



EUROPEAN BEER CHALLENGE

JUDGED BY BEER BUYERS

EUROPE'S MOST IMPORTANT
BEER COMPETITION

You did it! Congratulations on your success at the European Beer Challenge - Europe's Most Important Beer Competition Judged by Beer Buyers. Your products were blind tasted by the Europe's most influential Beer Buyers in London.

NOW it is time to PROMOTE your European Beer Challenge win to showcase your success and boost sales. Use this complimentary European Beer Challenge Winners Pack and the easily downloadable images/logos/info on here for your advantage. Everything you need to shine is on: europeanbeerchallenge.org/promote



STEP 1:

Order official European Beer Challenge Stickers or a License to Print and make your products stand out on the shelves worldwide. European Beer Challenge Medal Stickers showcase winning wine and spirits to buyers who are seeking the all important European Beer Challenge stamp of approval. Whether you are the producer, distributor, importer or retailer, this is your chance to celebrate and boost sales.

Orders yours NOW...

europeanbeerchallenge.org/sticker-shop

STEP 2:

Use the Press Release Template amend it and send to all:

- Local, national and international press
- Existing and potential suppliers, importers, distributors, retailers
- Local trade organisations and governments asking them to promote your European Beer Challenge success story

europeanbeerchallenge.org/press-release-template



Groepsbrouwerij BeerSelect | kaapt al na 1 jaar prijzen weg op Brussels én European Beer Challenge



2019-09-20 10:00:00
GENT - Afgelopen week gingen evenwijdig twee prijzen op de Brussels Beer Challenge naar lokale en omvattend België brouwers. Liefst drie medailleswinners - Bieren, Stroef Gouden BeerSelect en Wallekierke - bezamen hier beer bij het jonge Gentse BeerSelect. Dit weekend viel de groepsbrouwerij weg naar in de prijzen. De Groepsbrouwerij bezam met Beer 1 Like, twee van onze klanten, waarmee met hun bierje een gouden medaille op de European Beer

Press Release Template for European Beer Challenge 2020 Winners

[Name of Producer] Just Won at The Oscars of Beer -

[Name of Producer] just wowed the industry at Europe's

"The European Beer Challenge is extremely strict,"

[Name of Brewery/Export Director/Brand Owner/Distributor]

The Triple Blind Tasting Method used by the European





STEP 3:

Print your European Beer Challenge Poster (in high resolution) and display with pride for all:

- Online video wine tastings and auctions
- International Exhibitions
- Wine Tastings
- POS Promotion

europeanbeerchallenge.org/medal-winner-poster

STEP 4:

Download European Beer Challenge logo, European Beer Challenge Medal images and add them to your:

- Website homepage
- Website news page
- Advertisements in print media, posters, and online
- Email footer, compliment slips and letter heads
- LinkedIn status and achievements
- Social media

europeanbeerchallenge.org/medal-and-press-images



STEP 5:

Display your European Beer Challenge certificate at all trade events, in your offices and send copies to all your distributors so they can enhance your promotion in their markets.

europeanbeerchallenge.org/results

ONCE AGAIN, HUGE CONGRATULATIONS TO YOU
FROM EUROPEAN BEER CHALLENGE!

It is NOW time to enter the European Beer Challenge.

*"The European Beer Challenge Judges panel are at the top of their game.
An incredible selection of entrants from all over the globe."*

Alexios Stasinopoulos, Sommelier

Enter today at: europeanbeerchallenge.org/enter



europeanbeerchallenge.org | support@europeanbeerchallenge.org