

# HOME BREW CONTEST

## THEME: FRUITED BEERS



Submit by: April 30<sup>th</sup> 2022

Winners announced: May 7<sup>th</sup> 2022



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# GOAL

Labrosse brewery is looking to reach out to the Homebrewing Community to explore new ideas for great beer.

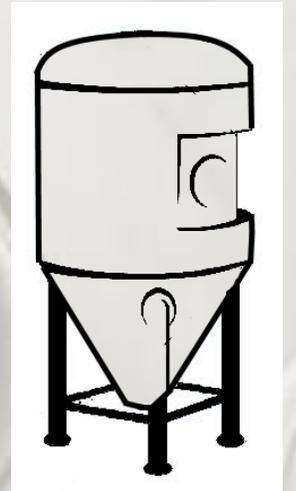
In the process, Labrosse hopes to find hidden talent and hidden beer gems tucked away in garages around the Montreal area.

Not only will there will be prizes and social media coverage for the winners, but also possible brew collaborations or part time jobs opportunities for new upcoming brewers.



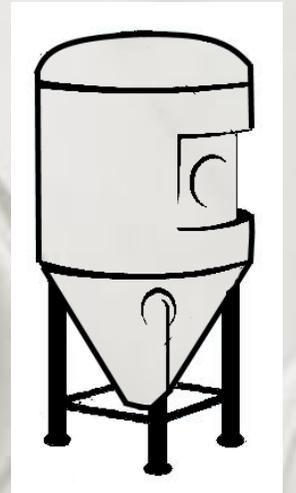
# WHO CAN PARTICIPATE

1. Any home brewer that has brewed large quantities of beer on a good size home kit (20L and up).
2. Actual brewers by trade, that are not currently employed at another brewery.



# RULES

1. Each Brewer can submit up to a maximum of 2 beers
2. The beers need to be submitted by April 30<sup>th</sup>, 10:00 pm.
3. Please submit 2 containers of each beer in growlers, bottles or cans.
4. Beers need to be labeled with the following info:
  1. Brewer's name
  2. Contact info
  3. Name and style of beer



## CONTEST

1. The winner will be revealed on Saturday 7<sup>th</sup> – Home Brew DAY 😊
2. There will be 5 judges
3. Any style of beer is accepted as long as fruits are used in the recipe.
4. Judges will rate on the below criteria:
  1. Appearance
  2. Aroma
  3. Taste
  4. Mouthfeel
  5. Overall



# WINNERS & PRIZES

1. The top 3 beers will get prizes



2. Winners will be announced on Labrosse's social media platforms and website, in addition to receiving a gift card of 100\$, 80\$, 60\$ respectively.
3. As part of a second phase, Labrosse will evaluate the potential for collaboration brew with any of the three Stars. Understandably, there are certain conditions that need to be met in order to follow through with the project. Labrosse reserves the right to cancel the project at any time if it deemed necessary.



# LAST YEAR'S WINNERS



GOOD LUCK!

**BREWERS START YOUR HOT LIQUOR TANK!!!!!!**

