

MEDIA RELEASE
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The Unavoidable Growth of the Perth Royal Beer Awards

The Royal Agricultural Society of WA has superseded all expectations with the positive growth of entries and exhibitors for this year's Perth Royal Beer Awards, with two days of judging for the 2018 Awards set to begin Sunday 1 July.

Held at the Claremont Showground, over 700 entries (an increase of 23% from 2017) will vie for Trophies, Gold, Silver and Bronze medals, with winning announcements to be made at the ticketed Perth Royal Beer Awards Presentation Evening on Friday 13 July in the Showground's iconic Wilkinson Gallery.

The awards, presented by the Royal Agricultural Society of WA, has historically attracted approximately 600 entries from commercial, mid and small sized craft breweries, microbrewers and home brewers. The 70 plus categories provide for a broad range to enter and with the introduction of the Beer Awards first ever Beer Carnival, which showcases the winning beers in a full carnival atmosphere, entrant numbers have risen way above RASWA's expectations.

Held on the 14 and 15 July, the Perth Royal Beer Awards Carnival is the best chance ticket holders have to taste the absolute best award-winning beer in the industry. Serving up the 2018 Gold Medal Winners, plus over 35 other breweries such as Cheeky Monkey, Little Creatures, Black Brewing Co, Boston Brewery and Gage Roads to name but a few.

And to add on just that little bit extra, RASWA have introduced new educational sessions (supported by Cryer Malt) for award entrants only, held on the morning of the 14 July and covering topics such as; how to setup a new brewery, technical advice on equipment and Q&A time at the end for all questions.

This year's Perth Royal Beer Awards competition has seen an increase in the overall high quality of beers being produced around Australia and a large cohort of WA brewers entering including; Bevy Brewing, Black Brewing Co, Hopped Up Brewing, Lucky Bay Brewing, Otherside Brewing Co and Rocky Ridge Brewing Company to name but a few.

The judging panel for the awards will be led again by esteemed Melbourne-based Justin Fox, head of sales, products and development at brewing ingredients supplier Bintani Australia and the former head of brewing at Colonial Leisure Group. A panel of local and interstate judges will judge each entry using the Beer Style Guidelines as a reference, with each beer being identified only by a class number and style category. The beer is judged by its appearance, aroma, flavor and body, technical quality and style to a total score of 20.

Some of the major awards on offer at this year's Perth Royal Beer Awards include –

- The Beer & Beef Club Trophy for Champion Beer
- The Hopco Trophy for Champion Large Brewery
- The Sail & Anchor Trophy for Champion Small Brewery
- The Royal Agricultural Society of WA Trophy for Best New Exhibitor



- The winner of the Best Amateur Beer Trophy will win the opportunity to make a commercial batch of their winning beer on premises at Feral Brewery, to be released at the 2018 Fremantle Beerfest.

The Perth Royal Beer Awards judging – Sun 1- Mon 2 July. Claremont Showground

The Perth Royal Beer Awards Presentation – Fri 13 July. Claremont Showground

<https://events.ticketbooth.com.au/event/awards-presentation-perth-royal-beer-awards>

The Perth Royal Beer Awards Carnival, 12pm - 5pm & 6pm - 11pm Saturday 14 July & 1pm - 7pm

Sunday 15 July. Robinson Pavilion, Claremont Showground. Tickets \$30 pp + bf

<https://events.ticketbooth.com.au/event/perth-royal-beer-awards>

Media opportunities: Filming, Photographs and interviews are available.

Please contact below.

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