

# Conditions of the Competition

(Status of April 2021)



## 1. Competition and organizers

The associations Private Brauereien Deutschland e. V. and Private Brauereien Bayern e. V. (referred to below as the “organizers”) hold a quality competition for beers under the name European Beer Star once per annum or at other intervals.

## 2. Competitors

Every commercially-operated brewery, which is properly registered according to respective national law, is entitled to participate.

So-called craft brewers and / or gypsy brewers, who do not have their own brewery, are eligible to enter the competition if they prove that the beer they have registered for participation in the competition is personally brewed by them according to their own prescribed recipe in a brewery and then marketed by themselves in their own name.

Experimental breweries of universities, schools and institutes, as well as experimental breweries of breweries and raw material suppliers, are not allowed to participate.

Beers are excluded from participation in the competition whose promotions are liable to penalties, or which indicate contents that violate the reputation of third parties, or which are offensive to good taste. Likewise excluded from participation in the competition are breweries, which market beers whose promotions are liable to penalties, or indicate contents which violate the honour of third parties, or which are offensive to good taste, even if this involves beers which were not registered for the competition.

The participating brewery must itself manufacture the beer registered for the competition and market it not only once under its own name.

Beers, which are manufactured by several breweries and/or by craft brewers and/or gypsy brewers under the same brand or recipe are excluded from participation in the competition.

The following special rule applies to so-called "Collaboration Brews" (beers which are jointly developed and brewed by one or more breweries and/or craft brewers and/or gypsy brewers and subsequently placed on the market by those breweries alone or jointly): Collaboration Brews may be entered in the competition by one of the breweries producing them or by craft brewers or gypsy brewers, with the name given of the other breweries, craft brewers or gypsy brewers involved, whereby a prize is awarded solely to the entrant and participating brewery, craft brewer or gypsy brewer, which is exclusively entitled to advertise for this with a prize awarded (Item 14 of these competition rules).

The other brewers, craft brewers or gypsy Brewers participating in the Collaboration Brew may be named as participants in the Collaboration Brew at the award ceremony (Item 8), but are not entitled to advertise with a prize awarded for this purpose.

The event organizers can prohibit breweries, craft brewers or gypsy brewers, which are not authorized to participate or which violate the conditions of this competition, from participation in the competition or subsequently revoke an awarded prize.

## 3. Object of judgement

Only drinks, which are capable of being marketed under the designation "Beer", including their packaging and labelling, and which originate from on-going production, are eligible to be registered in the competition

## 4. Judging categories

The beers will be judged in the categories stipulated by the organizers. The currently valid categories ("European Beer Star Categories", Status of April 2020) are appended to and form an integral part of these competition rules.

The organizers reserve the right to form further categories or to delete certain categories.

Participants may only enter one beer in each category of the competition. One and the same beer may only participate in one category of the

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competition. A beer may not be entered in various/several categories.

Participants guarantee that the registered beer fulfils the requirements of the category for which it is registered. The "Category Description 2021" is the leading document.

The organizers shall not perform any advance examination.

## 5. Judging procedure

The submitted beers are judged by means of anonymous tasting performed by an experienced and independent jury appointed by the organizers. The assessment is made solely on the basis of the description of type prescribed for each category of beer and by sensory criteria based on taste.

## 6. Prize classes

The jury is entitled, although not obliged, to award the prizes

- Gold (1<sup>st</sup> place),
- Silver (2<sup>nd</sup> place)
- Bronze (3<sup>rd</sup> place)

once for each judging category.

## 7. Prize winners/publication

The organizers shall inform every winner, in writing, within 14 workdays on completion of tasting, whether he has received a prize with its beer and what the prize is. The participant is obliged to keep secret the fact that he won a prize until the day of the award ceremony (Item 8). This is to ensure that the public is not informed of the award until after the official prize-giving ceremony (Item 8).

The organizers shall publish the names of the prize winners, who hereby agree to this, along with the prizes that they have won in each judging category.

The names of participants who do not win any prizes will not be published.

If it becomes apparent that a prize winner has infringed the conditions of the competition,

particularly if the beer does not conform to the specifications of the category in which it has won a prize or if the prize winner infringes Item 7 Clause 2, the organizers can withdraw the prize. The organizers are then entitled to announce the participant's name and exclude it from taking part in all further competitions in the future.

## 8. Prize-giving

Prize winners will receive a certificate for each beer that is awarded a prize and, depending on the class of prize awarded, the European Beer Star Award in gold, silver or bronze.

The prizes shall be awarded in the year of participation in the competition on a regular basis at the BrauBeviale fair at Nuremberg, Germany, or at another location determined by the organizers. Exceptions will be announced by the organizers.

## 9. Registration

The registration of beers for the competition must be received by the organizers at the latest on 17<sup>th</sup> September 2021. Registration is done solely on the forms issued by the organizers, which must be signed in a legally binding manner by the participant with the express recognition of these competition rules, including the integral components thereof. The registration is irrevocable once the organizers have received the registration.

The registration form for the European Beer Star Award is an integral part of these competition rules. The organizers shall announce the registration deadlines for entering the competition in good time. Registrations received after the said deadlines will not be allowed to enter the competition. The organizers can make exceptions to this in justified cases.

Receipt of registrations shall be confirmed by the organizers.

The costs of registration are borne solely by the participants.

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## 10. Registration fees

Participants must pay a registration fee of EUR 220 per registered beer and EUR 190 for the third and each further registered beer to the organizers as registration fees, providing the organizers have

received the registration for these beers before 26<sup>th</sup> June 2020 (early booker discount).

If registered after 25<sup>th</sup> June 2021, the registration fee is EUR 240 per beer.

The registration fee is EUR 210 for the participant's third and each further beer registered after 25<sup>th</sup> June 2021.

The registration fee is increased in each case for German participants by the valid German VAT rate.

The participants must independently meet their tax obligations in their respective countries of origin.

End of registration is 17<sup>th</sup> September 2021.

Registration fees will not be refunded after the end of registration. This does not apply if the competition is cancelled for reasons which the organizers are responsible.

## 11. Beer samples

Beer samples shall be supplied as they are commercially sold, thus including packaging and labels. To this end, participants shall submit:

- 12 bottles/cans with contents of at least 0.5 l
- or
- 18 bottles if the content is less than 0.5 l

for each registered beer to the organizers' cooperation partner:

*Doemens Academy GmbH  
Lohenstraße 3  
82166 Gräfeling, Germany*

A beer cannot be judged if there is not a sufficient quantity of beer samples available due to breakage during shipment.

In such cases, the organizers are entitled to request further beer samples.

The participants bear the costs and risk of dispatch. The organizers shall not be held liable for acts of minor negligence.

Reference is made to the recommendations made by the organizers for preventing breakages in "The Steps to Register and Submit Beers to the European Beer Star". These are an integral component of these rules.

## 12. Brand names/trademarks

The organizers are the owner of the branded mark and label European Beer Star, the illustration for which is attached as an integral part of these competition rules ("Branded mark and label European Beer Star", Status of April 2021). The branded mark and label are referred to below as the "trademark".

## 13. Users of the trademark

Users of the trademark are those participants whose beers have been awarded gold, silver or bronze by the organizers. The organizers shall permit the users of the trademark to deploy the trademark in accordance with these conditions and their integral components from the date that the prizes are awarded (Item 8).

The user of the trademark alone is responsible for deployment of the trademark, particularly in the context of advertising.

## 14. Form and duration of the trademark's use

Use of the trademark is voluntary and is only permitted for those beers, which correspond in their composition, quality and declaration to the beer samples that have won prizes.

The trademark may only be used and illustrated in the colours, forms, proportions and text specified in the Appendix, although in any size.

The prize winner must obtain the data record for the trademark from the organizers.

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The trademark must be used in close connection with the designation of the prize-winning beer, the type of prize, the prize category and the year in which the prize was awarded.

If the trademark is used on packaging, it is admissible to name the prize-winning beer at a different place on the packaging.

The beer promoted with the trademark may only be produced by the participant and marketed under its own name.

The trademark shall be reproduced on the packaging or label in an adequate size, in a well legible form and in a place that is easily visible.

The trademark may not be applied to outer packaging unless the beers contained therein also bear the same trademark.

The trademark may be used permanently from the day on which the prize was awarded (Item 8), in compliance with the aforesaid criteria and conditions.

Any other use of the trademark contrary to that described in these conditions, including their Appendices, shall be rectified immediately and at

the cost of the party responsible for such an infringement.

These conditions have no effect on the organizers' ownership of the trademark.

## 15. Consumer's Favourite Award and other events

Participants whose beers have won prizes are obliged to subsequently deliver the following quantities of the award-winning beer for the events pre-mentioned by the organizers, particularly to the "Victors Night", in good time to the address stated by the organizers:

- 50 bottles/cans with contents less than 0.75 liters
- or
- 35 bottles/cans with contents greater than/equal to 0.75 liters

These are to be sent to a further cooperation partner of the event organizers whose name and address will be notified by the organizers.

The organizers are entitled to request further beer samples at the participant's expense if there is not a sufficient quantity of beer samples available due to breakage during shipment.

The participants bear the costs and risk of dispatch of the award-winning beers. The organizers shall not be held liable for acts of minor negligence.

Those participants whose beers have been awarded gold may be obliged by the organizer to participate in the year of their award in the Consumer's Favourite Award. This is a public tasting regularly held at the BrauBeviale fair or at another event pre-mentioned by the organizers; the organizers can make exceptions to this if requested by the participant.

This competition is decided by visitors to the BrauBeviale fair or to another event previously announced by the organizers.

The visitors to the BrauBeviale fair or to another event previously announced by the organizers are given the opportunity to anonymously taste the beers awarded the European Beer Star in gold on a day stipulated by the organizers. For each beer tasted, the visitors to the BrauBeviale fair or to another event previously announced by the organizers allocate a mark according to an evaluation scale specified by the organizers.

The best placed beers are then awarded the Consumer's Favourite Award in gold (1<sup>st</sup> place), silver (2<sup>nd</sup> place) and bronze (3<sup>rd</sup> place). The organizers are the owner of the branded mark and label European Beer Star Consumer's Favourite, the illustration of which is appended as an integral part of these competition rules ("Branded mark and label European Beer Star Consumer's Favourite", April 2021).

In the following, the branded mark and label are called the "Consumer's Favourite trademark".

Users of the Consumer's Favourite trademark are those participants whose beers have been awarded gold, silver or bronze by the organizers at the Consumer's Favourite Award.



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The organizers shall permit the users of the trademark to deploy the Consumer's Favourite trademark in accordance with these conditions from the day on which the prize is awarded. The user of the Consumer's Favourite trademark bears sole responsibility for its deployment, specifically in the context of advertising.

Item 14 applies accordingly to the form and duration of this trademark's deployment.

## 16. Integral components of the competition rules

Integral components of these competition rules are:

- Registration form for the European Beer Star Award competition, *Status of April 2021*
- European Beer Star Category Description 2021, *Status of April 2021*
- The Steps for Registering and Submitting Beers to the European Beer Star, *Status of April 2021*
- Branded mark and label European Beer Star, *Status of April 2021*
- Branded mark and label European Beer Star Consumer's Favourite, *Status of April 2021*
- Guidelines, *Status of April 2021*

## 17. Duration of validity/binding nature

Participants recognise the binding nature of these conditions with their signatures on the registration form for the European Beer Star.

## 18. Legal action

Recourse to legal action is excluded.

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Limburg/Munich April 2021

A handwritten signature in black ink, appearing to be 'Roland Demleitner'.

Private Brauereien Deutschland e.V.  
Roland Demleitner (lawyer), Federal Manager

A handwritten signature in black ink, appearing to be 'Stefan Stang'.

Private Brauereien Bayern e.V.  
Stefan Stang, General Manager



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## Marke Trademark 2021

