



## The Can Makers

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## Competition Terms and Conditions

The rules for entering the Indie Beer Can Festival competition are outlined below. Further clarification can be obtained at any point by contacting [canmakers@onechocolatecomms.co.uk](mailto:canmakers@onechocolatecomms.co.uk)

### Applicable to all entrants

- The Organiser of this competition is the Can Makers Ltd ('the Can Makers'), The Stables, Tintagel Farm, Sandhurst Road, Wokingham, Berkshire, RG40 3JD
- Closing date for entries to the competition is midnight on Friday 11 December 2015
- The competition is open to independent brewers based in the UK and Eire
- Entries can be made by any UK or Eire-based brewery which meets the independent brewer definitions below:
  - An independent brewer is defined as a sole trader, a partnership, a limited company or a public company, that is not a subsidiary of a larger firm with attendant or other subsidiary brewing interests
  - Entrants must be manufacturing their beer for commercial sale, up to a maximum volume of 200,000 hectolitres per annum
  - Multinational brewers and brewers who do not produce/brew their beer in the UK or Eire are excluded from the competition
- Entrants must complete and submit all required sections of the entry form either online or by printing, completing and sending via post or e-mail by the deadline in order to enter the competition
- All entries will be anonymously judged according to written entries in December 2015
- Brewers that proceed to the semi-final will be notified by 4 January 2016
- Brewers that proceed to the semi-final will be required to send six clearly marked, secure samples (no larger than one pint each) for judging by 15 January 2016
- Finalists will be contacted by the end of January 2016
- By entering, entrants agree to provide the product at their own cost if they are chosen as finalists
- The Can Makers will collect all finalists' beer from their breweries and manage the transport of cans to the Festival final venue
- Representatives of the finalists' breweries must be available to attend the final awards ceremony in the early evening of 12 May, 2016 in London
- Competition categories 'Best Lager', 'Best Ale' and 'Best Other' will be judged according to paper entries and taste tests
- Entrants will be segmented by brewery size before judging
- There will be one overall winner awarded the title 'Best in Show' as well as category winners, 'Best Design' and 'Best New to Can'
- All finalists will be eligible for the 'Best Design' category
- Only finalists not already in a can will be eligible to win the title 'Best New to Can'
- All winners will receive a trophy, a certificate, and an e-badge

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- The remaining finalists will each receive an e-badge and certificate
- Entrants may submit as many beer brands into the competition as they wish, but must fill in a separate entry form for each individual beer brand
- The entrant's beer brand must be commercially available at the time of the competition
- By submitting your brewery's beer, you are giving your consent for the Organisers to make this information public on the Can Makers website, in media announcements and/or for other promotional purposes
- The Organiser reserves the right to publicise the competition and its winners through media channels for the duration of the competition and for a period of 18 months thereafter. No entrants' confidential details will be used in publicity material without their permission
- The Organiser reserves the right to refuse to accept the entry of any individual/team that it feels does not meet the objectives or the rules of the competition and the Organiser's decision is final
- All entries received shall be deemed to be made in accordance and in acceptance of these rules in full and without exception
- Entries will be judged by independent expert judges as well as the Organiser
- The Organisers reserve the right to amend or cancel the competition at any stage without further recourse
- The Organiser is working in conjunction with SIBA and onechocolate communications to deliver this competition
- The competition is only open to applicants aged 18 and over
- Proof of age and brewing capabilities may be requested by the Organiser
- No feedback will be provided, at any stage, to unsuccessful entrants
- Proof of submission of entries will not constitute proof of delivery and no responsibility will be accepted for lost, corrupted, delayed or mislaid entries
- The prizes are as stated and no alternatives, cash or otherwise are available

#### **Applicable to finalists whose beer is already in cans**

- Entrants whose entries are already in cans agree to provide 150 cans by 10 May 2016 if chosen as a finalist by the Can Makers

#### **Applicable to finalists whose beer is not already in cans**

- For each finalist whose beer is not yet in cans, the Can Makers will arrange production of 100ltrs beer in cans. To do so every entrant agrees that if chosen as a finalist they will provide 100ltrs in a keg(s) in March 2016 to the Can Makers
- Entrants whose entries are not already in cans agree to provide brand identity, i.e. digital label, brewery logo and can label design in February 2016
- The Can Makers will organise and cover reasonable costs for canning finalists' keged beers and printing the cans' labels
- The Can Makers will provide 100 cans 'not for resale' to Finalists for marketing purposes or personal use after the competition

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