



CALL FOR ENTRIES

**THE WEST
AUSTRALIAN
GOOD FOOD GUIDE
WINE AWARD
2021**

AND

**THE WEST
AUSTRALIAN
GOOD FOOD GUIDE
BEER AWARD
2021**

The West Australian Good Food Guide has officially opened entries for the 2021 Wine of the Year and Beer of the Year Awards.

Wine

The Wine of the Year Award is the benchmark accolade for the West Australian wine community with a strong consumer-focus. It is a relevant, contemporary, and easy to understand 'best-of' list judged by a diverse and inclusive panel of respected judges. The traditional wine show system is increasingly becoming outdated with its currency in the consumer market, its methodology and its ability to engage beyond the judging period and final results. The WA Good Food Guide Wine Award is judged with a professional yet contemporary approach and values the wine producers cut through to consumers with accessible, permanent, digital results and follow through with an ongoing events programming showcasing 'best of' wines of WA.

The judging of the WA Good Food Guide Wine Awards is performed blind but with robust conversation. The wines are tasted several times, judged, rated and ranked based on a matrix of complexity, interest and deliciousness. The best wines are found based on distinct personality, sense of quality, drinkability and general distinctiveness. Judges agree on 'best wines' through conversation, discussion and rigorous re-tasting.

Our panel of expert judges includes wine journalist, presenter and retailer, Mike Bennie, who is returning again to anchor the awards. Mike is again joined by Gary Walsh, critic/wine writer/

presenter and co-founder of the seismic online wine authority that is winefront.com.au. Also returning is leading WA-based wine communicator, writer and judge Erin Larkin. New judges in 2021 include Perth-based educator, restaurateur, sommelier Foni Pollitt (Mayfair Lane) and communicator, educator and wine expert Rachel Niall. A formidable and diverse team.

The wine award is open to wines released from September 1st 2020 – September 30th 2021. Only Western Australian wines will be considered for judging.





Beer

The WA Good Food Guide Beer of the Year Awards return in 2021. The success of the 2021 awards saw recognition of a distinct array of beer, beer styles and breweries, anchored by a dynamic team of judges. The Beer of The Year Award recognises the growth and innovation of the West Australian brewing industry, and is proudly not tied to conventional and increasingly outmoded 'style guides' and associated judging, taking each beer on its merit, in categories defined for more consumer friendly language and recognition.

As the birthplace of Australian craft beer, WA brewing continues to push beer well beyond the prosaic, leading many to explore new styles, from hoppy to sour, dark, barrel aged and hybrid, as well as classic lager expressions. Elegant, complex, immensely drinkable, and with exceptional food paring potential, WA beer is now as versatile as it is enjoyable. The judging reflects an ability to pivot on style, and judge beer on merit in the glass, with complexity, interest and drinkability the bedrocks of appreciation, rather than technocratic judging.

The WAGFG beer judging panel was outstanding in 2020 and is mirrored identically in 2021. Led by Guy Southern, Crafty Pint writer and beer industry consultant, the judging group is made up of three talents in Certified Cicerone Pia Poynton of Nowhereman Brewing Co., Elliot Moore from top tier Australian beer businesses Besk and Mane Liquor, and longstanding and respected beer judge Will Irving, co-creator of Feral Hop Hog, Biggie Juice, and extensive list of Australian boundary pushing beers. WA Good Food Guide Director of Drinks, Mike Bennie, will also participate in the judging.

The beer award is open to Western Australian made beers released during 2021. This includes core range beers which are continuously released, and annual seasonal releases, as well as limited releases.

Only Western Australian made products are judged. Given the extensive nature of the beer category, at least two core range/regularly available are required.

The awards celebrate excellence and take a different tack to more traditional awards systems. The winning wine and beer will always be the best on the day, with judges considering inherent quality, innovation, modern tastes, drinkability and new approaches to beer and wine within their charter. **All wine and beer will be blind tasted.**

The winner of these annual awards will be at the head of a list of 25, ranked by our judges following rigorous blind tasting and discussion. All 25 will receive publicity across our media, internet and social media platforms, and have the potential to feature at a breadth of events through the WA Food Guide event calendar period. The point of difference here are real commercial outcomes for those products and companies achieving top 25 status on our lists.

The 2021 Top 25 winners in each category will be promoted through a marketing campaign including

- Inclusion on the WA Good Food Guide website year-round – wine and beer pages
- A \$200,000 marketing campaign to support the launch of the new guide in October 2021 and in turn the generation of exposure for all finalists
- Dedicated four-page spread in a liftout in the West Australian Newspaper on Saturday October 23rd - 180,000 copies distributed across WA
- Social media campaign running from October 2021 – February 2022 promoting the finalists in each category
- Dedicated Perth metro billboard and radio campaign to promote the top 25 in each category running from late October – end November 2021

TO ENTER

Steps to entering are as follows;

1. Fill out the entry form online (see the link 'Wine and Beer Award' on the WAGFG homepage wagoodfoodguide.com – a new submission and fee is required for each entry.
 - a. If you would like an invoice created, please email georgia@wagoodfoodguide.com (4 entries or more)
2. Carefully package your product and send it to the addresses noted. Note: three bottles are required for each wine entry and a six pack of beer per beer entry. In the event our Sydney judges cannot attend the September judging in WA due to COVID conditions, an additional bottle of wine may need to be sent to a Sydney address.
 - a. Draught beer submissions may be entered, however two, clearly labelled, 1 litre cans, or equivalent multiple vessels to 2 litres (4 x 500ml cans), are required.
 - b. Kegs and growlers will not be accepted.
3. WAGFG judging criteria requires at least two core range / regularly available (seasonal release) beers, if submitting multiple beers.
4. While we love the fleeting and esoteric, we are also mindful of consumers ability to find them post-award announcement.
5. We ask that you fill out the form for beer entries ASAP so we know how many beers we will have as part of the judging process.

Delivery Address (via mail or in person)

WINE ENTRIES

Can be mailed / dropped | Mon – Fri, 9am – 5pm from now until Wednesday September 1st (entries close)

WA Good Food Guide
att: Georgia Moore
Housed within European Concepts

Upstairs 5/38 King Edward Rd,
Osborne Park, WA 6017

BEER ENTRIES

WA Good Food Guide
c/o Elliott Moore
Besk
265 Railway Rde
West Leederville, WA 6007

For the delivery of beers however, we ask that they are only delivered from the 1st – 3rd of September. Deliveries will NOT be accepted before this time. Freshness is key!

The WAGFG Wine Award and Beer Award judging will take place in early September with finalists notified soon after.

The WA Good Food Guide 2021 Awards Night will be held at Optus Stadium on Monday October 18th, 2021.

If you have any queries regarding these awards please email Georgia Moore, Director, West Australian Good Food Guide:
georgia@wagoodfoodguide.com

