



# **SAN DIEGO INTERNATIONAL BEER FESTIVAL**

**2010 San Diego County Fair  
Del Mar, California**

*We'd like to take this opportunity to invite all breweries, large and small, to gain recognition for their skillfully crafted products. Beer, Mead, and Cider are economically and agriculturally important products, and you deserve recognition for skillfully plying your craft. The San Diego County Fair enjoys over a million visitors per year. We wish you the best of luck in the San Diego County Fair International Beer Competition and look forward to enjoying your product at our Beer Festival, with some of the best one-on-one exposure you'll find in the important Southern California market.*

*Cheers- Chad Stevens and Tom Nickel, Coordinators*

**San Diego International Beer Competition: Saturday, May 22<sup>nd</sup>  
(closed judging)  
Festival: Friday, June 25<sup>th</sup>– Sunday, June 27<sup>th</sup>**

## **2010 CALENDAR**

**On-line registration available at [www.sdfair.com/beer](http://www.sdfair.com/beer) mid-March.**

**Registration deadline: Friday, April 23<sup>rd</sup>**

**Submit all beer for judging: Monday, May 3<sup>rd</sup> through Friday, May 7<sup>th</sup>**

**Confirmation packets (including Fair admission and guidelines for Festival participants) will be mailed: June 4<sup>th</sup>**

**Festival Beer:** Premier Food Services will contact distributors by the 1<sup>st</sup> week of June to set up a Purchase Order and provide specific details.

**Results available on-line: Friday, June 11 at [www.sdfair.com/beer](http://www.sdfair.com/beer)**

**QUESTIONS? 858-792-4207**

Enter your beer, and/or be a judge, steward or table captain at [www.sdfair.com/beer](http://www.sdfair.com/beer).

## How the San Diego International Beer *Competition* works:

### Registration is required:

- *On-line Registration* available at [www.sdfair.com/beer](http://www.sdfair.com/beer) for processing by credit card. Must be submitted by Friday, April 23<sup>rd</sup> at 11:59pm (Pacific Daylight Time). There is no technical support after 7:00pm on entry deadline for on-line registration.
- *Mail in registration*: Completed forms and processing fees must be USPS postmarked on or before Friday, April 23<sup>rd</sup> at 5:00pm. You will not receive a return receipt.
- *Hand delivered registration*: Completed forms must be delivered to the Entry Office, Del Mar Fairgrounds on or before Friday, April 23<sup>rd</sup> at 5:00pm.
- *Late entries will not be accepted*. No faxes. No last minute brand changes. If it's not on the entry form, it will not be judged. **Processing fees are non-refundable**.

### Is there a Limit?

Brewers may enter up to **12** beers in the competition. Of these, up to 4 may be selected for serving at the Festival by checking the appropriate box on the form.

There is a limit of 1 entry per sub-class per brewery, except in Meads and Ciders.

### Is there a Fee?

**\$40.00 non-refundable processing fee per entry, 12 entries maximum.**

Fees are to be submitted with entry form. **Make checks payable to "22<sup>nd</sup> DAA"**. Entries may be paid with a credit card at [www.sdfair.com/beer](http://www.sdfair.com/beer) only.

**Whether 1 entry or 12 entries are submitted, each exhibitor will receive:**

- ✓ 8 Fair admission credentials per exhibitor
- ✓ 2 t-shirts per exhibitor
- ✓ 8 tasting wristbands good for all sessions. Additional wristbands may be purchased for \$30 per session at the Festival.
- ✓ 8 tasting glasses per exhibitor
- ✓ Printed banner for display during Festival
- ✓ Lots of promotion and great exposure at the San Diego County Fair

**Award winners will receive:**

- ✓ Gold, Silver or Bronze Ribbons awarded to 1<sup>st</sup> through 3<sup>rd</sup> places in each division.
- ✓ The Best of Show winner will receive the Traveling San Diego Brewers Guild Best of Show Trophy (sponsored by Jeff's Stainless Solutions and the San Diego Brewers Guild).
- ✓ Bragging Rights

### What do I submit for competition?

**Competition beers** consist of 3 bottles (22 oz., 750 ml.) or 4 bottles or cans (12 oz.). Tape your entry labels to each bottle/can in a water-proof manner (wide, clear packing tape is best). If entries are bottle conditioned, please include a highly visible additional label so stating; we want to handle your entries properly. Label template is at the end of this document (print and cut as many as needed). These entries will be judged at a closed judging on Saturday, May 22, 2010 (see delivery deadlines and requirements for the competition). Premier Food Services may, at their discretion, contact select winners to purchase their product for sale throughout the run of the San Diego County Fair.

### Judges, Stewards and Table Captains:

Qualified volunteer judges, stewards and table captains may register on-line at [www.sdfair.com/beer](http://www.sdfair.com/beer). No participant will be allowed to judge in a class in which he or she is entered. All volunteers participating must sign a waiver at the check-in table prior to the start of judging.

## What is the judging procedure?

Judging will be held in closed session on May 22<sup>nd</sup>. Head judge will be Peter Zien, BJCP Grand Master Judge and AleSmith Owner/Brewer ([www.alesmith.com](http://www.alesmith.com)). All judging will be blind. No judge may participate on a panel where he or she has an entry or where there may be the appearance of a conflict of interest. All decisions of the judges are final. Beers will be judged against others of similar style as defined by the BJCP Style Guidelines. To print the BJCP Style Guideline, click the link on our website [www.sdfair.com/beer](http://www.sdfair.com/beer).

At the discretion of the coordinators, entries not meeting the eligibility or entry requirements will be moved or disqualified. Local and State Rules will be followed; copies are available on our website, [www.sdfair.com/entry](http://www.sdfair.com/entry). Beer will not be returned after judging.

### Awards:

Three rosette ribbons: Gold, Silver, or Bronze are possible in each division. In the event any division receives insufficient entries, beers will be judged individually on their own merit. One Best of Show will be selected from all entries. The Best of Show winner will be the proud holder of the San Diego Brewers Guild Trophy. The winning brewery is responsible for its safekeeping, displaying the trophy throughout the year and returning it to the San Diego County Fair International Beer Festival the following year. Division winners and awards will be announced in the Arena during the Award Ceremony on Sunday, June 27<sup>th</sup>.

### More Information:

For more information, you may call the Entry Office at (858) 792-4207, or email [beer@sdfair.com](mailto:beer@sdfair.com).

We're available Monday through Friday from 9:00am to 5:00pm.

For more details on beer styles and full descriptions of each sub-class, please visit our website at [www.sdfair.com/beer](http://www.sdfair.com/beer).

**Note the sub-class you are entering on your entry form.**

For sub-classes 16E, 17F, 20, 21, 22B, 22C, and 23 through 28, briefly note special ingredients/variety and base beer style information on your entry form and the entry label you tape to your bottle.

**For updated San Diego International Beer Festival information visit  
[www.sdfair.com/beer](http://www.sdfair.com/beer)**

## How the San Diego International Beer *Festival* works:

- Brewers may enter up to 12 beers in the Competition. Of these, up to 4 may be selected for serving at the Festival. Beers must be entered and judged in the competition to be eligible for Festival participation.
- Premier Food Services will purchase one half-barrel keg (or equivalent) of each Festival Beer at the posted rate to serve at the San Diego International Beer Festival at the San Diego County Fair, Friday, June 25 through Sunday, June 27, 2010. Bottle or can products are encouraged.
- Participating breweries are encouraged to be on site the day of the Festival to promote their product and may distribute giveaways, but NO selling of items is allowed.
- Setup of your own Bar/Booth will be allowed. Breweries are encouraged to bring signage and decorations for their booths, but you must notify us before June 1<sup>st</sup> to receive proper credentials and delivery passes. You must notify us by email at [Cfischer@sdfair.com](mailto:Cfischer@sdfair.com) no later than June 1, 2010 if you wish to provide your own set up.

### Who can enter?

Open to any licensed brewery or brewpub. Beers may be entered only by a representative of the brewery. *Distributors are responsible for gaining brewery permission for entry submittal.* Brewery representatives present at the Festival must be at least 21 years of age. All beers entered must be currently available for commercial sale to the general public.

### What do I submit for the San Diego International Beer Festival?

**Festival beers** (for serving to the public) may be provided in bottle, keg or can. You will be contacted by Premier Carriage Trade by the first week of June to arrange for purchase and delivery of your product. Festival kegs and cases must be conspicuously labeled with brewery and brand identification on the Sankee fitting and sides of cases to ensure accurate inventory of all entries. Premier Carriage Trade will also contact you regarding the delivery and use of jockey boxes. Jockey boxes cannot be delivered the day of the festival. If you have questions please email [Cfischer@sdfair.com](mailto:Cfischer@sdfair.com). Beer will be served exclusively by Premier Food Service Staff. All kegs and tap handles will be returned after the keg is empty. If it doesn't blow at the festival, it will be served throughout the run of the Fair and/or Live Race Meet for more exposure.

**After you have a purchase order** - Deliver Festival beer and tap handles. Deliver/Ship to: Del Mar Fairgrounds, Attn: Premier Food Services/San Diego International Beer Festival, 2260 Jimmy Durante Blvd., Del Mar, CA 92014.

### Festival Schedule: (All prices include unlimited 1oz. tastes).

**New** this year – 3-Day Festival with unlimited tasting sessions. Each session is \$30.00 per person for the general public. **Each brewery will also receive a total of 8 passes that may be used at any and all sessions.** The Festival will feature entertainment, food and educational programs about beer. This year the Homebrew competition will take place on **Sunday, June 27<sup>th</sup> at 12:30pm.** Please save the dates for the following sessions:

- **Friday, June 25<sup>th</sup>**, 3pm - 8pm – **Club ONLY** tasting session for brewery reps and club members only!! First shot at all the beer! Must be purchased in advance by calling (858) 792-4207. 4pm - 8pm - Will be Open to the general public.
- **Saturday, June 26<sup>th</sup>**, **2 sessions:** 11am – 3pm and 4pm - 8pm Open to the general public.
- **Sunday, June 27<sup>th</sup>**, 1pm – 5pm Open to general public. San Diego International Beer Competition Award Ceremony and Homebrew Competition will be held during this time.

## BEER - DIVISION 1407

Class:

Sub-class:

- 1 Light Lager**
  - 1A. Lite American Lager
  - 1B. Standard American Lager
  - 1C. Premium American Lager
  - 1D. Munich Helles
  - 1E. Dortmunder Export
- 2 Pilsner**
  - 2A. German Pilsner
  - 2B. Bohemian Pilsner
  - 2C. Classic American Pilsner
- 3 European Amber Lager**
  - 3A. Vienna Lager
  - 3B. Oktoberfest/Marzen
- 4 Dark Lager**
  - 4A. Dark American Lager
  - 4B. Munich Dunkel
  - 4C. Schwarzbier (Black Beer)
- 5 Bock**
  - 5A. Maibock/Helles Bock
  - 5B. Traditional Bock
  - 5C. Doppelbock
  - 5D. Eisbock
- 6 Light Hybrid Beer**
  - 6A. Cream Ale
  - 6B. Blonde Ale
  - 6C. Kolsch
  - 6D. American Wheat or Rye Beer
- 7 Amber Hybrid Beer**
  - 7A. Northern German Altbier
  - 7B. California Common Beer
  - 7C. Dusseldorf Altbier
- 8 English Pale Ale**
  - 8A. Standard/Ordinary Bitter
  - 8B. Special/Best/Premium Bitter
  - 8C. Extra Special/Strong Bitter (English Pale Ale)
- 9 Scottish and Irish Ale**
  - 9A. Scottish Light 60/-
  - 9B. Scottish Heavy 70/-
  - 9C. Scottish Export 80/-
  - 9D. Irish Red Ale
  - 9E. Strong Scotch Ale
- 10.1 American Pale Ale**
  - 10A. American Pale Ale
- 10.2 American Amber & Brown Ale**
  - 10B. American Amber Ale
  - 10C. American Brown Ale

Class:

Sub-class

- 11 English Brown Ale**
  - 11A. Mild
  - 11B. Southern English Brown
  - 11C. Northern English Brown Ale
- 12 Porter**
  - 12A. Brown Porter
  - 12B. Robust Porter
  - 12C. Baltic Porter
- 13 Stout**
  - 13A. Dry Stout
  - 13B. Sweet Stout
  - 13C. Oatmeal Stout
  - 13D. Foreign Extra Stout
  - 13E. American Stout
  - 13F. Russian Imperial Stout
- 14.1 India Pale Ale**
  - 14A. English IPA
  - 14B. American IPA
- 14.2 Double IPA**
  - 14C. Double IPA
- 15 German Wheat and Rye Beer**
  - 15A. Weizen/Weissbier
  - 15B. Dunkelweizen
  - 15C. Weizenbock
  - 15D. Roggenbier (German Rye Beer)
- 16 Belgian and French Ale**
  - 16A. Witbier
  - 16B. Belgian Pale Ale
  - 16C. Saison
  - 16D. Biere de Garde
  - 16E. Belgian Specialty Beer; must specify style or special ingredients
- 17 Sour Ale**
  - 17A. Berliner Weisse
  - 17B. Flanders Red Ale
  - 17C. Flanders Brown Ale/Oud Bruin
  - 17D. Straight (Unblended Lambic)
  - 17E. Gueuze
  - 17F. Fruit Lambic; must specify type of fruit
- 18.1 Belgian Abbey Ale**
  - 18A. Belgian Blond Ale
  - 18B. Belgian Dubbel
  - 18C. Belgian Tripel
- 18.2 Belgian Strong Ale**
  - 18D. Belgian Golden Strong Ale
  - 18E. Belgian Dark Strong Ale
- 19 Strong Ale**
  - 19A. Old Ale
  - 19B. English Barleywine
  - 19C. American Barleywine

## BEER - DIVISION 1407 (continued)

Class:

Sub-class:

- 20 Fruit Beer;** must specify base beer style and type of fruit(s)
- 21 Spice/Herb/Vegetable Beer**  
21A. Spice, Herb, or Vegetable Beer; must specify base beer style and type(s) of spices, herbs or vegetables  
21B. Christmas/Winter Specialty Spiced Beer; beer must include spices
- 22 Smoke-flavored and Wood-aged Beer**  
22A. Classic Rauchbier  
22B. Other Smoked Beer; type of wood or smoke must be specified if a “varietal” character is noticeable  
22C. Wood-aged Beer; type of wood or smoke must be specified if a “varietal” character is noticeable
- 23 Specialty Beer;** must specify “experimental nature” of the beer (e.g. type of special ingredients, process utilized, or historical style being brewed).

Note the sub-class you are entering on your entry form. For sub-classes 16E, 17F, 20, 21, 22B, 22C, and 23 through 28, briefly note special ingredients/variety and base beer style information on your entry form and the entry label you tape to your bottle.

For ALL Meads and Ciders use the following descriptions to specify:

**Carbonation level:** still, petillant or sparkling

**Sweetness:** dry, semi-sweet, or sweet

**Strength:** hydromel, standard, or sack

## MEAD – DIVISION 1408

Class:

Sub-class:

- 24 Traditional Mead;** must specify carbonation level and strength  
24A. Dry Mead  
24B. Semi-sweet Mead  
24C. Sweet Mead
- 25 Melomel (Fruit Mead);** must specify carbonation level, strength and sweetness  
25A. Cyser (Apple Melomel)  
25B. Pymment (Grape Melomel)  
25C. Other Fruit Melomel
- 26 Other Mead;** must specify carbonation level, strength and sweetness  
26A. Metheglin  
26B. Braggot  
26C. Open Category Mead

## CIDER – DIVISION 1409

Class:

Sub-class:

- 27 Standard Cider and Perry;** must specify carbonation level and sweetness  
27A. Common Cider  
27B. English Cider  
27C. French Cider  
27D. Common Perry  
27E. Traditional Perry
- 28 Specialty Cider and Perry**  
28A. New England Cider; must specify if cider was barrel-fermented or aged  
28B. Fruit Cider; must specify type of fruit  
28C. Applewine; must specify carbonation level and sweetness  
28D. Other Specialty Cider/Perry; must specify major ingredients

**Information about the 2010 San Diego County Fair**  
**[www.sdfair.com/fair](http://www.sdfair.com/fair)**



# Check List

(Print this out and display it prominently at your desk!)

- **April 23<sup>rd</sup> – Entry deadline.** Entry forms and fees MUST be postmarked or submitted on-line no later than April 23, 5:00pm PST. Mail to: San Diego International Beer Competition, P.O. Box 685, Solana Beach, CA 92075 OR Enter on-line at [www.sdfair.com/beer](http://www.sdfair.com/beer)
- **May 3<sup>rd</sup> through May 7<sup>th</sup>** - Deliver/Ship competition beer to: Del Mar Fairgrounds, Attn: Exhibit Dept. /San Diego International Beer Competition, 2260 Jimmy Durante Blvd., Del Mar, CA 92014.
- **June 1<sup>st</sup> – Deadline** to notify us that you will be providing your own festival bar/booth setup and decorations. Email [Cfischer@sdfair.com](mailto:Cfischer@sdfair.com) to make these arrangements.
- **First week of June** – Premier Food Services will contact distributors for purchase order setup. Deliver/Ship to: Del Mar Fairgrounds, Attn: Premier Food Services/San Diego International Beer Festival, 2260 Jimmy Durante Blvd., Del Mar, CA 92014.
- **June 25<sup>th</sup>- 27<sup>th</sup>** –San Diego International Beer Festival in the “Chevy Arena” at San Diego County Fair...we do the pouring; you enjoy the crowd and the accolades!
- **June 27<sup>th</sup>** – Homebrew Competition & San Diego International Beer Festival Awards!

**Register on-line using a credit card at [www.sdfair.com/beer](http://www.sdfair.com/beer) starting mid-March.**

Enter, send in your beers, enjoy the fest; it's just that simple! Please read the entry materials in their entirety. Should you have any questions, call (858) 792- 4207. Good luck!

# 4<sup>th</sup> Annual San Diego International Beer Competition & Festival

## 2010 Entry Form for mailing

San Diego International Beer Competition, P.O. Box 685, Solana Beach, CA 92075

(Type or block print clearly)

Brewery: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Distributor: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Brewery Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Brewery Telephone (\_\_\_\_) \_\_\_\_\_ Contact Telephone (\_\_\_\_) \_\_\_\_\_

Contact email: \_\_\_\_\_

Distributor Telephone (\_\_\_\_) \_\_\_\_\_ Contact Telephone (\_\_\_\_) \_\_\_\_\_

Contact email: \_\_\_\_\_

**To use our fast, easy  
& secure on-line  
entry registration  
option visit  
[www.sdfair.com/beer](http://www.sdfair.com/beer)  
Starting mid-March.**

Please make your check payable to **22nd DAA**. Mail your entry form and processing fees to the address above. Entry form must be USPS postmarked on or before April 23<sup>rd</sup>.

Emails and faxes will not be accepted. **Fees are non-refundable.**

The exhibitor agrees to defend, indemnify and hold harmless the Fair, the County and the State of California from and against any liability, claim, loss or expense (including reasonable attorneys' fees) arising out of any injury or damage which is caused by, arises from or is in any way connected with participation in this program or event, excepting only that caused by the sole active negligence of the Fair. The Fair management is not responsible for accidents or losses that may occur to any of the exhibitors or exhibits at the Fair. The exhibitor (or parent or guardian of a minor) is responsible for any injury or damage resulting from the exhibitor's participation in the program or event. This includes any injury to others or to the exhibitor or to the exhibitor's property.

I certify these entries are my work and that these entries comply with the Local and State rules. I acknowledge that these entries do not violate copyright or trademark laws. I agree that my name and/or brand name may be released to the press. I certify that I have read the statement listed above.

X Signature : \_\_\_\_\_ ( Original signature is mandatory)

Office Use Only	Receipt # _____ \$ _____ by _____ Date: _____ Exhibitor # _____
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Item #	Division #	Class #	Sub Class/Style Details	Beer Name	Check if Festival Beer (limit 4)	Fee	Office Use
1.						\$40	
2.						\$40	
3.						\$40	
4.						\$40	
5.						\$40	
6.						\$40	
7.						\$40	
8.						\$40	
9.						\$40	
10.						\$40	
11.						\$40	
12.						\$40	

**Please make a copy of this form for your records!!**

Total Fees \$ \_\_\_\_\_

2010 San Diego County Fair – 4<sup>th</sup> Annual San Diego International Beer Competition & Festival

*San Diego International Beer Competition*  
Entry Labels

Brewery \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Contact Cell# \_\_\_\_\_  
Distributor \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Contact Cell# \_\_\_\_\_  
Brand Name \_\_\_\_\_  
Category No. & Name \_\_\_\_\_  
Subcategory Letter & Style \_\_\_\_\_  
Special Ingredients: \_\_\_\_\_  
\_\_\_\_\_

*San Diego International Beer Competition*  
Entry Labels

Brewery \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Contact Cell# \_\_\_\_\_  
Distributor \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Contact Cell# \_\_\_\_\_  
Brand Name \_\_\_\_\_  
Category No. & Name \_\_\_\_\_  
Subcategory Letter & Style \_\_\_\_\_  
Special Ingredients: \_\_\_\_\_  
\_\_\_\_\_

*San Diego International Beer Competition*  
Entry Labels

Brewery \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Contact Cell# \_\_\_\_\_  
Distributor \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Contact Cell# \_\_\_\_\_  
Brand Name \_\_\_\_\_  
Category No. & Name \_\_\_\_\_  
Subcategory Letter & Style \_\_\_\_\_  
Special Ingredients: \_\_\_\_\_  
\_\_\_\_\_

*San Diego International Beer Competition*  
Entry Labels

Brewery \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Contact Cell# \_\_\_\_\_  
Distributor \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Contact Cell# \_\_\_\_\_  
Brand Name \_\_\_\_\_  
Category No. & Name \_\_\_\_\_  
Subcategory Letter & Style \_\_\_\_\_  
Special Ingredients: \_\_\_\_\_  
\_\_\_\_\_