

## You've Earned It. Now Promote It!

Nothing helps your beer and cider brands stand out more than the consumer- and industry-trusted ratings and awards from *The Beer Connoisseur's* Official Review.

Showcase your achievements by applying our ratings and awards medals and seals across your brand's sales, advertising and branding portfolio.

**Download Creative**  
[BeerConnoisseur.com/ratings-awards-seals](http://BeerConnoisseur.com/ratings-awards-seals)

**Questions?**  
Email us: [editorial@beerconnoisseur.com](mailto:editorial@beerconnoisseur.com)



## PROMOTE YOUR

## RATINGS & AWARDS





## ABOUT MEDALS AND SEALS

Medals (with and without ribbons) and vertical seals are available for World Class, Exceptional and Very Good beer and cider ratings, “Best Beers of the Year” awards and “Best Breweries of the Year” awards.

The design variations are made available to provide flexibility based on your creative needs.

**Seals and awards are available for the following categories.**

*See page 4 for artwork.*

### Ratings

- World Class (100-96)
- Exceptional (95-91)
- Very Good (90-86)



### Beer Awards

- Best Beer of the Year and/or #1 Rated Beer of the Year
- #2 Rated through #10 Rated Beers of the Year
- Top 10 Beers of the Year
- Top 25 Beers of the Year
- Top 50 Beers of the Year
- Top 100 Beers of the Year
- Top 150 Beers of the Year



### Brewery Awards

- Best Brewery of the Year
- First Runner-Up
- Second Runner-Up



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<https://beerconnoisseur.com/ratings-awards-seals>



# PROMOTE YOUR RATINGS & AWARDS

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## CREATIVE USAGE

Medals and seals may be incorporated into nearly any branding or design. **We provide AI, EPS and PDF files with outlined text and high-resolution PNG files for download.** If you require additional file types, please contact us.

### Examples Include:

- Printed Bottle and Can Labels
- Digital Bottle and Can Labels
- Packaging & POS
- Websites, eNewsletters and Social Media
- Stickers, Neck Hangers, Shelf Talkers and Tags
- Marketing and Sales Presentations



Gold or black glass and "BC" ok any score

### Seal Usage Do's and Don'ts

- The glass and "BC" should be gold or black when not reversed. When reversing the colors, all elements should be white or another continuous color (see below).
- Seals may be scaled up or down with proportions constrained to any size to meet your design needs.



Reverse white knockout ok

### Medallion and Ribbon Usage Do's and Don'ts

- Medallion text, colors and design elements should not be changed.
- Medallions may be scaled up or down with proportions constrained to any size to meet your design needs.
- Ribbons may be use with medallions and may be scaled up or down with the medallions with proportions constrained to any size to meet your design needs.
- Black ribbons are universal and may be used with any award. Red ribbons may be used only for World Class-rated beers. Royal purple ribbons may only be used with Best Brewery of the Year, 1st Runner-Up, Second Runner-Up, Best Beer of the Year or #1 Rated Beer of the Year.



Color reverse knockout ok

### Download Creative

<https://beerconnoisseur.com/ratings-awards-seals>

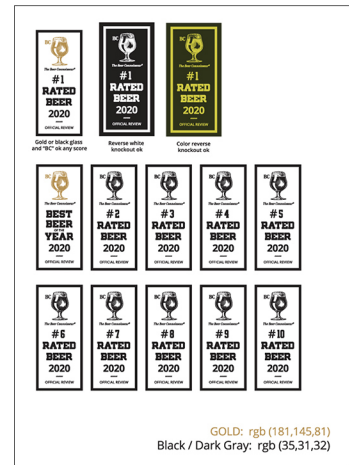
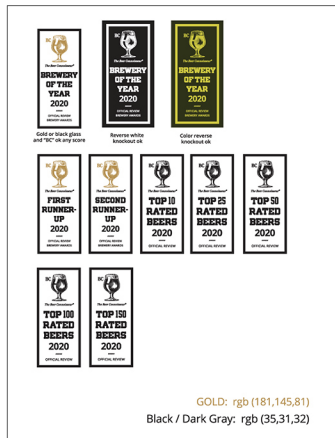
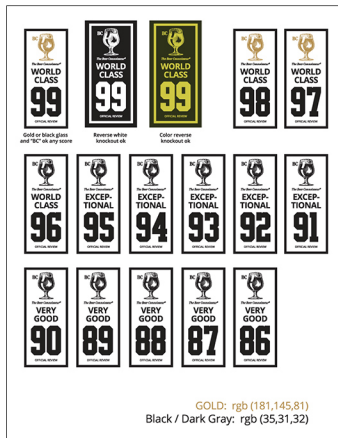
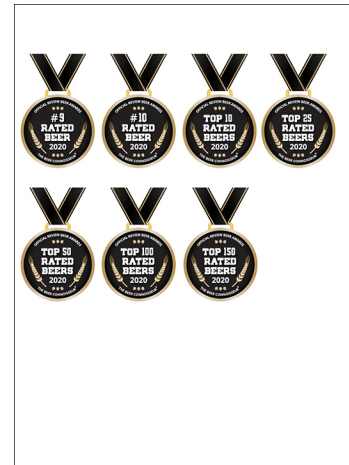


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# MEDALS & SEALS OPTIONS



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## RATINGS & AWARDS CERTIFICATES

Certificates are available for purchase for the beer and cider ratings and annual beer and brewery awards listed below.

### Ratings

- World Class (100-96)
- Exceptional (95-91)
- Very Good (90-86)

### Beer Awards

- Best Beer of the Year and/or #1 Rated Beer
- #2 Rated Beer through #10 Rated Beer of the Year
- Top 10 Beers of the Year
- Top 25 Beers of the Year
- Top 50 Beers of the Year
- Top 100 Beers of the Year
- Top 150 Beers of the Year

### Brewery Awards

- Brewery of the Year
- First Runner-Up
- Second Runner-Up

### Print Quality & Frame Option

Certificates are printed digitally on premium, 80lb cover Classic Linen certificate stock and are available at sizes 8" x 10", 8.5" x 11" and 11" x 14". Order certificates by themselves or mounted in a standard quality black wood frame with two size and mat options.

### Contact us for pricing.

#### Order Certificates

<https://beerconnoisseur.com/ratings-awards-certificates>

#### Questions? Email us.

[customerservice@beerconnoisseur.com](mailto:customerservice@beerconnoisseur.com)



### Order Certificates

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SAMPLE



The Beer Connoisseur®

# BREWERY OF THE YEAR 2020

#####

## GNARLY BARLEY BREWING CO.

1709 Corbin Rd  
Hammond, LA 70403

*Barrel Aged Imperial Korova*  
Rated 97 - World Class

*Puff Puff Pastry Stout*  
Rated 96 - World Class

*American AF*  
Rated 95 - Exceptional



OFFICIAL REVIEW



BREWERY AWARDS

Lynn Davis  
Founder, Editor & Publisher

Chris Guest  
Managing Editor

SAMPLE



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# BEST BEER OF THE YEAR 2020

#####

## BARREL AGED BROWNIE BATTER BLEND #1

RATED 98 - WORLD CLASS



OFFICIAL REVIEW

PONTOON BREWING  
8601 Dunwoody Place  
Building 500, Suite 500  
Sandy Springs, GA 30350



BEER AWARDS

Lynn Davis  
Founder, Editor & Publisher

Chris Guest  
Managing Editor

SAMPLE



The Beer Connoisseur®

# WORLD CLASS

## RATED 97

#####

### SITUATIONAL ETHICS APPLE BRANDY BARREL-AGED



2020 OFFICIAL REVIEW

SPECIALTY WOOD-AGED BEER  
(BJCP CATEGORY 33B)

Monday Night Brewing  
670 Trabert Ave NW  
Atlanta, GA 30318



BEER RATINGS

Lynn Davis  
Founder, Editor & Publisher



Chris Guest  
Managing Editor



SAMPLE



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# RATED 95 EXCEPTIONAL 2020

#####

## CHRISTMAS PANCAKES

WINTER SEASONAL BEER  
(BJCP CATEGORY 30C)

Hardwood Park Craft Brewery  
2410 Ownby Ln  
Richmond, VA 23220



OFFICIAL REVIEW



BEER RATINGS

Lynn Davis  
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Managing Editor

SAMPLE



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# RATED 89 VERY GOOD 2020

#####

## STONE DELICIOUS IPA

AMERICAN IPA (BJCP CATEGORY 21A)

Stone Brewing Company  
1999 Citracado Parkway  
Escondido, CA 92029



OFFICIAL REVIEW



BEER RATINGS

Lynn Davis  
Founder, Editor & Publisher



Chris Guest  
Managing Editor