



MEDIA RELEASE

Brewing Supremacy Up For Grabs at 2010 Australian International Beer Awards

The 18th Australian International Beer Awards (AIBA) returns in 2010, with more than 1,100 local and international entries set to fight it out to be the world's best beer.

Internationally recognised as the pre-eminent showcase for premium beer and brewing excellence in the Asia Pacific region, the Australian International Beer Awards are presented annually by the Royal Agricultural Society of Victoria (RASV), in conjunction with the University of Ballarat.

Cementing its standing as a global benchmark for beer excellence, the 2010 AIBA will see 485 international and 622 national brews go before a panel of local and international experts including: Simon Jackson, Executive Director of the Institute of Brewing and Distilling (UK); Bill Simpson, brewing industry entrepreneur, consultant and researcher (UK); Professor Paul Hughes, Heriot-Watt University (UK) and Jaime Jurado, Director of Brewing Operations for The Gambrinus Company (US).

Perhaps encouraged by the nation's 'Aussie princess' – Mary, Crown Princess of Denmark - the 2010 AIBA will see the lager-loving Danish join fellow first-timers Fiji and Belarus in testing their brewing skills against international competitors such as the Czech Republic, Belgium, Chile, New Zealand, Brazil, Canada, Germany, UK and the U.S.A, and of course Australia's finest brewers.

"The increasing presence of overseas competitors and the continued strong showing from national entrants ensures the competition provides a true representation of brewing excellence," said AIBA Chairman and judge, Mr Peter Manders.

Reflective of the international trend away from major producers to craft breweries and boutique beers, the AIBA will this year feature an even 50-50 split between large and small breweries.

"The AIBA is constantly evolving with the changing nature and tastes of the international beer community and in response to the industry's increasing shift towards specialty brews, the 2010 Awards have seen the introduction of the inaugural Champion Gluten Free Beer," he said.

Gluten free beer is a relatively new area of focus in Australia, produced by replacing barley, wheat and rye – three substances used in the brewing process – with ingredients such as sorghum, millet and rice. Increasing demand from the commercial market however, has encouraged more and more international breweries to introduce gluten free or low gluten products in recent years.

"The introduction of the new Champion Trophy allows the approximately 250,000 Australians suffering from coeliac disease, as well as those who are gluten-intolerant, the opportunity to not only drink a gluten-free beer, but a gluten-free beer recognised for its taste, aroma and appearance attributes," said Bradford Tetlow, AIBA Chief Steward based at the University of Ballarat.

Included as a subclass in the 2009 awards, the launch of a stand-alone AIBA category dedicated to gluten free and low gluten beer has seen submissions increase 50 per cent in 2010.

The inaugural Champion Gluten Free Trophy will join a list of 15 other trophies this year, including the prestigious Grand Champion Exhibitor Trophy. A total of 16 trophies will be on offer at the 2010 AIBA including:

- Champion Large Brewery
- Champion Small Brewery
- Champion Lager



RASV | University of Ballarat

AUSTRALIAN INTERNATIONAL BEER AWARDS

- Champion Ale
- Champion Porter
- Champion Stout
- Champion Reduced & Low Alcohol Beer
- Champion Wheat Beer
- Champion Belgian & French Ale
- Champion Scotch & Barley Wines
- Champion Hybrid Beer
- Champion Packaging Award
- NEW Champion Gluten Free Beer
- Premier's Trophy
- Gary Sheppard Memorial Trophy, and
- The prestigious Grand Champion Exhibitor Trophy, which is awarded to the most successful exhibitor.

Packaged judging for the 2010 AIBA will take place at the University of Ballarat from 12 to 16 April and draught judging will be conducted at Melbourne Showgrounds from 27 to 30 April, with trophies to be announced at the AIBA Gala Dinner held at Crown Palladium, Melbourne on 20 May.

- ENDS -

The following information is not for publication

For further media enquiries, please contact:

Gareth Beck
Wrights PR
T: +61 3 9690 9911
M: +61 412 913 150
E: gbeck@wrights.com.au