

THE 2ND ANNUAL ULTIMATE HOMEBREW FLAVOR CHALLENGE!



 **NIELSEN·MASSEY**
FINE VANILLAS & FLAVORS



www.NielsenMasseyChallenge.com

Sponsored by: Nielsen-Massey Vanillas and CHAOS

NIELSEN·MASSEY
FINEST QUALITY
Since 1907

Homebrew
CHALLENGE

Register NOW

Registration due by
October 5th, 2014

Extract to be distributed
at meeting locations
specified*

Entries due
November 24th, 2014

Judging takes place
beginning of December

Entry Fee

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

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.

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 Fairtrade Certified products as well as a full line of All-Natural, Kosher and Allergen-Free Pure Vanilla products and flavors.



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

NIELSEN-MASSEY VANILLAS INC. • 1550 SHIELDS DRIVE • WAUKEGAN, IL 60085 • 800.525.PURE (7873)

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*See reverse side for distribution dates and locations. Dates, times and locations are subject to change. Check club's website before attending meeting.

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. This 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 August 15th through October 5th, 2014. 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. Please also note in the "Brewer's Specifics" section which meeting you plan on attending to pick up your requested extract. Payment is required during registration. There is a \$7 entry fee for CHAOS members and a \$10 entry fee for non-members.

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.

Vanilla and flavor extracts will be distributed at the meetings noted below. In order to receive product at these meetings, bring a print out of your registration form and Paypal receipt.

- ♦ **September 4th** at 7pm; (PALE) Plainfield Ale & Lager Enthusiasts, Nevin's Brewing, 12337 S. Rte 59 #155, Plainfield (palebrewers.org)
- ♦ **September 7th** at 7pm; CHAOS Brew Club, 2417 W. Hubbard St, Chicago (chaosbrewclub.net)
- ♦ **September 16th** at 7:30pm; (HOPS) Homebrewers Pride of the Southside, Chicago Bridgeport VFW Post 5079, 3202 S. May St, Chicago (chihops.com)
- ♦ **September 18th** at 7pm; Evanston Home Brew Club, Prairie Moon, 1502 Sherman Ave, Evanston (facebook.com/EvanstonHomebrew)
- ♦ **September 24th** at 8pm; (UKG) Urban Knaves of Grain, Rock Bottom, 28256 Diehl Rd, Warrenville (knaves.org)
- ♦ **September 25th** at 7pm; Square Kegs Home Brew Club, Dank Haus, 4740 N. Western Ave, Chicago (squarekegshomebrew.com)
- ♦ **October 3rd**; (BOSS) Brewers of South Suburbia, RSVP required, Email: jim.vondracek@gmail.com, Lagunitas Brewery, 1843 S. Washtenaw Ave, Chicago (bossbeer.org)

- If you cannot attend one of the meetings, please email nmextract2014@gmail.com to arrange extract pick-up.
- Entries are to be dropped off between November 14th through November 24th, 2014 at the following locations:
 - ♦ **Brew and Grow** on Morgan Street in the West Loop
 - ♦ **Brew Camp** in Lincoln Square
 - ♦ **CHAOS Brewhouse** in West Town (CHAOS drop off location for CHAOS members only).

• Entries not received in this time period will be disqualified and (2 qty) 12 oz bottles are required. 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 miscategorized entries, mailed entries that are not received by the entry deadline, or entries that arrived damaged.
- Entries must be submitted in (2 qty) 12 oz bottles. All other entries will be disqualified.
- 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 in early December 2014.
- 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 night of when the judging takes place.
- **All recipes submitted for this competition become the sole property of Nielsen-Massey Vanillas.**

Available Vanilla Extracts, Whole Beans and Flavors:

Madagascar Bourbon Pure Vanilla Extract

Organic Fairtrade Madagascar Bourbon Pure Vanilla Extract

Madagascar Bourbon Vanilla Beans

Tahitian Pure Vanilla Extract

Pure Vanilla Extract

Pure Almond Extract

Pure Chocolate Extract

Pure Coffee Extract

Pure Lemon Extract

Pure Orange Extract

Pure Peppermint Extract

Orange Blossom Water

Rose Water

