

Conditions of the Competition

(April 2019)



1. Competition and organizer

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

2. Competitor

Every commercially-operated brewery, which is properly registered according to respective national law, is entitled to participate. So called "Craft Brewer" and / or "Gypsy Brewer", 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 selected by them according to their own prescribed recipe brewed 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 candidacy is 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 candidacy is liable to penalties, or indicate contents which violate the honor of third parties, or which are offensive to good taste, even if it involves beers which were not registered in the competition in this case.

The participating brewery must itself manufacture the beer registered for the competition and market it under its own name.

Beers which are manufactured by several breweries under the same brand or recipe are excluded from participation in the competition.

For so-called "Collaboration Brews" (beers which are jointly developed and brewed by one or more breweries and subsequently placed on the market by those breweries alone or jointly) are subject to the following special rule: Collaboration Brews may be entered for competition by one of the breweries producing them, with the name of the other breweries involved, with a prize being awarded solely to the entrant and

participating brewery, which is exclusively entitled to advertise for this with a prize awarded (point 14 of these competition rules). The other brewers participating in the Collaboration Brew may be named as participants in the Collaboration Brew at the award ceremony (point 8), but are not entitled to advertise with a prize awarded for this purpose.

The event organizer can prohibit breweries which are not authorized to participation 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 labeling, and which originate from on-going production are capable of being registered in the competition

4. Judging categories

The beers will be judged in the categories stipulated by the organizer. The currently valid categories ("European Beer Star Categories", Status April 2019) are appended to and form an integral part of these competition rules. Participants may only enter one beer in each category of the competition. The organizer reserves the right to form further categories or to delete certain categories. One and the same beer may only participate in one category of the competition. A beer may not be entered in various/several categories.

5. Judging procedure

The submitted beers are judged by means of anonymous tasting performed by an international, experienced and independent jury appointed by the organizer. 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.

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6. Prize classes

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

- Gold (1st place),
- Silver (2nd place) and
- Bronze (3rd place)

once for each judging category.

7. Prize winners/publication

The organizer informs every winner, in writing, within 14 workdays on completion of tasting, whether it has received a prize with its beer and what the prize is. The participant is unauthorized to publish the fact that he won a prize before the day of the award show (Chapter 8). The organizer 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. The organizer can withdraw a prize if it becomes apparent that a prize winner has infringed the conditions of the competition. The organizer is 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 organizer.

9. Registration

Beers can only be registered for the competition on the forms issued by the organizer. These forms must be signed in a legally binding manner by the participant with the express recognition of these competition rules including the integral components thereof, and evidence that the registration fee has been paid must be attached to them. The registration form for the European Beer Star Award is an integral part of these competition rules. The organizer 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 organizer can make exceptions to this. Registrations shall be confirmed by the organizer by fax or e-mail. This fax confirmation must be countersigned by the participant and returned to the association by fax; the same applies to confirmations returned by e-mail. The costs of registration are borne solely by the participants.

10. Registration fees

Participants have to pay a registration fee of 220 Euros per registered beer to the organizer before 21. June 2019. The registration fee after this date is 240 Euros per beer. From the third beer on, the registration fee amounts to 190 Euros per beer (German participants plus 19% German VAT).

11. Beer samples

Beer samples shall be supplied as they are commercially sold, thus including packaging (bottles/cans) and labels. To this end, participants shall submit 12 bottles/cans of each registered beer with contents of at least 0.5 l, or 18 bottles if the content is less than 0.5 l, to the organizer's cooperation partner:

*Doemens Academy GmbH
Stefanusstr. 8
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 association is entitled to request further beer samples. The participants bear the costs and risk of dispatch. The organizer shall not be held liable for acts of minor negligence. Reference is made to the recommendations made by the organizer for preventing breakages in the Steps to register and send beers to the European Beer Star. These are an integral component of these rules.

12. Brand marks/labels

The organizer is 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 April 2019). The branded mark and label is referred to below as the "trademark".

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13. Users of the trademark

Users of the trademark are those participants whose beers have been awarded gold, silver or bronze by the organizer. The organizer shall permit the users of the trademark to deploy the trademark in accordance with these conditions from the date that the prizes are awarded (Chapter 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 deployment

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 brand from the organizer. 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 also be used permanently from the day on which the prize was awarded (Chapter 8). Any other use of the trademark contrary to that described in these conditions shall be rectified immediately and at the cost of the party which is responsible for such an infringement. These conditions have no effect on the organizer's ownership of the trademark.

15. European Beer Star Consumer's Favorite Award

Those participants whose beers have been awarded gold are entitled to enter the Consumer's Favorite Award, a public tasting at the BrauBeviale fair or at another event prementioned by the

organizer, in the year in which they receive the award. For this, per awarded beer, the participants must send 50 bottles/cans with a filling capacity less than 0.75 liters or 35 bottles/cans with a filling capacity greater than/equal to 0.75 liters to a further cooperation partner of the event organizer who is in agreement with

this, in connection with the prizes achieved by them in the respective evaluation category. The organizer is entitled to request further beer samples 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. The organizer shall not be held liable for acts of minor negligence. This competition shall be judged by visitors to BrauBeviale or by visitors of another event prementioned by the organizer. BrauBeviale visitors or the visitors of the other event prementioned by the organizer are given the opportunity to anonymously taste the beers awarded the European Beer Star in Gold on a day stipulated by the organizer. For each beer tasted, the BrauBeviale visitors or the visitors of the other event prementioned by the organizer allocate a mark according to an evaluation scale specified by the organizer. The best placed beers are then awarded the Consumer's Favourite Award in

- Gold (1st place)
- Silver (2nd place)
- Bronze (3rd place)

The organizer is the owner of the branded mark and label Consumer's Favourite, the illustration of which is appended to and an integral part of these competition rules ("Branded mark and label Consumer's Favourite", Status April 2019). In the following the branded mark and label is called trademark. Users of the Consumer's Favourite brand are those participants whose beers have been awarded gold, silver or bronze by the association at the European Beer Star Consumer's Favourite Award. The organizer 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 branded mark bears sole responsibility for use of the Consumer's Favourite Brand, specifically under the

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terms of the advertising. Item 14 applies accordingly for 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 April 2019
- European Beer Star categories, Status April 2019
- The steps for registering and submitting beers to European Beer Star, Status April 2019
- Branded mark and label European Beer Star, Status April 2019
- Branded mark and label European Beer Star Consumer's Favourite, Status April 2019

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.

Limburg/Munich April 2019

Private Brauereien Deutschland e.V.
RA Roland Demleitner

Private Brauereien Bayern e.V.
Stefan Stang

Trademark 2019

