



ROSGLAVPIVO

2017

CONDITIONS OF THE COMPETITION

1. Competition and organizer

«ROSGLAVPIVO», the Best Russian Beer is a co-project of Barley, Malt, Hops and Beer Union and Private Brauereien Deutschland e.V., an organizer of one of the most prestigious world competitions «European Beer Star». The competition is held once a year.

2. Competitor

Every commercially-operated brewery, which is properly registered according to respective national law, including micro- and mini-plants («craft breweries»), is entitled to participate. Experimental breweries of universities, schools and institutes, as well as experimental breweries of brewing plants and raw material suppliers, are not allowed to participate. The participating Russian brewery must itself manufacture the beer registered for the competition and market it verifiably under its own name in the territory of the Russian Federation. The participating foreign brewery must sell verifiably the beer registered in the territory of the Russian Federation.

3. Object of judgement

The only drinks eligible to enter the competition are those which are marketed under the designation beer, established by the Federal Law No 218 dd. 18.07.2011, including their packaging and labelling and are sold verifiably in the territory of the Russian Federation.

4. Judging categories

The beers will be judged in the categories stipulated by the organizer. The currently valid categories («ROSGLAVPIVO Categories», Status 1st of March 2016) are appended to and form an integral part of these competition rules. The organizer reserves the right to form further categories or to delete certain categories. Participants may only enter one beer in each category of the competition. One and the same beer may only participate in one category of the competition. Beer may not be entered in various categories.

5. Judging procedure

The submitted beers are judged by means of anonymous tasting performed by an international, experienced and independent jury appointed by the organizer. The assessment is made solely on the basis of the description of type prescribed for each category of beer and by sensory criteria based on taste.

6. Prize classes

The jury is entitled, although not obliged, to award the prizes

- Gold (1st place),
- Silver (2nd place),
- Bronze (3rd place)

once for each judging category.

7. Prize winners/publication

The organizer informs every winner, in writing, within 14 workdays on completion of tasting, whether it has received a prize with its beer and what the prize is. The participant is unauthorized to publish the fact that he won a prize before the day of the award show (Chapter 8).

The organizer shall publish the names of the prize winners, who hereby agree to this, along with the prizes that they have won in each judging category.

The names of participants who do not win any prizes will not be published. The organizer can withdraw a prize if it becomes apparent that a prize winner has infringed the conditions of the competition. The organizer is then entitled to announce the participant's name and exclude it from taking part in all further competitions in the future.

8. Prize-giving

Prize winners will receive a certificate for each beer that is awarded a prize and, depending on the class of prize awarded, the ROSGLAVPIVO Award in gold, silver or bronze.

The prizes shall be awarded in the year of participation in the competition on a regular basis at BevialeMoscow fair in Moscow, or at another location determined by the organizer.

9. Registration

Beers can only be registered for the competition on the forms issued by the organizer. These forms must be signed in a legally binding manner by the participant with the express recognition of these competition rules including the integral components thereof, and evidence that the registration fee has been paid must be attached to them.

The registration form at the ROSGLAVPIVO Award is an integral part of these competition rules. The organizer shall announce the registration deadlines for entering the competition in good time.

Registrations received after the said deadlines will not be allowed to enter the competition. The organizer can make exceptions to this. Registrations shall be confirmed by the organizer by fax or e-mail.

This confirmation must be countersigned by the participant and returned to the Union. The costs of registration are borne solely by the participants.

10. Registration fees

Participants have to pay a registration fee of 8.000 roubles per registered beer to the organizer before the 31st of October 2016. The registration fee after this date is 10.000 roubles per beer. From the third beer on, the registration fee amounts to 5.000 roubles per beer (the price is indicated without VAT).

11. Beer samples

Beer samples shall be supplied as they are commercially sold, including packaging and labels. Participants shall submit 10 bottles/cans of each registered beer with contents of at least 0.5 l, or 15 bottles if the content is less than 0.5 l, to organizers of the competition:

Barley, Malt, Hops, Beer and Beverage Union
Russia, 152020, the Yaroslavl Region, the city of Pereslavl-Zalessky, Trudovaya st., 1-43.

Beer cannot be judged if there is not a sufficient quantity of beer samples available due to breakage during shipment. In such cases, the association is entitled to request further beer samples. The participants bear the costs and risk of dispatch. The organizer shall not be liable for acts of minor negligence.

Reference is made to the recommendations made by the organizer for preventing breakages in the Steps to register and send beers to «ROSGLAVPIVO». These are an integral component of these rules.

12. Brand marks/labels

The organizer is the owner of the branded mark and label «ROSLAVPIVO-MOSCOW», the illustration for which is attached as an integral part of these competition rules («branded mark and label ROSGLAVPIVO-MOSCOW», Status 1st of March 2016). The branded mark and label is referred to below as the «trademark».

13. Users of the trademark

Users of the trademark are those participants whose beers have been awarded gold, silver or bronze by the organizer. The organizer shall permit the users of the trademark to deploy the trademark in accordance with these conditions from the date that prizes are awarded (Chapter 8). The user of the trademark alone is responsible for deployment of the trademark, particularly in the context of advertising.

14. Form and duration of the trademark's deployment

Use of the trademark is voluntary and is only permitted for those beers which correspond in their composition, quality, packaging and declaration to the beer samples that have won prizes.

The trademark may only be used and illustrated in the colours, forms, proportions and text specified in the Appendix, although in any size. The prize winner must obtain the data record for the brand from the organizer (.cdr file).

The trademark must be used in close connection with the designation of the prize-winning beer, the type of prize, the prize category and the year in which the prize was awarded. If the trademark is used on packaging, it is admissible to name the prize-winning beer, the prize category and the year in which the prize was awarded at a different place on the packaging.

Beer promoted with the trademark may only be produced by the participant and marketed under its own name.

The trademark shall be reproduced on the packaging or label in an adequate size, in a well legible form and in a place that is easily visible.

The trademark may not be applied to outer packaging unless the beers contained therein also bear the same trademark.

The trademark may also be used permanently from the day on which the prize was awarded (Chapter 8).

Any other use of the trademark contrary to that described in these conditions shall be rectified immediately and at the cost of the party which is responsible for such an infringement.

These conditions have no effect on the organizer's ownership of the trademark.

15. Consumer's Choice Award

Those participants whose beers have been awarded gold are entitled to enter the Consumer's Choice Award, a public tasting at BevialeMoscow fair or at another event prementioned by the organizer, in the year in which they receive the award.

For this, per awarded beer, the participants must send 60 bottles/cans with a filling capacity less than 0.5 liters or 40 bottles/cans with a filling capacity greater than/equal to 0.5 liters to a further cooperation partner of the event organizer who is in agreement with this, in connection with the prizes achieved by them in the respective evaluation category.

The organizer is entitled to request further beer samples if there is not a sufficient quantity of beer samples available due to breakage during shipment. The participants bear the costs and risk of dispatch. The organizer shall not be liable for acts of minor negligence.

This competition «ROSLAVPIVO - Consumer's Choice» shall be judged by visitors to BevialeMoscow.

BevialeMoscow visitors or the visitors of the other event prementioned by the organizer are given the opportunity to anonymously taste the beers awarded «ROSLAVPIVO» in Gold on a day stipulated by the organizer.

For each beer tasted, BevialeMoscow visitors or the visitors of the other event prementioned by the organizer allocate a mark according to an evaluation scale specified by the organizer. The best placed beers are then awarded «ROSLAVPIVO - Consumer's Choice» Award in

- Gold (1st place)
- Silver (2nd place)
- Bronze (3rd place)

The organizer is the owner of the branded mark and label «ROSLAVPIVO-MOSCOW Consumer's Choice», the illustration of which is appended to and an integral part of these competition rules (Branded mark and label «ROSLAVPIVO-MOSCOW Consumer's Choice», Status 1st of March 2016).

Users of «ROSLAVPIVO-MOSCOW Consumer's Choice» are those participants whose beers have been awarded gold, silver or bronze by the public tasting results for «Consumer's Choice» Award.

The organizer shall permit the users of the trademark to deploy the Consumer's Choice trademark in accordance with these conditions from the day on which the prize is awarded.

The user of the «ROSLAVPIVO-MOSCOW Consumer's Choice» branded mark bears sole responsibility for use of the «ROSLAVPIVO-MOSCOW Consumer's Choice» Brand, specifically under the terms of the advertising.

Item 14 applies accordingly for the form and duration of this trademark's deployment.

16. Integral components of the competition rules

Integral components of these competition rules are

- Registration form for «ROSLAVPIVO» competition, Status 1st of March 2016
- The steps for registering and submitting beers to «ROSLAVPIVO», 1st of March 2016
- Branded mark and label «ROSLAVPIVO-MOSCOW», Status 1st of March 2016
- Branded mark and label «ROSLAVPIVO-MOSCOW Consumer's Choice», Status 1st of March 2016
- «ROSLAVPIVO» categories, Status 1st of March 2016

17. Duration of validity/binding nature

These conditions apply until a new version is released.

Participants recognise the binding nature of these conditions with their signatures on the registration form for «ROSLAVPIVO».

18. Legal action

Recourse to legal action is excluded.

Moscow, 1st of March 2016



Roland Demleitner

The Managing Director of Private Brauereien Deutschland e.V.



Alexander Mordovin

The President of Barley, Malt, Hops and Beer Union