

14 November 2023

## Brewing for a win? Beer Awards Getting Bigger

Supporting emerging talent in food and beverage production and nurturing innovation are key principles of the RNA's prestigious Royal Queensland Awards (RQA) which has led to the introduction of two new trophies in the 2024 RQA Beer Awards for Best Contract Brewer and Best Artistic Label.

The nation's top brewers are invited to battle it out for the title of Australia's best, with entries opening today (Monday 20 November) for the RQA Beer Awards.

The recipient of the new "Best Contract Brewer" trophy is not only recognised for their mastery in the craft of brewing, but also for their collaborative spirit and commitment to nurturing partnerships within the brewing community.

A Contract Brewer refers to a brewing entity that does not own or operate its own brewery facility, but instead engages the services of an established and independent brewery to produce their beer recipes according to specified criteria.

The Best Artistic Label trophy celebrates exceptional creativity and design in beer labelling.

A team of highly experienced judges including brewers, sensory experts and industry figures will award trophies across 18 categories including Champion Brew Pub and the coveted Grand Champion Beer.

The beverage bestowed the title of Grand Champion Beer will receive a \$5,000 Lion bursary, with further opportunities to be showcased during Queensland's largest event – the Royal Queensland Show (Ekka).

Those new to the industry will also be recognised, with Queensland brewers who have a maximum three years' experience eligible to be crowned The Star Entertainment Group Best New Queensland Craft Brewer of the Year. The winner will have their brews sold at a vast array of The Star outlets across southeast Queensland.

Royal Queensland Awards Beer Advisory Group member and judge Steve Henderson said he expected to see a further increase in entries in 2024 as the competition was expanding to further showcase Australia's outstanding brewers and their products.

"The new Contract Brewer Award serves as testament to the brewer's dedication to excellence, their capacity for innovation and their contribution to the continued growth and diversification of the craft beer industry," said Mr Henderson.



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# MEDIA RELEASE

“The Artistic Label trophy recognises the importance of beer packaging and how it helps to engage consumers and raise brand awareness of Australian craft beer.

“The RQBA is also calling for beer enthusiasts to volunteer to be an Associate Judge or steward in the 2024 competition. Since its revival in 2019, the RQBA has been dedicated to contributing to the growth and development of the industry,” he said.

RNA Chief Executive Brendan Christou said the Royal Queensland Awards celebrated Australia’s best.

“As one of the most prestigious food, wine and beer awards in Australia, the Royal Queensland Awards is dedicated to unearthing the nation’s top food, beer and wine products year after year,” Mr Christou said.

“Our awards date back to 1875, and the RNA continues to give Australian brewers a platform to shine, be judged against their peers and get great consumer market exposure.”

Entries must be in by 2 February 2024 with judging taking place from 27-28 February and the winners to be announced at an awards presentation on 29 February 2024.

To enter go to [ww.rqa.com.au](http://ww.rqa.com.au)

ENTRIES CLOSE – Friday 2 February 2024

JUDGING – 27-28 February 2024

AWARDS PRESENTATION – Thursday 29 February 2024

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