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## **MEDIA RELEASE**

### **Calling for Entries: 2010 Australian International Beer Awards**

Entries for the 2010 Australian International Beer Awards (AIBA) officially open on Monday, 14 December 2009, kicking off a global search for the world's best beers, offering breweries the opportunity to showcase their talents against the best in the industry.

The AIBA is firmly established on the international brewing calendar as a renowned and recognised barometer of diversity in beer brewing and is currently the second largest beer competition of its kind in the world.

In 2009, the Awards attracted a record 1,140 entries from 39 countries across the globe, including the UK, Ireland, Canada, the USA, Nigeria, Columbia, Czech Republic, Poland, Cambodia, Japan, Singapore, Hong Kong, Bolivia and Puerto Rico.

AIBA Chairman, Peter Manders said, "Since its inception in 1993, the Australian International Beer Awards has grown in stature to become one of the most highly regarded awards of its industry, attracting a remarkable number of high quality and innovative local and international breweries."

"No one can deny that beer is an essential part of the Australian way of life, with the Australian beer brewing industry generating almost \$3 billion annually," said Mr Manders.

"The AIBA was established to reward excellence in the field of brewing and to assist in the promotion of the brewing industry.

"The Awards recognise brewers that are influencing the evolution of the beer industry through innovation and provides brewers from around the world with a strong benchmark of industry excellence," said Mr Manders.

The competition's global reputation has been reinforced in recent years with the inclusion of some of the world's most respected judges who join a panel of Australian industry experts to judge a variety of classes.

In addition to awarding the coveted gold, silver and bronze medals in each class, judges award 15 prestigious Championship Trophies.

This year's major winner, Feral Brewing Company of Western Australia, stole the show, winning five trophies, including the 2009 Champion Exhibitor and Champion Small Brewery awards, proving that its not just the big players that are influencing the growth of the beer industry.

Presented annually by the Royal Agricultural Society of Victoria in conjunction with the University of Ballarat, the AIBA judging will be conducted at Melbourne Showgrounds and the University of Ballarat in April 2010. The event will culminate in a gala awards presentation dinner at Crown Palladium, Melbourne Australia on Thursday, 20 May 2010.

**Entry into the 2010 AIBA closes on Friday, 29 January 2010.** For entry details please visit [www.beerawards.com](http://www.beerawards.com) or contact the Royal Agricultural Society of Victoria on +61 (0)3 9281 7444.

**For all media inquiries please contact Wrights PR on +61 (0)3 9690 9911 or alternatively contact:**

Gareth Beck: +61 412 913 150 / [gbeck@wrights.com.au](mailto:gbeck@wrights.com.au)

Cara Norden: +61 421 549 408 / [cnorden@wrights.com.au](mailto:cnorden@wrights.com.au)