



# **Announcing a New Category for the 2013 Scovie Awards: Best Chile Beer!**

## **Background**

The Scovie Awards Competition, now in its 17th year, is the largest and most prestigious contest for spicy foods and barbecue. There are about 65 different categories of food and drink products in the Tasting Division, plus a number of categories in the Marketing and Advertising Division. It is produced by Sunbelt Shows, Inc., producers of the National Fiery Foods & Barbecue Show. Typically, more than 750 products are entered each year.

## **About Chile Beer**

This contest is about the quality and flavor of beers enhanced by different chiles and brewing styles, and is not about brewing the beer with the hottest heat level.

### **Categories—It Takes 5 entries to make a category official in both the Professional and Amateur Divisions:**

**Red Chile**, which means any red chile of any heat level, such as New Mexican, paprika, and cayenne, in pod or powder form.

**Green Chile**, which means any green chile of any heat level or type (from fresh to bottled to powdered), and can include New Mexican, jalapeño, and serrano.

**Smoked Chile**, which can be any chile variety, including chipotle and smoked paprika.

**Professional Division** is for any commercial brewery and entry fees are \$50 per beer with submissions by growler or bottles. Required: 2 64-ounce growlers or 12 12-ounce bottles. Prizes will be the same as other Scovie categories: a certificate and personalized fabric banner.

**Amateur Division** is for home brewers and entry fees are \$20 per beer, submission by 2 64-ounce growlers. Prizes will be cash, winners' t-shirts, tickets to the 2013 National Fiery Foods & Barbecue Show, and a certificate.

**Deadline:** September 15, 2012

**Judging:** September 22, 2012 by selected beer enthusiasts in a blind tasting.

**Winners Announcement:** September 29, 2012

**For complete information on how to enter and the entry form,  
go to [ScovieAwards.com](http://ScovieAwards.com)**