

European Craft Beer Cup

Conditions of the Competition

1. Competition and organizer

The Central European Brewers Conference (CEBC) referred to below as the organizer hold a quality competition for beers under the name European Craft Beer Cup once per annum.

2. Competitor

Every commercially-operated brewery, which is properly registered according to respective national law, is entitled to participate. Experimental breweries of universities, schools and institutes, as well as experimental breweries of breweries and raw material suppliers, are not allowed to participate. Beers are excluded from participation in the competition whose candidacy is liable to penalties, or which indicate contents that violate the reputation of third parties, or which are offensive to good taste. Likewise excluded from participation in the competition are breweries which market beers whose candidacy is liable to penalties, or indicate contents which violate the honor of third parties, or which are offensive to good taste, even if it involves beers which were not registered in the competition in this case. The participating brewery must itself manufacture the beer registered for the competition and market it under its own name. Beers which are manufactured by several breweries under the same brand or recipe are excluded from participation in the competition. The event organizer can prohibit breweries which are not authorized to participation from participation in the competition, or subsequently revoke an awarded prize.

3. Object of judgement

Only drinks which are capable of being marketed under the designation "Beer", including their packaging and labeling, and which originate from

on-going production are capable of being registered in the competition

4. Judging categories

The beers will be judged in the categories stipulated by the organizer. The currently valid categories are appended to and form an integral part of these competition rules. Participants may only enter one beer in each category of the competition. The organizer reserves the right to form further categories or to delete certain categories. One and the same beer may only participate in one category of the competition. A beer may not be entered in various/several 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 once for each judging category.

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

7. Prize winners/publication

The organizer informs every winner at the awards ceremony as a part of the Central European Brewers Conference whether it has received a prize with its beer and what the prize is. 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 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 European Craft Beer Cup Award in gold, silver, bronze and Best in Show. The prizes shall be awarded in the year of participation in the competition at the Central European Brewers Conference in Budapest Hungary.

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 included in the form. The registration form for the European Craft Beer Cup 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 e-mail and an entry number will be provided. This entry number must be put onto the samples provided. The costs of registration are borne solely by the participants.

10. Registration fees

Participants have to pay a registration fee of 35 Euros per registered beer to the organizer before August 15th and 45 Euro after that, however one beer entry is included in the all access attendee pass.

11. Beer samples

Beer samples shall be supplied as they are commercially sold, thus including packaging (bottles/cans) and labels. To this end, participants shall submit 6 bottles/cans of each registered beer with contents of at least 0.5 l, or 12 bottles if the content is less than 0.5 l, to the organizer's cooperation partner:

HEDON Kézműves Sörfőzde Kft.

8171 Balatonvilágos, Petőfi Sándor utca 46.
Hungary

A beer cannot be judged if there is not a sufficient quantity of beer samples available due to breakage during shipment. In such cases, the organizer is entitled to request further beer samples. The participants bear the costs and risk of dispatch. The organizer shall not be held liable for acts of minor negligence. Reference is made to the recommendations made by the organizer for preventing breakages in the Registration document on the web site (Cebcexpo.eu). These are an integral component of these rules.

12. Brand marks/labels

The organizer is the owner of the branded mark and label European Craft Beer Cup, the illustration for which is attached as an integral part of these competition rules. 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 the prizes are awarded. 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. 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 at a different place on the packaging. The 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. 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.

Recourse to legal action is excluded.

15. Integral components of the competition rules

Integral components of these competition rules are:

1. Registration form for the European Craft Beer Cup Award competition
2. European Craft Beer Cup categories
3. The steps for registering and submitting beers to European Craft Beer Cup
4. Branded mark and label European Craft Beer Cup

16. Duration of validity/binding nature

Participants recognize the binding nature of these conditions with their signatures on the registration form for the European Craft Beer Cup.

17. Legal action