



# COMPETITION RULES & REGULATIONS

2 – 5 MARCH 2021  
SINGAPORE EXPO



Held in conjunction with:



[www.fhafnb.com](http://www.fhafnb.com)

Bronze Sponsor:



Organiser:



Information updated as at 1 March 2020

## 1. OBJECTIVE

This document sets the rules and regulations for the FHA Beer Awards 2021 (the “Competition”) which will take place at FHA-Food & Beverage, from 2 – 5 March 2021 at Singapore Expo, Singapore.

## 2. MISSION

The inaugural FHA Beer Awards aims to inspire and celebrate the excellence in brewing and labelling design. It focuses on recognising and celebrating the world’s best beers for the Asian Palate.

## 3. ENTRY ELIGIBILITY

The Competition is open to any brewery (the “Competitor”) producing beer for commercial purposes available for sale locally or for regional/international distribution. Beer brewed at rented brewing facilities is also eligible to enter the Competition. All submitted entries will automatically qualify for the Best Label Design Award.

## 4. REGISTRATION

Each Competitor has to fill in the registration form and complete the payment process online available on [www.fhafnb.com](http://www.fhafnb.com).

<b>Registration Starting Date</b>	1 October 2019
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<b>Registration Closing Date</b>	30 October 2020
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<b>Confirmation of Registration by the Organiser</b>	15 November 2020
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<b>Registration Fee</b>	<b>Overseas Competitors</b> SGD80.00 per entry	<b>Singapore Competitors</b> SGD85.60 per entry (inclusive of 7% GST)	<b>The Beer Street’s Exhibitors at FHA-Food &amp; Beverage*</b> Complimentary
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*\*Exhibitors at the Beer Street are automatically entitled to participate in the FHA Beer Awards. For more information, please contact us at [enquiry@foodnhotelasia.com](mailto:enquiry@foodnhotelasia.com)*

Registration fee is non-refundable if the Competition is cancelled for reasons beyond the organiser’s control or if the application is withdrawn by the Competitors.

Submission of registration form indicates acceptance of the rules and regulations of the FHA Beer Awards 2021.

## 5. ENTRY DETAILS AND REQUIREMENTS

### 5.1 ENTRY QUANTITIES

Each Competitor can submit **up to 10 entries**. Each entry must be a different beer product. Please note that home-brew beers or non-commercial beers are not allowed.

Competitors have to send **six (06) bottles for each entry with identical packaging, labelling and volume**. Each bottle should consist of no less than 330ml. It can be in crowned or corked bottles, cans or PET containers.

Three (03) bottles will be for judging and three (03) bottles for display.

### 5.2 STYLE GUIDELINES

The beers will be judged according to the categories listed below. Competitors should enter the “Category” they wish their beer to be judged on the online registration form.

Categories	Beers
1	Wheat Beer Example: American Wheat Beer, Weissbier, Witbier
2	International Lager Example: American Lager, International Pale Lager, Czech Pale Lager, Munich Helles, Pale Kellerbier, Dark Lager
3	Pilsner Example: Czech Premium Pale Lager, German Pils, New Zealand Pilsner
4	Sour Beer Example: Berliner Weisse, Flanders Red Ale, Gose
5	Saison Example: Saison
6	Golden Ale Example: Cream Ale, Kölsch, Australian Sparkling Ale, British Golden Ale, American Blonde Ale, Belgian Blonde Ale
7	Pale Ale Example: British Ordinary Bitter, British Best Bitter, British Strong Bitter, American Pale Ale, American Pale Ale, Australian Pale Ale
8	Indian Pale Ale (IPA) Example: English IPA, American IPA
9	New England Style IPA (Hazy IPA) Example: New England IPA, East Coast IPA
10	Double IPA Example: Double IPA

Categories	Beers
11	Dark/Amber Ale Example: Dark Mild, British Brown Ale, American Brown Ale
12	Porter Example: Baltic Porter, English Porter, American Porter
13	Stout Example: Irish Dry, American Stout, Export Stout
14	Imperial Stout Example: Irish Stout, Irish Extra Stout, Sweet Stout (Milk Stout), Oatmeal Stout, Tropical Stout, Foreign Extra Stout, American Stout
15	Strong Ale Example: British Strong Ale, English Barleywine, Imperial Stout, American Barleywine, Belgian Golden Strong Ale, Belgian Tripel, Belgian Dark Strong Ale, American Strong Ale
16	Best Experimental Beer Example: Mixed Style Beer, Experimental Beer

### 5.3 ENTRY NOTE

At the point of registration, each Competitor has to fill in the entry note for each of the entry listed below.

Details of the Entry Note:

1. Alcohol by Volume (ABV%)
2. Any Special Process, eg: kettle souring or barrel aging
3. Malt Bill\*
4. Hop Bill\*
5. Adjuncts\*

*\*optional*

### 5.4 DELIVERY OF ENTRIES

Delivery instructions, including contact details of official shipping company, delivery period and location will be sent to all confirmed Competitors in due course. All the delivery costs and taxes incurred will be borne by the Competitor.

All entries have to bear a label on the commercial packaging or blank bottle containing the following information:

1. Name of Brewery
2. Name of Beer
3. Alcohol by Volume (ABV%)
4. Country of Origin
5. Ingredients

Please ensure all samples are packed securely, the organiser will not be responsible for any breakages during shipping.

## 5.5 INSPECTION OF ENTRIES

All submitted entries as stated in the registration form may be subject to inspection by the organiser.

All entries must conform to the respective acts of the Singapore Food Agency (SFA) and the equivalent in their country of origin.

The organiser reserves the right to have any entries inspected and/or analysed to verify that it meets the relevant conditions for the category in which it is entered, and that the beer held by the Competitor represents the entry provided for judging.

## 6. ENTRY OWNERSHIP

All entries will become the property of the organiser which reserves the rights to keep or discard the entries after the end of the Competition.

## 7. JUDGING

- 7.1 Judging will be held on Wednesday, 3 March 2021 during FHA-Food & Beverage 2021.
- 7.2 All beers belonging to the same category will be judged together.
- 7.3 All judges will not have access to the entries apart from the glass of each placed in front of them during the judging session.
- 7.4 Each judging panel, under the direction of the Head Judge, shall judge their allotted categories and complete the scoresheet/ feedback sheet. The Head Judge will have the points totaled and checked. The organiser will confirm the results and determine the awards.
- 7.5 All Competitors shall accept the final decision of the organiser and judges.
- 7.6 The Head Judge will have the rights to disqualify or dismiss any entry not being eligible for judging, in his/her opinion, does not comply with the regulations in any aspect, and such disqualification shall be accepted as final.

7.7 Entries will be judged according to the following criteria:

<b>Aroma</b> (malt, hops, esters etc.)	<b>Max. 12.0</b>
<b>Appearance</b> (colour, clarity, head)	<b>Max. 3.0</b>
<b>Flavour</b> (malt, hop, aftertaste, texture)	<b>Max. 20.0</b>
<b>Mouthfeel/ Body</b> (body, carbonation, creaminess)	<b>Max. 5.0</b>
<b>Overall Impression</b> (overall drinking experience)	<b>Max. 10.0</b>
<b>TOTAL</b>	<b>50 Points</b>

## 8. AWARDS

The awards will be announced on Thursday, 4 March 2021 during FHA-Food & Beverage 2021.

8.1 A certificate of participation will be presented to all Competitors who have completed the Competition.

8.2 A trophy will be awarded to the Competitor who receives:

### Overall Awards

Best of Show

Best Craft Beer

Best Label Design

8.3 The top three (03) beers in each category will be awarded Certificate of Gold, Silver and Bronze respectively.

In the event that there is a tie, the scores will be re-calculated with a focus on the criteria of Aroma and Flavour.

### Categories

Best Wheat Beer

Best International Lager

Best Pilsner

Best Sour Beer

Best Saison

Best Golden Ale

Best Pale Ale

Best Indian Pale Ale (IPA)

Best New England Style IPA (Hazy IPA)

Best Double IPA

Best Dark/Amber Ale

Best Porter

Best Stout

Best Imperial Stout

Best Strong Ale

Best Experimental Beer

## **9. INTELLECTUAL PROPERTY RIGHTS AND COMMITMENT**

By entering the Competition, Competitors agree to take part in any publicity concerning the Competition at any stage including but not limited to photos, filming and interviews.

The Competitors grant the organiser a non-exclusive, royalty-free, irrevocable, perpetual, worldwide license to use intellectual property rights whether registered or unregistered in any formats, including name, image, or likeness of the Competitors for any business purpose, including but not limited to marketing promotion.

## **10. ENQUIRIES**

For enquiries, please contact the organiser at [beerawards@foodnhotelasia.com](mailto:beerawards@foodnhotelasia.com).

# FHA BEER AWARDS SPONSORSHIP OPPORTUNITIES

Expose your brand and products to key industry users and audience at the inaugural edition of FHA Beer Awards 2021 which aims to inspire and celebrate the excellence in brewing and label design. The Awards will take place during FHA-Food & Beverage from 2 – 5 March 2021.

## FHA-Food & Beverage 2021 at a glance

**85,000** sqm  
Exhibition space

**48,000**  
Attendees from 100  
countries/ regions

**Increase Brand  
Awareness**  
to diverse F&B and  
hospitality industry

**Create an  
Impression**  
reach out to key  
decision makers



### EQUIPMENT & NON FOOD ITEMS

- › Beer Membrane Filtration Systems
- › Brewing Systems / Brewery Drainage System
- › Beer Taps / Tap Handles
- › Bar / Beverage Chillers
- › Glassware – Beer Glass, Water Glass
- › Bar Service Essentials – Coasters, Disposable Napkins, Buckets, Trays
- › Ice Machine
- › Glass / Dish Washing Solutions
- › Kegs and Casks
- › Bottling and Labelling Solutions
- › Canning / Packaging Solutions
- › Bar / F&B Service Uniforms
- › Trophies / Awards and Gifts
- › Venue Furniture
- › Bar Counters – Modular Systems
- › Sound Systems / Speakers
- › Digital Displays / Screen

### FOOD & BEVERAGE ITEMS

- › Malt
- › Hops
- › Wheat
- › Maize
- › Yeast
- › Bar Snacks – Chips, Nuts, Crackers
- › Packaged Desserts / Sweets
- › Mineral Water

*... and many more opportunities*

**Booking Deadline:  
31 October 2020**

**For enquiries on sponsorship,  
please contact us at  
[enquiry@foodnhotelasia.com](mailto:enquiry@foodnhotelasia.com)**

Held in conjunction with:



Organiser:







02<sup>TO</sup>05  
**MAR**  
**2021**

New  
Dates

**SINGAPORE EXPO**

[www.fhaFnB.com](http://www.fhaFnB.com)



# DISCOVER THE LARGEST INTERNATIONAL F&B SHOWCASE IN ASIA

## EXHIBIT PROFILE

- › Food & Beverage
- › Food Ingredients
- › Food Processing & Packaging Technology



**2,000**

exhibitors from  
70 countries/regions



**54**

international  
group pavilions



**80%**

direct participation  
from original manufacturers

Organiser



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