



the good grocer
cellar

THE WEST AUSTRALIAN GOOD FOOD GUIDE BEER OF THE YEAR AWARD

ENTRIES OPEN

JUNE

MONDAY

3

ENTRIES CLOSE

SEPTEMBER

FRIDAY

6

DELIVERIES OPEN

SEPTEMBER

MONDAY WEDNESDAY

9 - 11

JUDGING

SEPTEMBER

MONDAY TUESDAY

16 - 17

The WA Good Food Guide Beer of the Year Award returns in 2024. The ongoing success of these awards recognises a distinct array of Western Australian beer experiences and craftsmanship. Our dynamic and inclusive judging team of drinks professionals taste, debate and beers over two full days to arrive on a list of a Top 25 beers.

The WAGFG Beer of The Year Award recognises the growth and innovation of the West Australian brewing industry, and is proudly not tied to conventional and increasingly outmoded ‘style guides’ and associated judging, taking each spirit on its merit, in categories defined for more consumer-friendly language and recognition.

As the birthplace of Australian craft beer, WA brewing continues to push beer well beyond the prosaic, leading many to explore new styles, from hoppy to sour, dark, barrel aged and hybrid, as well as more familiar lager expressions. Elegant, complex, immensely drinkable, and with exceptional food pairing potential, WA beer continues to be as versatile as it is enjoyable. WAGFG judging reflects an ability to pivot on style, and judge beer on merit in the glass, with complexity, interest and drinkability the bedrocks of appreciation, rather than technocratic judging.

The 2024 WAGFG beer judging panel is led by Guy Southern, Crafty Pint writer, retailer, presenter and beer industry consultant. Returning food and beverage quality expert, and beer judge, Clare Clouting of Athena Quality will be joined by previous judges Josh Daley, co-owner of Mane Specialist Bottleshops, a nationally recognised specialist liquor retailing force, and the talent of beer industry expert Pia Poynton. This year welcomes new judge, WAGFG Bar Editor Jono Outred, whose diverse, more than decade long background encompasses food, wine, beer, photography, journalism and hospitality.

The beer award is open to all Western Australian made beers released between October 2023 and September 2024. This includes core range beers which are continuously released, and annual seasonal releases, as well as limited releases. Only Western Australian made products are judged. Given the extensive nature of the beer category, at least two core range / regularly available releases are required.

The awards celebrate excellence and take a different tack to more traditional awards systems. The winning beer will always be the best on the day, with judges considering inherent quality, innovation, modern tastes, drinkability and new approaches to beer within their charter. All beer will be blind tasted.

The WA Good Food Guide Beer Award connects results with consumers through accessible, digital results that remain available permanently through WA Good Food Guide marketing channels; in 2024 we will launch a special digital magazine supported by a marketing campaign driven by our digital agency Distl, and in the West Australian Newspaper. An example of our digital drinks magazine format can be found [here](#).

A collaborative campaign is also undertaken with independent bottle shops across the state to ensure commercial sell through of successful beers.





KEY ENTRY INFORMATION

- 1. Fill out the entry form online**
(See the link 'Beer Award' on the WAGFG homepage wagoodfoodguide.com – you can enter multiple entries per transaction)
Contact georgia@wagoodfoodguide.com if you would like an invoice created (six entries or more)

- 2. Please ensure that all entries are clearly labelled with the brewery name and category they are entered in – this is each can or bottle please.**
Carefully package your product, then deliver or send it to the addresses noted. Note: a six pack of beer per beer entry is required at a minimum, clearly labelled with the category it is entered in.

a. Draught beer submissions may be entered, however two, clearly labelled, 1 litre cans, or equivalent multiple vessels to 2 litres (4 x 500ml cans), are required.

b. Kegs and growlers will not be accepted.

- 3. WAGFG judging criteria requires at least two core range / regularly available (seasonal release) beers if submitting multiple beers.**

- 4. Key WAGFG Beer awards dates**
Entries open: Monday June 3rd, 2024

Entries close: Friday September 6th, 2024

Deliveries open: Monday September 9th - Wednesday September 11th, 2024

Judging: Monday September 16th - Tuesday September 17th 2024

Please deliver attention:

WA GOOD FOOD GUIDE
Besk
Att: Abbie Kinsella
264 Railway Parade,
West Leederville WA 6007

Mobile: 0488 054 576