



# CALL FOR ENTRIES

**THE WEST  
AUSTRALIAN  
GOOD FOOD GUIDE  
WINE AWARD  
2022**

**THE WEST  
AUSTRALIAN  
GOOD FOOD GUIDE  
SPIRIT AWARD  
2022**

**THE WEST  
AUSTRALIAN  
GOOD FOOD GUIDE  
BEER AWARD  
2022**

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**The West Australian Good Food Guide has officially opened entries for the 2022 Wine, Spirit & Beer of the Year Awards.**

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## **Wine**

The most contemporary, relevant and benchmark accolade for West Australian wine is the WA Good Food Guide Wine of the Year Award. This is a leading award for diversity in judging, a strong consumer focus and range of results. Previous incarnations have celebrated a broad cross-section of WA wine through easy to understand, 'best-of' list judged by the WA Good Food Guide's 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The traditional wine show system is increasingly becoming outdated with its currency in the consumer market, its methodology and its ability to engage beyond the judging period and final results.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 Awards is judged with a professional yet modern approach. Results are broadcast through various channels and find an ongoing resource in a permanent digital home online, and follow through with representation (where wine is available!) in an ongoing events programme showcasing 'best of' WA produce and drinks.

The judging of the WA Good Food Guide Wine Awards is performed blind but with robust discussion. The wines are tasted several times, judged, rated and ranked based on a scale that involves a matrix of complexity, interest and deliciousness. The best wines are found based on perceived quality, distinct personality, and drinkability. The top 25 wines are rationalised from a best 50, then organised, through conversation, discussion and rigorous re-tasting, into the final ranking.

Our panel of expert judges includes WA Good Food Guide Director of Drink, wine journalist, presenter and retailer, Mike Bennie.. 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. We welcome the return of high profile Perth sommelier and wine judge, Emma Farrelly and have enlisted last year's WA Good Food Guide Sommelier Of The Year, Rachel Hughes, as a further investment into the talent found in Western Australia.

The wine award is open to wines released between September 1, 2021 and September 30, 2022. Only Western Australian wines will be considered for judging.



## Spirits

The WA Good Food Guide is proud to present the WA Spirits of the Year Awards – a celebration of the depth of distillation occurring in WA and a strong commitment to shine light on the brilliance of local distillers, their contemporary and classic takes on staples and to bring attention to those defying standard categories with unique products.

This is the first time these awards are to be undertaken by WA Good Food Guide and neatly follows the trajectory and importance of the simpatico WA Good Food Guide Beer and Wine Awards.

Like the beer and wine awards, the Spirits of the Year Award will be judged with diversity, quality, and complexity of products in consideration. While allowing products to shine within their respective categories, the adherence to constraining style guides will be sidelined – the Awards will focus on more consumer-friendly categories with flexibility on hand to support the shape-shifting nature of spirits production in Western Australia.

As with all the WA Good Food Guide Drinks Awards, products will be gathered in relevant styles, blind tasted and discussed at length to find the ‘best of’ products. A collection of these best products will be whittled down to a top 25 and then ranked – all of this will be supported with robust discussion, re-tasting, consideration of potential context for the spirits and the ability to call for more samples to taste at any stage to support these discussions. Diversity of judges, celebration of diversity of product and a diversity of results will be inherent.

The WA Good Food Guide welcomes a panel of some of the most formidable spirits minds and palates in the country. Co-chairing the Spirits Awards are spirits professional, cocktail guru, WA drinks scene expert and Idle Hands co-director Andrew McIntyre, alongside former West Winds head distiller and Idle Hands technical director, Mitch Keane. Co-founders of Mix Haus, Pip Canavan (Mechanics Institute) and Shirley Yeung (Foxtrot Unicorn) will add additional clout to the judging arena. Ark group beverage director, and ‘general wiseman of the WA bar scene, James Connolly joins with the deep talents of drinks writer, drinks consultant, former spirits ambassador, Jess Arnott. This is a formidable team of talent to be drawn upon.

The Spirits Awards is open to spirits released between July 1, 2021 and September 30, 2022. Only Western Australian spirits will be considered for judging.



## Beer

The WA Good Food Guide Beer of the Year Award returns in 2022. 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 2021 and is mirrored identically in 2022. 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 West Australian made beers released during 2022.** 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.

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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, beer and spirits 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 2022 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, beer, and spirit pages
- A \$200,000 marketing campaign to support the launch of the new guide in October 2022 and in turn the generation of exposure for all finalists
- Dedicated spread in a magazine in the West Australian Newspaper on Saturday October 22nd - 250,000 copies distributed across WA
- Social media campaign running from October 2022 – February 2022 promoting the finalists in each category

# TO ENTER

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## Steps to entering are as follows;

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1. Fill out the entry form online (see the link 'Wine, Beer and Spirits Award' on the WAGFG homepage [wagoodfoodguide.com](http://wagoodfoodguide.com) – a new submission and fee is required for each entry.
  - a. If you would like an invoice created, please email [team@wagoodfoodguide.com](mailto:team@wagoodfoodguide.com) (four 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, one bottle of spirits per spirit entry.
  - 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.

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## Delivery Address (via mail or in person)

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### WINE & SPIRIT ENTRIES

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

WA Good Food Guide  
att: James Bale / Gabriel Chua  
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 17th, 2022.

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

