



**Best Florida Beer  
Championships**  
c/o Maztech  
4810 N. Clark Ave.  
Tampa, FL 33614  
[www.BestFloridaBeer.org](http://www.BestFloridaBeer.org)

Dear Florida Craft Brewer,

Enclosed you will find information on entering your craft-brewed beers into the 11th Annual Best Florida Beer Championship. With the past ten years of “Best Florida Beer Championships” experience, we have seen many of the winning breweries go on to promote their products utilizing the medal win as the promotion vehicle, examples...

- Free promotion of all the Gold medal winners in a half page ad in Ale Street News national edition.
- The Dunedin brewery lists its BFBC medal wins on their website.
- Yuengling Brewery put a medal showcase in their courtesy room at the Tampa brewery.
- Dunedin Brewery lists the “Best Beer in Florida 2003” designation on their Piper’s Pale Ale bottle.
- All who have won proudly display the BFBC medals in their brewery for all their customers to see.

Winning a medal will prove to your customers that you are among the elite brewers in Florida. The BFBC is committed to promoting craft-brewed Florida beer (your beer) and we believe that beer enthusiasts will seek out the BFBC logo as a sign of top quality beer throughout the state.

**The Best Florida Beer Championships is a “not for profit” entity and is not affiliated with any organization. The proceeds go towards medal and promotional costs and any income thereafter is spent on promoting craft brewing in Florida.**

Please note that although the **January 31st entry deadline** is fast approaching, we want participation from every craft brewer in the state.

The web site [www.BestFloridaBeer.org](http://www.BestFloridaBeer.org) has links to the World Beer Cup Style Guidelines and to Paypal for your convenience. For the 2012 competition we have streamlined the entry system with drop down menus for all the styles and a one-click feature to print the bottle labels and confirm the entries by email. Those brewers who are not packaging breweries are encouraged to take advantage of the free Carbonator Cap offer to insure the entries are fresh and remain fully carbonated. Feel free to call or email me with any questions.

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p.s. If you will be available to participate in the judging in Tampa at Southern Brewing Supply on February 4th, your skills will be fully utilized and most appreciated. Contact me for more information.