

MONTREAL - RIO - PARIS

MONDIAL

DE LA

BIÈRE

LE FESTIVAL PIONNIER DE
LA BIÈRE ARTISANALE

MBIÈRE PARIS CONTEST

Registration deadline
June 8th, 2018

As part of the festival's 2nd edition, the Mondial de la bière of Paris presents the professional beer tasting contest with an international jury.

Mario D'Eer designed this competition in 2005 in collaboration with Montreal's Mondial de la bière team.

This competition will take place on June 28th and 29th, 2018 at the Maison de la Mutualité, Paris, 5th district and the awards ceremony will be held on June 29th.

MONDIAL DE LA **BIÈRE**

*Mondial de la Bière Paris
Maison de la Mutualité / 24, rue Saint Victor 75005 Paris
Tel : 00 33 1 44 31 52 25*

INTRODUCTION

The **MBière Paris Contest** of the Mondial de la bière of Paris is a completely original competition that distinguishes itself in two ways:

A: There are no predetermined categories – this is part of the evaluation process.

B: The evaluation is based essentially on the beer's intrinsic qualities.

There is a great variety of styles available in the world of beer. It is relatively easy to make the distinction between a German Pilsner and an Irish Stout, but not so easy when presented with a Pale Ale and an India Pale Ale. The line between these two neighboring styles is often obscure.

One of the cornerstones of the MBière Paris Contest is the elimination of references to a specific style as a judging criteria for beers in the competition.

In this way, each beer will be judged according to its most charming and seductive characteristics.

Mondial de la Bière of Paris will award, for the first edition of the MBière Paris Contest:

1 Platinum medal and certificate for the beer with the contest's overall highest point count and **10 Gold medals** and certificates for the next 10 beers that obtain the highest point count.

1. ELIGIBILITY AND EVALUATION

BEERS ELIGIBLE FOR THE COMPETITION

It is forbidden to submit a competitor's beer to the MBière Paris Contest. Participants must be registered in the 2018 Paris Mondial de la bière festival to compete. Only cans and bottles on sale in the local and international market. A minimum quantity of 30 liters (0.3 hectoliter) must be available during the event for public tasting purposes.

JUDGING METHOD

A: Each brand in the competition will be blind tasted by 3 beer experts.

B: Beers in the competition will be evaluated according to their intrinsic qualities. All judges will use the same evaluation form provided by the Mondial de la Bière of Paris.

C: Evaluations will be conducted on an individual basis and not in groups. There will be no discussion between judges about any beer being tasted.

D: Visual appearances are not evaluated.

E: Tasting glasses: each judge will use a tasting glass.

JUDGING PROCEDURES

BEERS

Bottled or canned beers: Each exhibitor must submit a minimum of 4 bottles or cans of 25cl/33cl or 2 bottles or cans of 50cl/75cl per product.

The product can be delivered starting June 1st at the **Maison de la Mutualité – 24, rue Saint-Victor, Paris 5th district, at the attention of GL Events Exhibitions / Omnivore.**

Valentine de Lagarde
Maison de la Mutualité
GL Events Exhibitions / Omnivore
24, rue Saint-Victor
75005 Paris

Beer evaluation takes place between on June 28th and/ or 29th; therefore, if the product arrives late, it will be removed from competition and the registration fees will not be reimbursed.

THE JUDGING AREA

All judging will be carried out in a predetermined space. All dispositions regarding ideal judging conditions will be respected as much as possible in order to offer a maximum of objectivity.

PROCEDURE

A: Each beer will be identified with a number.

B: A festival staff member will pour the beer and serve it to the judges.

The judges will not see the product and will not be able to determine its origin.

C: Each judge will receive a series of three different beers to evaluate.

The beer styles may be similar or very different. Beers will be served in a predetermined order by our experts. Judges will evaluate a maximum of 24 different beers per session.

D: The judge decides whether or not to swallow the beer under evaluation.

E: Each judge will have the following available, to help the tasting process:

- Slices of white baguette bread
- Black coffee beans for rinsing the sense of smell.
- Flavor referential sheet
- Water

2. INTERNATIONAL JURY

Judging sessions will be held on June 28th and 29th, 2018 at the Mondial de la bière site. The jury consists of 3 to 6 professionals from the international brewing community as well as one substitute judge in case of last minute cancellation or unexpected occurrence.

PRESIDENT OF JURY

The Mondial de la bière's organization will elect the President of the Jury. He represents and is the spokesperson of the Jury. He's the person in charge of handing out the awards and electing the final jury, if necessary, to discuss certain issues such as: elimination of beers because of infection or other litigation or unexpected decisions to be taken. The final jury will count 3 judges excluding the president.

Judges cannot have any beers registered in the competition.

The Judges' list will be announced at a later date.

3. PARTICIPATION TERMS

To register in the **MBière Paris Contest**, the brewery must be an exhibitor or a partner or have a third party who represents your product on the site.

N.B. : A judge cannot present, in any case, one of his beers in the competition for reasons of partiality and objectivity.

For each beer submitted, the participant will receive (UPON REQUEST): **The compilation of evaluations.** This task will be carried out during 2018-2019 and sent, at the latest, before the next MBIère Paris Contest.

Winners will receive a certificate and medal if their beer wins a platinum or one of the 10 gold medals. **The list of beers in competition is confidential and will not be revealed.** The list of winners will be communicated to the media, including trade media specialized in the beer sector.

4. REGISTRATION FEES

- €65 for the first beer (+ taxes)
- €45 per additional beer (+ taxes)

5. POLICY STATEMENT

The MBIère Paris Contest is an independent blind tasting competition.

- Participation in the MBIère Paris Contest is open to all, on a voluntary basis.
- Contest participants must pay a registration fee. (see the information above)
- All beers available on the local and the international market are eligible.
- Registration fees cover administration of tests, analysis and publication of results in the media.

Following the awards ceremony, participants are authorized to use the logo of the MBIère Paris Contest on their products, with a mention of the prize. The following information must be mentioned: the year the prize was won and the medal won.

Platinum medal: Overall winner – 1 medal awarded yearly – for the best result.

Gold medal: 10 Gold medals awarded yearly for the next 10 best results.

- All beers will be evaluated in a predetermined order by the judges.
- The tasting area will be arranged to minimize all extraneous factors.
- Judgments are carried out individually without any group discussion.
- Judges are only aware of the beer identification number.

Judges will not know the product, its origin nor its packaging, and will conduct tastings in clear and/or tainted glasses

MBIÈRE PARIS CONTEST

REGISTRATION FORM - Deadline June 8th, 2018

Please photocopy or reprint this form for additional entries.
Send registration(s) by email to: diane.bertrand@omnivore.fr

SUBSCRIBER

Given name, Last Name _____ Title _____

Company's name _____ Brewery's name _____

Address _____

Postal code _____ City _____ Country _____

Tel _____ Fax _____

Email _____

Website _____

MODE OF PAYMENT (an invoice will be mailed or emailed)

By check, please made out to: GL EVENTS EXHIBITIONS

By Banking transfer :

Bank Code	Automatic teller code	Account n°	Key	Motif	Beneficiary's banking references	BIC
300007	99999	04071142000	77	Mondial de la Bière	NATIXIS PARIS (99999)	NATXFRPPXXX
Bank address : NATIXIS PARIS (99999) - 30, Avenue Pierre Mendès-France - 75013 PARIS					IBAN code : FR76 3000 7999 9904 0711 4200 077	

By Credit card: (Please ask for the form)

BEER — Please check

FIRST BEER €65 (+ taxes)

OR

ADDITIONAL ENTRY €45 (+ taxes)

Beer's name _____ % alc./ vol. _____

Conditioning: 2 bottles/cans of 75 cl 2 bottles/cans of 50cl

4 bottles/cans of 25 cl 4 bottles/cans of 33 cl

Style _____

I _____ give the Mondial de la bière permission to use my name and picture in any media account of this event. I warrant that the brand samples provided to the contest are equivalent products to those currently found on sale on the local and/or the international market.

Date:

Signature:

EVALUATION FORM

Content of evaluation for each beer

Judge's initials in
print letters:

Beer's identification
number:

Date :

Identified style (make the most appropriate choice according to your judgment)

a) Clearly a: _____

b) Close to a: _____

c) Unclassifiable: _____

1 - Aromas

a) Description _____
(mandatory) _____

1: bland 2: good 3: very good 4: excellent 5: exceptional

b) Evaluation: from 1 – 5 (circle your answer)

2 - Taste

a) Description _____
(mandatory) _____

1: bland 2: good 3: very good 4: excellent 5: exceptional

b) Evaluation: from 1 – 5 (circle your answer)

3 - Spreading (*taste, after-taste and finish*)

a) Description _____
(mandatory) _____

1: bland 2: good 3: very good 4: excellent 5: exceptional

b) Evaluation: from 1 – 5 (circle your answer)

4 – Pleasure procured by this beer, according to its style

a) Description _____
(mandatory) _____

1: bland 2: good 3: very good 4: excellent 5: exceptional

b) Evaluation: from 1 – 5 (circle your answer)