



**FRIENDS! GERMANS!
COUNTRYMEN! SEND US YOUR BEERS!**

**REGISTER NOW FOR THE FIRST EVER
BIERFEST 'HOME SWEET HOMEBRAU'
TASTE-OFF**

SATURDAY, FEBRUARY 21st 2015

Since 2012, Philadelphia beer lovers have celebrated Pennsylvania's German brewing heritage at **BIERFEST**, an event hosted by the **German Society of Pennsylvania** and the ferocious female athletes of flat track roller derby, the **Philly Roller Girls**. Founded by Philly's favorite drinks author Marnie Old and benefitting the **Brewers of Pennsylvania**, Bierfest is designed to showcase this state's leadership in brewing (and drinking) German-style beers, like lagers and kölsches, weizens and bocks.

Bierfest is proud to announce the launch of the 'Home Sweet Homebrau Taste-Off', a German-style brewing competition that invites the area's homebrewers to get in on the Deutchalicious action.



HOME SWEET HOMEBRAU TASTE-OFF BASICS:

ENTRIES MUST BE MADE IN ONE OF THE GERMAN STYLES DETAILED BELOW

REGISTRATION DEADLINE: 1/30 ENTRIES ACCEPTED: 1/19 – 1/30

FINALISTS WILL GET 2 VIP PASSES AND POUR THEIR BEER AT BIERFEST IN ORDER TO BE ELIGIBLE FOR 2 AWARDS – 'GRAND PRIZE' AND 'PEOPLE'S CHOICE'

EYE-POPPING GRAND PRIZE: FREE WILL BREWING COMPANY WILL TEAM UP WITH ONE TALENTED HOMEBREWER TO CRAFT A BREWERY-SCALE BATCH OF THEIR WINNING BEER, TO BE LAUNCHED AT BIERFEST 2016



BIERFEST 2015

'HOME SWEET HOMEBRAU' TASTE-OFF

COMPETITION FORMAT, SCHEDULE & PRIZES

FORMAT:

Entries will be judged by a panel including both BJCP-certified beer judges, and other qualified tasters, such as craft brewers, beer writers and publicans. This will be a closed judging, to take place between 2/4/2015 and 2/13/2015.

Finalists selected by the judging panel will be notified by 2/15/15, and receive 2 VIP tickets to Bierfest 2015. In order to be eligible for the Grand Prize or People's Choice Award, these finalists must bring a minimum of 1 case [or half Corney keg] of their beer entry to the event.

At Bierfest, finalists will be provided table space and must sample attendees on their brews in order to compete for their 'People's Choice' votes. This judging window will begin 1 hour into the event at 3pm, and brewers are asked to man their stations for 1 hour, or until their beer is depleted. Winners will be announced by 5pm.

TIMELINE:

11/15/14	Registration opens
1/19/15	Acceptance of beer entry deliveries begins
1/30/15	Final deadline for registration and beer entry delivery
2/15/15	Finalists announced
2/21/15	Finalists compete at Bierfest 2015, and winners announced

PRIZES:

ALL FINALISTS

2 VIP TICKETS TO BIERFEST 2015

PEOPLE'S CHOICE AWARD

AN ENVIABLE SWAG BAG OF GIFTS TBD,
PROVIDED BY BIERFEST SPONSORS

GRAND PRIZE

WINNER WILL COLLABORATE WITH
FREE WILL BREWING COMPANY ON A
BREWERY-SCALE BATCH OF THEIR WINNING
BEER, TO BE LAUNCHED AT BIERFEST 2016.

ELIGIBLE BEER CATEGORIES BY BJCP CLASSIFICATION:

The following BJCP beer categories are permitted in their entirety:

1 - Light Lager, 2 – Pilsner, 3 - European Amber Lager, 4 - Dark Lager,
5 - Bock, 7 – Amber Hybrid Beer, and 15 – German Wheat and Rye Beer.

The following BJCP beer sub-categories are permitted as well:

6C - Kölsch [Variant of Light Hybrid Beer], 12C – Baltic Porter [Variant of Porter],
17A – Berliner Weisse [Variant of Sour Ale], and 22A – Rauchbier [

BIERFEST 2015

'HOME SWEET HOMEBRAU' TASTE-OFF

HOMEBREWER COMPETITION GUIDELINES & ENTRY REQUIREMENTS

- **The competition is restricted to beer styles of German heritage, or those from German-speaking regions of Europe. Adherence to the Reinheitsgebot is not required.**
- The competition is open to all homebrewers and is not a BJCP sanctioned event.
- The registration fee is \$7 for each beer entry, to be submitted with registration form by 1/30/15. Checks or money orders only, please, payable to The German Society of PA, mailed to their address as listed on the registration form below.
- Two bottles must be submitted per entry (12-16oz). Bottles must be free of labels or identifying marks. Grolsch-type wire swing tops are not accepted. Printed crown caps must be blacked out. A completed "Bottle ID Form", provided below, must be attached to each bottle with a rubber band. No glue or tape, please.
- BJCP style guidelines will determine beer categories [see details at www.bjcp.org]. The following BJCP beer categories are permitted in their entirety: 1 - Light Lager, 2 - Pilsner, 3 - European Amber Lager, 4 - Dark Lager, 5 - Bock, 7 - Amber Hybrid Beer, and 15 - German Wheat and Rye Beer. Four additional subcategories are eligible: 6C - Kölsch, 12C - Baltic Porter, 17A - Berliner Weisse, and 22A - Rauchbier.
- The sole exception to these parameters will be for beers brewed according to historical German styles that are not represented by BJCP, such as Gose or Dampfbier. Such entries will be accepted, but their registration form must be accompanied by a 200-400 word explanation of why they should be included. Eligibility determinations will be made by the competition organizers with all decisions being final.
- Brewers are limited to 2 entries total, and no more than 1 entry per BJCP subcategory.
- Beers will be judged according to the category they were entered in. Other beer styles, ciders or meads entered will be disqualified. The competition organizers also reserve the right to collapse categories as they deem appropriate.
- Beer entries can be dropped off in person to Home Sweet Homebrew from 1/19/15 through 1/30/15 or sent there by courier [address listed on registration form]. Packages should be labeled "BIERFEST HOMEBRAU" to avoid mix-ups. If you mail your entry, please package it carefully and do not break the law by using USPS.
- All entries become property of The German Society of PA. No entries will be returned. Only home-brewed (not commercial or commercially-assisted) beers may be entered (conforming to AHA guidelines for homebrew).
- Entries that do not meet entry requirements will be disqualified. Disqualified entries may be sampled but are not eligible for any of the awards.
- Any questions or disputes that arise during the competition will be settled by the competition organizers with all decisions being final.
- Any questions or disputes that arise during the production of the winning beer recipe will be settled by Free Will Brewing Co. with all decisions being final.

Bierfest

CELEBRATE PENNSYLVANIA'S GERMAN BREWING HERITAGE

SATURDAY,
FEBRUARY 21st 2015

AT THE GERMAN SOCIETY OF PA / www.PhillyBierfest.com

Bierfest 2015 will be bigger and better than ever, with more food and more fun, in order to maintain the winter 'beer garden' vibe that has made it such a hit to date. Located in Philly's vibrant Northern Liberties neighborhood, Bierfest 2015 will feature all the amazing beers, terrific entertainment and creative learning experiences of past years, with a few new added attractions. Attendees will circulate between two buildings: the larger historic German Society building, housing Pennsylvania beers made in German styles, and the adjacent Latvian Society building, where German imports will be showcased.



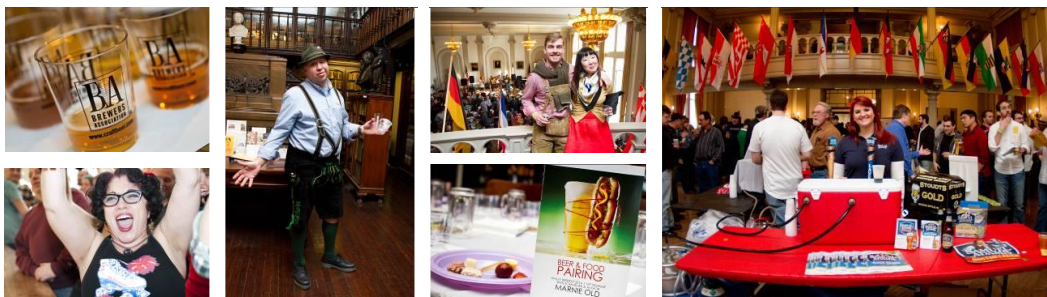
Don't miss 3 floors of programming in original Spring Garden Bldg., including:

- Pennsylvania brewers pouring German-inspired beers in PA Beer Hall, along with soulful live bluegrass music, the rollicking fun of Roller Derby Arm Wrestling and Beer-Jello Masskrugstemmen [Liter Lift Contest].
- A barrelful of beer education in the 3rd floor Bierfest Academy – an exclusive VIP seminar on 'Germany's Noble Hops' and a star-studded Brewers' Discussion Panel on 'The German Connection: PA's Lager-Loving Terroir' open to all.
- Authentic rib-sticking German food and polka music in the traditional Ratskeller.

Plus 2 floors of programming in the smaller 7th St. Bldg., including:

- Extensive imported offerings in the German Beer Hall, along with the funkified stylings of Polkadelfia, traditional thigh-slapping Schuhplattler folk dancing and jaw-dropping Berlin-Style BEERlesque performances [PG-13 / adults-only].
- Interactive beer education in the main floor Learning Lounge, featuring a German-Style Homebrew Competition, Mystery Beer Blind Taste Test, Beer Station Treasure Hunt, and more fun and games.

And don't forget Bierfest's family-friendly extras like supervised 'kinder care' for thirsty parents, 'beer-less' tickets for kids and designated drivers, and hotel packages.



BIERFEST 2015

'HOME SWEET HOMEBRAU'

TASTE-OFF

HOMEBREWER COMPETITION

REGISTRATION FORM

Please complete and submit this form, along with the registration fee, to the German Society of Pennsylvania by 5pm Friday 1/30/15.

Brewer Name: _____

Mailing Address: _____

Daytime Phone: _____ Alt. Phone: _____

E-Mail: _____

Beer Name: _____

Beer Style: _____

BJCP Category [#]: _____ Subcategory [A-F]: _____

Permitted Categories: 1, 2, 3, 4, 5, 6C, 7, 12C, 15, 17A and 22A [includes subcategories unless noted]. Outside these categories, only beers made in historical German styles are permitted. If entering such a beer, please include a 200-400 word explanation of why it meets these criteria with registration.

FINALISTS WILL BE ANNOUNCED BY 2/15/2015. WINNERS WILL BE ANNOUNCED AT BIERFEST 2015 ON SAT. 2/21/15 AT THE GERMAN SOCIETY OF PA.

MAIL REGISTRATION TO:

German Society of Pennsylvania
611 Spring Garden St.
Philadelphia, PA 19123

215.627.2332

info@germansociety.org

Include a check or money order for \$7 per beer entry, payable to German Society of PA

REGISTRATION DEADLINE:

1/30/15 AT 5PM

DELIVER BEER ENTRIES TO:

Home Sweet Homebrew
2008 Sansom St.
Philadelphia, PA 19103

215.569.9469

info@homesweethomebrew.com

2 bottles per entry, with Beer ID Form [see below] attached to each bottle by rubber band

BEER ENTRIES ACCEPTED:

1/19/15 TO 1/30/15 AT 8PM

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'HOME SWEET HOMEBRAU'

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BEER ID FORMS

Please complete and attach a form to each bottle submitted, using a rubber band. No tape or glue please.

<p>BIERFEST 2015 HOME SWEET HOMEBRAU TASTE-OFF BOTTLE ID</p> <p>NAME: _____</p> <p>ADDRESS: _____ _____</p> <p>PHONE: _____</p> <p>EMAIL: _____</p> <p>BEER NAME: _____</p> <p>CATEGORY: _____</p> <p>.....</p> <p>Organizer Use Only:</p> <p>Entry Number: _____</p>	<p>BIERFEST 2015 HOME SWEET HOMEBRAU TASTE-OFF BOTTLE ID</p> <p>NAME: _____</p> <p>ADDRESS: _____ _____</p> <p>PHONE: _____</p> <p>EMAIL: _____</p> <p>BEER NAME: _____</p> <p>CATEGORY: _____</p> <p>.....</p> <p>Organizer Use Only:</p> <p>Entry Number: _____</p>
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