



HONG KONG INTERNATIONAL BEER AWARDS

14 - 16 MAY 2025

HONG KONG CONVENTION & EXHIBITION CENTRE



Organiser:



Co-Organiser:



1. OBJECTIVE

This document sets the rules and regulations for the Hong Kong International Beer Awards (the “Awards”) which is one of the events of HOFEX 2025. The judging session will be held on the 13 May 2025. And the Awards Ceremony of the Hong Kong International Beer Awards will be held on 15 May 2025 at HOFEX.

2. MISSION

Asia beer market prospers with consumers’ increasing demand for premium and pricey beer, and among various beer products, craft beer beguiled beer enthusiasts with its rich and lively flavours. The Hong Kong International Beer Awards endeavours to raise awareness of craft beer inside and outside the industry, with the aim to become the ultimate guide of craft beer trade in Asia. Beer Judge Certification Program (BJCP) Style judges is applied in this awards in light of its wide usage in amateur and commercial brewing competitions. Apart from providing a standard for judges, it promotes the appreciation of beer styles and their accurate production by brewers. Winners will receive marketing support and promotions, which is undoubtedly a fantastic opportunity for contestants to build brand recognition.

3. ENTRY ELIGIBILITY

The Awards is open to any brewery (the “Competitor”) producing beer for commercial purposes available for sale locally or for regional/international distribution. Beer brewed at rented brewing facilities is also eligible to enter the Awards.

4. REGISTRATION

Competitors are required to follow the registration procedures below.

- a. Entry Note (*Refer to 5.3*)
- b. Delivery Note (*Refer to 5.4*)
- c. Registration Fee

| | | |
|-----------------------------------|--|--|
| Registration Starting Date | 28 February, 2025 | |
| Registration Closing Date | 4 April, 2025 | |
| Registration Fee | Non-exhibitors HK\$400 / US\$52 per entry | Exhibitors HK\$200 / US\$26 per entry |

Payment Method

- Telegraphic Transfer
- By Cheque / Bankdraft

Bank details will be provided once the registration is accepted.

Bank transfer receipt should be sent to visit@hofex.com.

Cheque should be made payable to Informa Markets Asia Ltd and sent to the below address:

Informa Markets - FHBR Department
17/F, China Resources Building,
26 Harbour Road, Wanchai, Hong Kong
Attn: Ms Carmen Leung

To ensure your payment can be identified, please state the name of your company and quote the invoice number when making your payment. All banking charges, if any, are to be borne by the applicant.

Exchange rate for payment in HK Dollar: USD 1 = HKD7.8

An Official Receipt will be issued against full payments on request.

Registration fee is non-refundable if the Awards is cancelled for reasons beyond the organiser's control or if the application is withdrawn by the Competitors.

Submission of registration indicates acceptance of the rules and regulations of the Hong Kong International Beer Awards.

5. ENTRY DETAILS AND REQUIREMENTS

5.1. ENTRY QUANTITIES

Each Competitor can submit **up to 10 entries**. Each entry must be a different beer product. Please note that home-brew beers or non-commercial beers are not allowed.

Competitors have to send **six (06) bottles for each entry with identical packaging, labelling and volume**. Each bottle should consist of no less than 330ml. It can be in crowned or corked bottles, cans or PET containers.

Three (03) bottles will be for judging and three (03) bottles for display.

5.2. STYLE GUIDELINES

| Categories | Beers |
|------------|----------------------------------|
| 1 | Pale Lager |
| 2 | Pale Ale |
| 3 | India Pale Ale |
| 4 | Dark Beer |
| 5 | Sour Beer |
| 6 | Specialty Beer - Aged |
| 7 | Specialty Beer - Non-Aged |

5.3. ENTRY NOTE

At the point of registration, each Competitor has to fill in the entry note for each of the entry through <https://forms.gle/8kLGhrshnRo9qMCeA>

Details of the Entry Note:

- Name of brewery and logo
- Contact details
- Country of entry
- Beer name and photo(s)
- Awards Category
- Beer Judge Certification Program (BJCP) Style Category/Subcategory*
- Entry instructions (required for Specialty category)#
- Alcohol by Volume (ABV%)
- International Bitterness Units (IBU)#

**Competitors should refer to the 2021 BJCP Style guidelines (<https://www.bjcp.org/bjcp-style-guidelines/>)
Optional. For Entry Instructions, please refer to BJCP Style Guidelines for 28-34 Specialty-Type Beer and 21B Specialty IPA.*

5.4. DELIVERY OF ENTRIES

Each Competitor has to deliver the entries to the designated location (Refer to delivery note) with sticking the delivery note on the prominent position of the boxes.

Details of the Delivery Note:

- Sender Information
- Content of Delivery
- Recipient Information

Delivery note and instructions (including contact details of suggested official shipping company, delivery period) will be sent to all confirmed Competitors in due course. All the delivery costs and taxes incurred will be borne by the Competitor.

Please ensure all samples are packed securely, the organiser will not be responsible for any breakages during shipping.

5.5. INSPECTION OF ENTRIES

All submitted entries as stated in the registration form may be subject to inspection by the organiser.

The organiser reserves the right to have any entries inspected and/or analysed to verify that it meets the relevant conditions for the category in which it is entered, and that the beer held by the Competitor represents the entry provided for judging.

6. ENTRY OWNERSHIP

All entries will become the property of the organiser which reserves the rights to keep or discard the entries after the end of the Awards.

7. JUDGING

- 7.1. Judging will be held on Tuesday, 13 May 2025 during HOFEX 2025.
- 7.2. All beers belonging to the same category will be judged together.
- 7.3. All judges will not have access to the entries apart from the glass of each placed in front of them during the judging session.
- 7.4. Each judging panel, under the direction of the Head Judge, shall judge their allotted categories and complete the scoresheet/ feedback sheet. The Head Judge will have the points totaled and checked. The organiser will confirm the results and determine the awards.
- 7.5. All Competitors shall accept the final decision of the organiser and judges.
- 7.6. The Head Judge will have the rights to disqualify or dismiss any entry not being eligible for judging, in his/her opinion, does not comply with the regulations in any aspect, and such disqualification shall be accepted as final.
- 7.7. Entries will be judged according to the following criteria:

| | |
|---|------------------|
| Aroma <i>(malt, hops, esters etc.)</i> | Max. 12.0 |
| Appearance <i>(colour, clarity, head)</i> | Max. 3.0 |
| Flavour <i>(malt, hop, aftertaste, texture)</i> | Max. 20.0 |
| Mouthfeel/ Body <i>(body, carbonation, creaminess)</i> | Max. 5.0 |
| Overall Impression <i>(overall drinking experience)</i> | Max. 10.0 |
| TOTAL | 50 Points |

8. AWARDS

The awards will be announced on Thursday, 15 May 2025 at HOFEX 2025.

| Awards | Requirements |
|---|--|
| A certificate of Gold, Silver and Bronze in each category to entries who score specific total points | Gold: 38 – 50 total points Silver: 35 – 37 total points Bronze: 30 – 34 total points |
| The best in each category | Entry which scores the highest total points in each category |
| Overall Champion | Entry which scores the highest total points in overall |

9. INTELLECTUAL PROPERTY RIGHTS AND COMMITMENT

By entering the Awards, Competitors agree to take part in any publicity concerning the Awards at any stage including but not limited to photos, filming and interviews.

The Competitors grant the organiser a non-exclusive, royalty-free, irrevocable, perpetual, worldwide license to use intellectual property rights whether registered or unregistered in any formats, including name, image, or likeness of the Competitors for any business purpose, including but not limited to marketing promotion.

10. ENQUIRIES

For enquiries, please contact the organiser at visit@hofex.com.

HONG KONG INTERNATIONAL BEER Awards SPONSORSHIP OPPORTUNITIES

Expose your brand and products to key industry users and audience at the inaugural edition of Hong Kong International Beer Awards 2025 which aims to inspire and celebrate the excellence in brewing and label design. The Awards will take place during HOFEX from 14 – 16 May 2025.

HOFEX 2025 Overview



40,000m²
Exhibition
space



1,200 +
Exhibitors &
Brands



30,000 +
Visitors

Increase Brand Awareness

to diverse F&B and
hospitality industry

Create an Impression

reach out to key
decision makers



EQUIPMENT & NON FOOD ITEMS

- Beer Membrane Filtration Systems
- Brewing Systems / Brewery Drainage System
- Beer Taps / Tap Handles
- Bar / Beverage Chillers
- Glassware – Beer Glass, Water Glass
- Bar Service Essentials – Coasters, Disposable Napkins, Buckets, Trays
- Ice Machine
- Glass / Dish Washing Solutions
- Kegs and Casks
- Bottling and Labelling Solutions
- Canning / Packaging Solutions
- Bar / F&B Service Uniforms
- Trophies / Awards and Gifts
- Venue Furniture
- Bar Counters – Modular Systems
- Sound Systems / Speakers
- Digital Displays / Screen

FOOD & BEVERAGE ITEMS

- Malt
- Hops
- Wheat
- Maize
- Yeast
- Bar Snacks – Chips, Nuts, Crackers
- Packaged Desserts / Sweets
- Mineral Water

... and many more opportunities

For enquiries on sponsorship, please contact us at exhibit@hofex.com.

ASIA'S LEADING FOOD & HOSPITALITY TRADESHOW



HOFEX



14 – 16 May 2025

Hong Kong Convention & Exhibition Centre

Organiser:



www.HOFEX.com

