

ABOUT OUR EXPERT ONLINE REVIEW COMMUNITY

Over the past five years, *The Beer Connoisseur*® magazine has established what many regard as the most professionally conducted and respected expert beer review in media. This has been accomplished in large part by the efforts and dedication of a number of active members of the BJCP program including the late Charlie Gow, Pete Garofalo, Tom Cannon, Tim Artz, Rick Garvin, Phil Farrell and Owen Ogletree.

To bring its unique expert review online, *The Beer Connoisseur*® has recently re-launched its website with a one-of-a-kind platform. At BeerConnoisseur.com, we are growing a community of expert BCJP judges and Master Cicerone®s to conduct single blind reviews. The goal is to inform consumers and industry followers world-wide how experts think about beer. We want to encourage online readers to appreciate an expert point of view and to grow a deeper appreciation for beer.

The community is unique because it allows our judges to align their reputations with one of the strongest and most recognized independent media brands for beer world-wide. The credibility of *The Beer Connoisseur*® and our judging community as a whole relies on the expertise and integrity of its members. The website also contains a judges forum for open discussions and feedback.

REQUIREMENTS & APPLICATION

If you meet the minimum criteria of holding a BJCP National rank or higher or you are a Master Cicerone® from the Cicerone® Certification Program and you are not currently employed by a brewery or distributor, we welcome your application to join our community.

Please email your interest to Lynn Davis, *Founder & Publisher*
ldavis@ontappublishing.com
(404) 981-8342

Cheers!



Lynn Davis



2015 JUDGE APPLICATION

JUDGE INFORMATION

Full Name: _____

Address 1: _____

Address 2: _____

City, State Zip: _____

Phone Number: _____ E-mail: _____

Certification (BJCP, CCP): _____ Rank: _____

ONLINE BIOGRAPHY

A unique user account will be created and emailed to you giving you access to post your reviews on the website.

Your profile will be located at BeerConnoisseur.com/judges. Your reviews will be attached to your profile.

Please provide the **required biographical information** so that our editors can include it when creating your user account.

Profile Photo (vertical) **Biography** (1-2 paragraphs) **Certification** (PDF, jpg, png, tiff)

Social Sites / Blogs / Website (optional) *Please email all content to review@beerconnoisseur.com

SAMPLES DELIVERY

In order to maintain the single blind review, we require each judge to have an assistant responsible for accepting sample shipments.

The BC Review Coordinator will provide the breweries with your assistant's delivery information.

This information will not be made available to the general public.

Assistant's Full Name: _____

Company (if applicable): _____

Address: _____

City, State Zip: _____

Phone Number: _____ E-mail: _____



2015 REVIEW CRITERIA & PROCESS

The Beer Connoisseur® follows the BJCP competition scoring criteria as its method for its online reviews. The only deviation from the BJCP Score Card is that points are doubled for each criteria. Aroma (24 points), Appearance (6 points), Flavor (40) Mouthfeel (6 points) and Overall Impression (20 points) totaling 100 points.

The final break down is as follows:

100 to 96: World Class – You need this beer in your life.

95 to 91: Exceptional – Don't hesitate.

90 to 86: Very Good – A brew to savor.

85 to 75: Average – Somewhat unimpressive.

74 and below: Not Recommended – Just walk away.

Score sheets may be downloaded / printed from: http://www.bjcp.org/docs/SCP_BeerScoreSheet.pdf

**Remember to double your scores for our 100 point scale!*

Controlled Single Blind Reviews and Style Definitions

The judge agrees to conduct his or her judging in a prepared controlled environment with minimal to no outside odors, correct lighting and table preparation. The assistant will be responsible for concealing the beer, chilling the beer to the recommended serving temperature and providing the judge with the correct BJCP style definition as agreed on by Jonathan Ingram, Editorial Director. Style verification can be directed to review@beerconnoisseur.com and our editorial department will respond promptly.

Group Judging

Approved judges may organize groups and conduct review sessions with other approved judges.

OBTAINING REVIEW SAMPLES

Scenario 1

Breweries may submit review requests to the BC office and our editors may directly request samples from breweries. Our editors will provide the breweries with the judges assistants SAMPLE DELIVERY information for shipment of samples for review and then will communicate the anticipated shipments to the assistant.

Scenario 2

The judges assistants may directly request samples from breweries of interest. In order to maintain credibility, our editors will provide your assistant a *Beer Connoisseur* email address to send requests from. An official brewery sample request form will also be furnished.

Scenario 3

The judge's assistant may purchase beer to review without re-imbusement.



UPLOADING REVIEWS

Uploading reviews is simple! Login to BeerConnoisseur.com and at the top of your browser window hover over the black pull down box that says: **Content > Add Content > Judges Review**

TITLE BOX > Add beer name.

BEER REVIEWED > Begin typing the name of the beer and the beer should auto-populate. If not, try variations of the name, try starting with the name of the brewery. If the correct beer still does not populate, please notify review@beerconnoisseur.com.

JUDGES REVIEW > Add you notes summary here.

JUDGES RATINGS > Add your scores and totals in the appropriate boxes.

SUBMIT > Scroll to bottom and click SAVE.

NOTIFY BC > Please email review@beerconnoisseur.com that your review has been posted.

REVIEW ACTIVITY

We ask that each judge review at minimum **3 beers per month** in order to remain active.
More than 3 is certainly welcome!

REWARDS PROGRAM

50 Reviews

Free membership to *The Beer Connoisseur*® Club. - Valued at \$100!

100 Reviews

Free BC Judge's T-Shirt

250 Reviews

Judge's Premum Collared Embroidered Pull-Over or Sports Shirt

250 Reviews TBD

500 Reviews TBD

1,000 Reviews TBD



Code of Ethics / Use of Name Acknowledgement

The Beer Connoisseur® expert online review community is unique because it allows our judges to align their reputations with one of the strongest and most recognized independent media brands world-wide. Our expert review stands in strong contrast to the largest public beer review sites. The credibility of *The Beer Connoisseur*® and our judge community as a whole relies on the expertise and integrity of its members.

This is why we have restricted our review to highly qualified judges such as yourself and why we post the judges biographies with certification to the website.

By signing below, you agree to uphold at all times the most important criteria to this review process. You agree to maintain an unbiased and objective position by ensuring the authenticity of the reviews are indeed conducted in the single blind format.

Also by signing, you agree to allow *The Beer Connoisseur*® to use your name, credentials and reviews for publishing on the website, magazine and in marketing materials to promote the beer review. Your name and work will only be used within the context of this program.

Judges Printed Name: _____

Signature: _____

Date: _____

