

A Step-By-Step Guide for a Successful Brewing Competition.

Æthelmearc Brewing Competition Checksheet

Welcome! And thank you for considering organizing a Brewing Competition!

Prepare.

Download (from brewers.aethelmearc.org/competition.html) and read the:

- Step-by-step Guide for a Successful Brewing Competition
- Template for a brewing competition entry form
- Judging forms
- Judging rubric(s).

Choose a Venue.

Contact the autocrats of a suitable event, preferably still in the stages of planning, and check to see if it is held on a wet or damp site. Often competitions are allowed, where open bottle consumption is not, if asked. For more information, read THL Madoc Arundel's class notes for "How to run a brewing competition with a dry site".

Choose a Format

- Meet (virtually or physically) with the event autocrat, and, if applicable, the event A&S coordinator. Go over the:
 - Rules for Entry (see entry form template)
 - Judging Format:
 - Blind Judging: Judges do not know who belongs to each entry (e.g. Ice Dragon)
 - Passive Judging: Judges know who belongs to each entry, and entrants might even be present during the judging, but there is no interaction between judges and entrants.
 - Active Judging: Judges and entrants converse during the judging (e.g. Kingdom A&S)
 - Deadline for entries
 - Time for the start of judging
 - Source for sufficient judges:
 - A larger competition will run smoother with multiple sets of judges. A minimum of two judges per flight (three preferred) is necessary for objective scoring. Multiple sets of judges allow multiple flights to be judged simultaneously.
 - Judges should be trained, or have sufficient experience to judge objectively and provide constructive criticism.

Write a Blurb

Write out your format in a short paragraph. Include event information (minimum of date and location/address), restrictions & requirements (The Rules), entry deadline, and theme, if any. Include links to the competition entry form, and the judging rubric/form.

Get the Word Out:

As soon as the event date is posted to the Kingdom website and the brewing competition blurb is incorporated into the Kingdom event announcement:

- Send out the brewing competition blurb to:
 - the Brewers Guild email list (<https://groups.yahoo.com/neo/groups/AEbrewers/info>)
 - the Brewers Guild Facebook group (<https://www.facebook.com/groups/248448708659644/>)
 - your local group/officers/nobility
 - the regional brewing representative (if not you)

- Also publish the brewing competition blurb in:
 - your local newsletter
 - on your group's website and your group's Facebook group
 - at the check-in table, during the event
- Upload the forms you are using for your competition to the Facebook event page, and the Æthelmearc Brewers Guild Facebook group.

Before the event:

Supplies:	Entry forms	Judging forms	Clear plastic cups	Pens/pencils
	Stapler	Reference texts	Bottled water	Tape
	Table/chairs	Calculator	Prizes	Crackers
	Clipboards (optional)			

BEER	Primary fermentable sugars derived from malt, low ABV.
MEAD	More than 50% of the fermentable sugars come from honey, moderate to high ABV.
WINE	Primary fermentable sugars come from fruit, moderate ABV.
CIDER	Primary fermentable sugars come from fruit (usually apples or pears), low ABV.

During the Event:

- A competition representative or guild member should be present to check in entries.
- Leave entry forms and post the rules at the check-in table for stragglers.
- Keep a list of all entrants, including names, titles of entries, and final scores.
- For blind judging, one option is to use initials and DOB for ID on the judging forms.
- Take pictures of entries, and of the judging in process for the Gazette and other websites.

AND don't forget to HAVE FUN!

After the Event:

Send a copy of the list of entrants, entries and scores to your regional representative and the head of the Brewers Guild.

And if you are feeling ambitious:

Write a short story about the entries with the highest scores and the most interesting entries, including pictures and names of the brewers. Often this can be cut and pasted from the documentation entered with the different entries. Post this to the Aethelmearc Brewers Guild Facebook group and the Aethelmearc Gazette.

Questions?

The most current contact information for the head of the guild and the regional representatives can be found at <http://brewers.aethelmearc.org/org.html>

The most current information on competitions, including form downloads, can be found at <http://brewers.aethelmearc.org/competition.html>