



How we promote your award-winning beers

We believe that the craft of beer brewing is the greatest passion and highest form of artistry there is. It is the greatest industry in the world. Unfortunately, we have learned that great beer is not enough.

Brewing excellent beer is the easy part, selling the beer is the difficult job. The Brussels Beer Challenge helps to promote your award-winning beers.

A dedicated public relations and press team promotes and showcases award winners all year round. It develops high-impact,

targeted communications in a range of markets allowing the spotlight to be turned on your award-winning beers.

We promote the competition and award winners at award ceremonies, leading trade shows and media events. We also ensure international exposure through our media partners in the world's leading markets.



Award ceremonies

BBC AWARD CEREMONY

The official Brussels Beer Challenge award ceremony takes place at **Horeca Expo in Ghent** (BE). All participants and the press are invited. The Belgian stand-up Bert Kruismans ensures a professional and exciting show. Two golden medals winning beers are showcased to the guests.



BBC AWARD CEREMONY CHINA

The Brussels Beer Challenge award ceremony for Chinese winners takes place at **CBC China in Shanghai**. All winning Chinese breweries, trade and the press are invited. The golden medals winning beers are paired with local food and showcased to the guests.



BBC AWARD CEREMONY USA

The Brussels Beer Challenge award ceremony for US winners takes place at the *Fermentis Hospitality Suite during CBC*. All winning American breweries, US judges, trade and the press are invited. A fine selection off award-winning beers is showcased to the guests.



BBC AWARD CEREMONY ITALY

The Brussels Beer Challenge highlighted 9 award-winning Italian brewers for the first time during an event in *Rome* at *Open Baladin Beer Pub* in 2023. 16 Italian beers have been showcased for press & consumers during an event held in collaboration with Lorenzo Dabove "Kuaska" and Cronache di Birra.

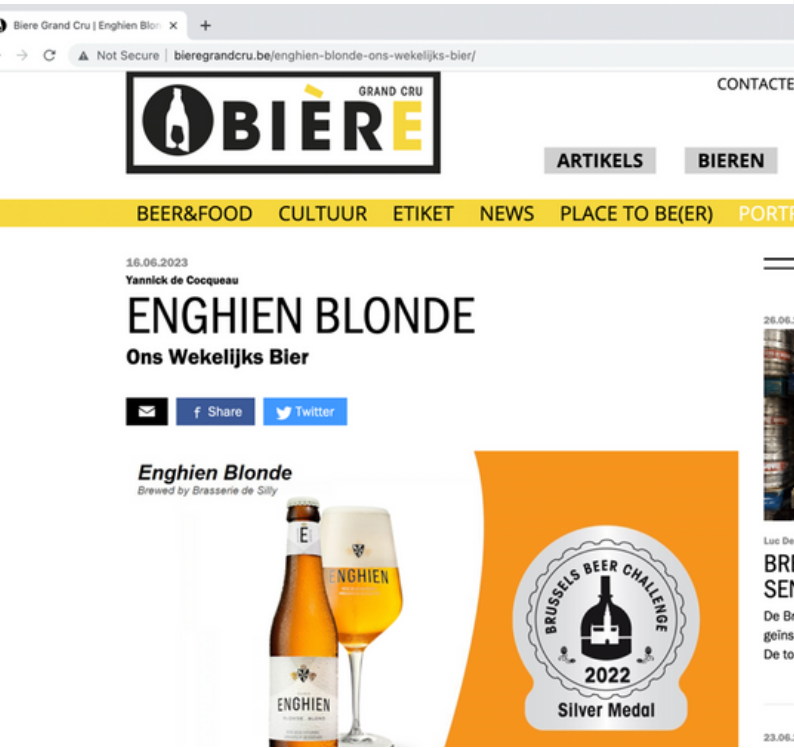
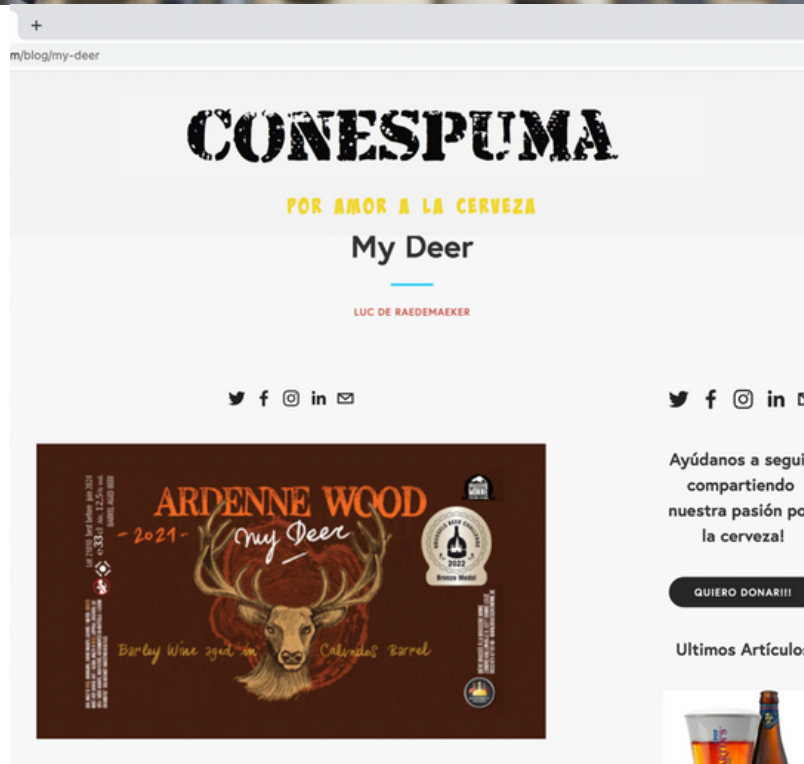




Press

BECOMEV HOSPILITY SUITE

Each year two award winning beers are presented to the guests of the BeComev hospility suite during the first day of the *Belgian Beer Weekend*.



CONESPUMA & BIER GRAND CRU ARTICLES

Conespuma is Latin America's most popular beerblog. Every week a BBC awarded beer is presented to the readers.

Bier(e) Grand Cru is Belgium's leading beer magazine, that covers beer from every angle: Every Friday a BBC awarded beer is presented to the readers.

Distribution partnerships

prik&tik
Uw drankenspecialist

Prik & Tik is the leading Belgian beer distributor. Each year the best Belgian beer of the BBC receives the Prik & Tik award. The beer is showcased at the Prik & Tik shops.

1001
BIRRE

1001Birre is one of the most important online shop for beer in Italy. Every year, in December, it releases a BBC box with a selection of award-winning italian beers.

Trophy



In collaboration with our main sponsor, COMAC - CFT, we award every year a Best of Show trophy to the best beer of the competition. The trophy is created every year by an Italian artist who imagine a unique artwork which is presented during the award ceremony in Ghent.

The association between the artist Luca Cato' and COMAC - CFT has been going on since 2014, and every year the ceramist produces a work that is rich in meaning and in harmony with the beer world.

2022 artwork's title is '*At Peace With the World*' and symbolises a man sitting on a hillside sipping a beer whose first sip reconnects him with the harmony of the universe.



comac
kegging, bottling & canning plants