

THE 3RD ANNUAL ULTIMATE HOMEBREW FLAVOR CHALLENGE!



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Sponsored by: Nielsen-Massey Vanillas and CHAOS



NIELSEN·MASSEY
FINE VANILLAS & FLAVORS



NIELSEN·MASSEY
FINEST QUALITY

Homebrew
CHALLENGE

Register NOW

- ◆ Registration due by November 1st, 2015
- ◆ Extract to be distributed at Festiv-Ale Event in Chicago on September 18th, 2015*
- ◆ Entries due December 1st, 2015
- ◆ Judging takes place December 12th, 2015

Entry Fee

- ◆ \$7 for CHAOS members
- ◆ \$10 for non-members

ABOUT NIELSEN-MASSEY VANILLAS

Since 1907, Nielsen-Massey Vanillas, of Waukegan, Illinois, and Leeuwarden, The Netherlands, has been providing the highest quality Pure Vanilla Extracts and Flavors to consumers worldwide. By using the finest vanilla beans from Madagascar, Mexico and Tahiti, and applying their exclusive cold extraction process, their specialists are able to consistently produce full-bodied, flavorful extracts. Nielsen-Massey Vanillas offers Organic and Fair Trade Certified products as well as a full line of All-Natural, Kosher and Allergen-Free Pure Vanilla products and flavors.

Nielsen-Massey Vanillas challenges brew masters like you to incorporate their fine vanillas and flavors into your homebrew. This is a unique opportunity to create an original recipe using the highest quality flavor extracts on the market.

Winners will receive a \$100 gift certificate as well as Nielsen-Massey products. Winning recipes will also receive notable mentions in Nielsen-Massey Vanillas' press materials and website.

The structure of this competition is unique, please see the rules for complete details.



NIELSEN·MASSEY
FINE VANILLAS & FLAVORS

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*See reverse side for more information about the Festiv-Ale Event. If you cannot attend, please email nmextract2015@gmail.com to arrange extract pick-up.

THE ULTIMATE HOMEBREW FLAVOR CHALLENGE!

THE RULES



Nielsen-Massey Homebrew Challenge

The Details.

All styles of beer will be accepted; however one or more of Nielsen-Massey's vanilla extracts and flavors must be used in the recipe. The extract(s) will be provided to you free of cost and enough extract will be provided for a 5 gallon batch.

The registration period begins September 1st through November 1st. It will be to your advantage to describe the base style and intention of your beer in the "Special Ingredients" section of the entry form. Payment is required during registration. There is a \$7 entry fee for CHAOS members and a \$10 entry fee for non-members. Payment and recipe information must be included in order to qualify for the competition.

The competition will be split into two categories:

1. Category 29A Specialty Beer with Vanilla Extract

All beers using one or more Nielsen-Massey Vanilla Extract(s) are to be entered under this category. This category also includes recipes using both Vanilla Extract and Flavor Extract.

2. Category 30A Specialty Beer with Flavor Extract(s)

All beers exclusively using Nielsen-Massey Flavor Extracts are to be entered in this category (no Vanilla Extract used).

A \$100 gift certificate as well as Nielsen-Massey products will be awarded to the winner in both categories.

Pick up your Extract at the Festiv-Ale Event



Vanilla extracts and flavors will be available at the Festiv-Ale Event in Chicago on Friday, September 18th from 6-10pm. Interested participants must visit the Nielsen-Massey Homebrew Challenge booth to obtain

registration information and extract. Festiv-Ale will be held at Block Thirty Seven.

Block Thirty Seven

108 North State Street
Chicago, IL 60602

If you cannot attend the event, please email nmextract2015@gmail.com to arrange extract pick-up.

Entries are to be dropped off between November 16th through December 1st at the following locations:

City Drop Off Locations:

- ◆ **Brew and Grow** on Morgan Street in the West Loop
- ◆ **Brew Camp** in Lincoln Square
- ◆ **CHAOS Brewhouse** in West Town (drop off location for CHAOS members only)

Suburban Drop Off Location:

- ◆ **Chicago Brew Werks** at 14903 Center Street, Plainfield, IL

Entries received after the December 1st deadline will be disqualified. 2 - 12 ounce bottles must be submitted with each entry. No other bottle sizes will be accepted.

The Rules.

Email addresses on entries must match the email address used for payment. Failure to follow this rule will result in disqualification.

This competition is BJCP sanctioned and open to any amateur homebrewer age 21 or older.

All entries must be handcrafted products, containing ingredients available to the general public, and made using private equipment by hobbyist brewers (i.e. no use of commercial facilities or Brew on Premises operations, supplies, etc.).

The competition organizers are not responsible for mis-categorized entries, mailed entries that are not received by the entry deadline, or entries that arrived damaged.

Entries must be submitted in 2 - 12 ounce bottles. All other entries will be disqualified and bottles will not be returned to entrants. Entry forms should be attached to bottles with a rubber band only; glue and/or tape are unacceptable.

The Judging.

Judging will take place December 12th, 2015.

Qualified judging of all entries is the primary goal of our event. Judges will evaluate and score each entry. The average scores will rank each entry in its category. Each flight will have at least one BJCP judge.

The Best of Show judging will be determined by a Best of Show panel based on a second judging of the top winners. Winners will be announced the day of the competition.

All recipes submitted for this competition become the sole property of Nielsen-Massey Vanillas.

NIELSEN-MASSEY



Homebrew

CHALLENGE

Available Vanilla Extracts, Whole Beans and Flavors:

- ◆ Madagascar Bourbon Pure Vanilla Extract
- ◆ Organic Fairtrade Madagascar Bourbon Pure Vanilla Extract
- ◆ Madagascar Bourbon Vanilla Beans
- ◆ Mexican Pure Vanilla Extract
- ◆ Tahitian Pure Vanilla Extract
- ◆ Pure Vanilla Extract
- ◆ Pure Almond Extract
- ◆ Pure Chocolate Extract
- ◆ Pure Coffee Extract
- ◆ Pure Lemon Extract
- ◆ Pure Orange Extract
- ◆ Orange Blossom Water
- ◆ Pure Peppermint Extract
- ◆ Rose Water

