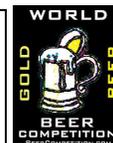
TASTING AWARDS: PILSNER / INDIA PALE ALE



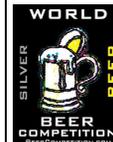
PLATINUM
"BEST OF SHOW"
Olde India

Origin: India

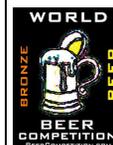
Judges Notes: "This IPA is as authentic as you can be, a real winner."



GOLD:
Pilsna Madness Canada



SILVER:
Crestridge IPA England



BRONZE:
Messerschmitt Germany



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TASTING AWARDS: DARK AMBER / BROWN ALE / PORTER



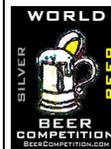
PLATINUM
"BEST OF SHOW"
Heidelberg Alps

Origin: Germany

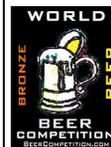
Judges Notes: "OOOM-PA PA!"



GOLD:
King Tut's
Egypt



SILVER:
Bosphor
Turkey



BRONZE:
Nit Brown
Switzerland

WORLD BEER COMPETITION

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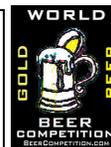
TASTING AWARDS: ALE / ENGLISH / AMERICAN / SCOTTISH / IRISH



PLATINUM
"BEST OF SHOW"
Ire O'Donnell

Origin: Ireland

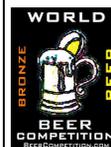
Judges Notes: "The luck of the Irish was not needed to win best of show, it was all in the brew already."



GOLD:
New America
USA



SILVER:
Minfritong
Mongolia



BRONZE:
Alley Cat
USA



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WORLD TRADE ORGANIZATION

ORGANISATION MONDIALE DU COMMERCE

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WORLD BEER COMPETITION

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TASTING AWARDS: DARK AMBER / STOUT



PLATINUM
"BEST OF SHOW"

Diesel

Origin: USA

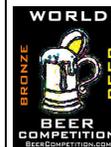
Judges Notes: "So dark you almost need a fork and knife to drink it, but it really makes for an enjoyable experience."



GOLD:
Amber Waves
USA



SILVER:
Euro Trash
Germany



BRONZE:
Russian Pride
Russia

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TASTING AWARDS: WHEAT / RYE / WHITE

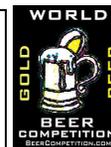


PLATINUM
"BEST OF SHOW"

Germania Wheat

Origin: Germany

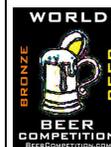
Judges Notes: "The sweet and crisp taste of this wheat beer won over the entire panel of judges."



GOLD:
Rye Guy
USA



SILVER:
T's Double White
England



BRONZE:
Suknuk Maltrah
Pakistan



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Member in good standing:





AND SO ANOTHER YEAR PASSES, ANOTHER COMPETITION UNFOLDS, AND ANOTHER BATCH OF “WORLD’S BEST” PRODUCTS ARE UNVEILED TO THE PUBLIC AROUND THE GLOBE. THE INTENSE SCRUTINY BY WHICH THESE PRODUCTS ARE JUDGED PAYS TRIBUTE TO THE QUALITY DERIVED FROM THE MANUFACTURERS OF THESE GOODS. NO OTHER BEVERAGE COMPETITION GOES TO THE LENGTHS THAT THE WORLD BEVERAGE COMPETITION STRIVES FOR TO INSURE A FAIR, COMPLETE AND LEVEL COMPETITION FOR ALL THE ENTRANTS. THE WORLD BEVERAGE COMPETITION IS A MEMBER IN GOOD STANDING OF THE WORLD TRADE ORGANIZATION AND COMPLIES WITH ALL INTERNATIONAL LAW. WITH THESE SAFEGUARDS IN PLACE, IT IS NO WONDER WHY THE WORLD BEVERAGE COMPETITION IS ACCREDITED AS THE PREMIER TASTING EVENT IN THE WORLD OF BEVERAGES, AND WHY IT IS KNOWN AS: “THE LARGEST BEVERAGE COMPETITION IN THE WORLD!”™

FOR MORE INFORMATION ABOUT THE WORLD BEER COMPETITION PLEASE VISIT OUR WEBSITE: WWW.BEERCOMPETITION.COM OR EMAIL US AT: INFO@BEERCOMPETITION.COM

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