

# The Best of Beer

BY MICHAEL KUDERKA

Many factors work to influence which beer brands you choose to stock in your store. The distributors you work with, the publications you read, the more vocal customers, and your staff, all provide somewhat biased input as to which beer brands you need to carry.

One free resource that many retailers tend to overlook in their search for up-and-coming beer brands and brewers, are the lists of winners from local, national, and international beer competitions.

Putting aside the fact that any beer competition is limited by the brands and brewers that choose to enter the contest, these competitions provide a much more unbiased resource to consult when selecting your beer inventory. You might be surprised which brewers, brands and especially beer styles, are being recognized.

One battle for the best of beer that certainly doesn't receive enough press is the Brewer's Association's World Beer Cup. Results for 2010 can be viewed at <http://www.brewersassociation.org/pages/community/news/show?title=world-beer-cup-winners-announced>.

Every two years the Brewer's Association holds The World Beer Cup. This international competition attracts breweries from six continents, and the entrants are evaluated by an elite panel of international judges. The World Beer Cup honors the top three beers in 90 beer-style categories with gold, silver and bronze awards.

In 2010, The World Beer Cup winners included brewers from 19 countries, among them the United States, Australia, Italy, Iceland and Japan. These champions were selected from a field of 642 breweries from 44 countries and 47 U.S. states, with 3,330 beers entered to

compete in 90 beer style categories. This made the 2010 World Beer Cup the largest commercial competition ever, creating the ultimate shopping list of new brands to bring into your store.

## A Selection of the 2010 World Beer Cup Winners List

(This list only shows the winners of 30 of the 90 beer style categories. The full list available <http://www.brewersassociation.org/pages/community/news/show?title=world-beer-cup-winners-announced>)

### Brewers Assoc. World Beer Cup 2010 Champion Brewery and Brewmaster

Large Brewing Company: Asia Pacific Breweries Limited, Singapore, APB Brewing Team

Mid-Size Brewing Company: Firestone Walker Brewing Company, Paso Robles, CA, Matthew Brynildson

Small Brewing Company: Ballast Point Brewing Company, San Diego, CA, Ballast Point Brewers

### American-Style Wheat Beer with Yeast (24 Entries)

Gold: Point Horizon Wheat, Stevens Point Brewery, Stevens Point, WI

Silver: UFO Hefeweizen, Harpoon Brewery, Boston, MA

Bronze: Whitetail Wheat, Montana Brewing Co., Billings, MT

### Experimental Beer (51 Entries)

Gold: 100% Brett Autumn Maple, The Bruery, Placentia, CA

Silver: Harvest, Snipes Mountain Brewing Co., Sunnyside, WA

Bronze: Red & White, Dogfish Head Craft Brewery, Milton, DE

### Out of Category – Traditionally Brewed Beer (47 Entries)

Gold: Fathom IPL, Ballast Point Brewing Co., San Diego, CA

Silver: Hot Rocks Lager, Port Brewing Co., San Marcos, CA

Bronze: State Pen Porter, Santa Fe Brewing Co., Santa Fe, NM

### Wood- and Barrel-Aged (32 Entries)

Gold: Bourbon Barrel Aged Piper Down Scottish Ale, Ballast Point Brewing Co., San Diego, CA

Silver: Kentucky Bourbon Barrel Ale, Alltech's Lexington Brewing Co., Lexington, KY

Bronze: Pullman's Reserve, Flossmoor Station Restaurant & Brewery, Flossmoor, IL

### Aged Beer (20 Entries)

Gold: Alaskan Smoked Porter 1998, Alaskan Brewing Co., Juneau, AK

Silver: Gonzo Imperial Porter Vintage 2007, Flying Dog Brewery, Frederick, MD

Bronze: Saint Bob's Imperial Stout '06, Il Vicino Brewing Co., Albuquerque, NM

### German-Style Pilsener (69 Entries)

Gold: Pilsner, Sierra Nevada Brewing Co., Chico, CA

Silver: Trumer Pils, Trumer Brauerei, Berkeley, CA

Bronze: Grünten-Pils, Engelbräu Rettenberg, Rettenberg, Germany

### Vienna-Style Lager (28 Entries)

Gold: Schild Brau Amber, Millstream Brewing Co., Amana, IA

Silver: Vienna Lager, The Covey Restaurant & Brewery, Fort Worth, TX

Bronze: Heavy Seas Marzen, Clipper City Brewing Co., Baltimore, MD

### German-Style Bock (25 Entries)

Gold: Troegenator, Troegs Brewery, Harrisburg, PA

Silver: Sidewinder Bock, Great American Restaurants, Centreville, VA

Bronze: Kollaborator, Devils Backbone Brewing Co., Roseland, VA

### American Specialty Lager (19 Entries)

Gold: Boulevard Pilsner, Boulevard Brewing Co., Kansas City, MO

Silver: Mickey's Malt Liquor, Miller Brewing Co., Milwaukee, WI

Bronze: Colt 45, Pabst Brewing Co., Woodridge, IL

### Belgian-Style Witbier (47 Entries)

Gold: Allagash White, Allagash Brewing Co., Portland, ME

Silver: Ommegang Witte Wheat Ale, Brewery Ommegang, Cooperstown, NY

Bronze: Whoop Ass Witbier, Great Basin Brewing Co., Reno, NV

### Belgian-Style Blonde Ale or Pale Ale (41 Entries)

Gold: Troubadour Blond, Brewery The Musketeers, Ursel, Belgium

Silver: Brugse Zot Blond, Brouwerij de Halve Maan, Brugge, Belgium

Bronze: Leffe Blonde, Anheuser-Busch InBev, St Louis, MO

### Belgian-Style Flanders/Oud Bruin or Oud Red Ale (20 Entries)

Gold: Oude Tart, The Bruery, Placencia, CA

Silver: Red Poppy, The Lost

Abbey, San Marcos, CA

Bronze: Le Serpent, Snake River Brewing, Jackson, WY

### Belgian-Style Tripel (53 Entries)

Gold: Daisy Chain Tripel, Chicago Brewing Co., Las Vegas, NV

Silver: Samuel Adams New World Triple, Boston Beer Co., Boston, MA

Bronze: Merry Monks' Ale, Weyerbacher Brewing Co., Easton, PA

E-mail me at [mkuderka@mcbasset.com](mailto:mkuderka@mcbasset.com) with your successful ideas for selling beer, along with your contact information. If we write about your program in our column we will send you a free copy of The 3rd Edition of The Essential Reference of Domestic Brewers and Their Bottled Brands. © 2010 MC Basset LLC

## Sell The Best of Beer

### How will Style Trends™ Customized Shelf Talkers Transform Your Store? Ask our customers...

The self talkers are great. My customers love the info on them. It has helped our customers find the beers they want to try and it has helped us all get better at selling and recommending beer.  
— Holiday Spirits, CT

Style Trends is great! I subscribed for the year so I never have to go without these great tools!  
— Westport Whiskey & Wine, KY

The shelf talkers are working out great. Beers that weren't moving before, are moving now because customers see a description of the color, the flavor and food pairings. The program helps out a lot.  
— Joe Canals, NJ

Style Trends has made our store a great place to buy beer and it noticeably increased our beer sales in just a few months.  
— Liquor Outlet Wine Cellars, NJ

Adding these shelf talkers helps educate our customers to make informed buying decisions and helps us sell more product. It's just a great program. Easy to use and they look good on the shelves.  
— Bert's Better Beers, NH

We were recently recognized as "The Best Place to Buy Beer in Tulsa, OK" and I am sure the information provided by these shelf talkers helped!  
— Midtown Liquors, OK




We have 20 stores throughout Indiana and Style Trends has given our customers great beer information and given our stores a clean, professional look and feel in all of our locations.  
— 21st Amendment Wine & Spirits, IN

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— Michael Kuderka, MC Basset, LLC



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