



BIRA

~ REGULATION ~

1. The BIRA competition is open to commercial products, and participation is allowed for: producers, agents, importers, exporters, & distributors from all over the world. BIRA will accept ONLY bottled beers bottled, canned or PET.
2. The Organizer of BIRA– the Beer International Recognition Awards 2011 is The Grape Man Ltd & MAS International Consulting.
3. By entering BIRA the entrant will be deemed to have read and understood these rules and be bound by them. These rules include any instructions set out with the BIRA details.
4. All entry forms must to be sent by email or prepaid post, and received before the deadline.
5. Entries will only be accepted with a fully completed entry form accompanied by the appropriate entry fee. There is no limit to the number of products that may be submitted but each product is a separate entry and subject to a separate entry fee.
6. Entries must be signed by the person responsible for submitting the entry and to whom all correspondence concerning BIRA should be addressed.
7. Any entry form which is incomplete, late or illegible and any product which is late or damaged which does not otherwise comply with these rules, will be deemed invalid.
8. The Organizer reserves the right to move beers into the appropriate category, if deemed to be incorrectly entered.
9. Products must be securely packaged. The organizer takes no responsibility for products damaged in transit or stuck in customs.
10. The participant entry must include a minimum of 2 liters in 6 samples.
11. Products must be in date for consumption on (October 31/2011)
12. Products will be retained by the Organizer and will not be returned.
13. Entrants are responsible for any customs duty, taxes or other costs incurred on products entering Israel. Should the Organizer incur any liability in connection with excise duties or any other costs these shall forthwith be reimbursed fully by the entrant. BIRA have a special agent to introduce the products in Israel, see details in "shipping".
14. The full list of the winners will be available on our website on October 20th 2011. Only the medalists will be contacted personally by email to be announced and offered the stickers/medals
15. The judges' decision on all matters concerning the competition is final and legally binding.
16. Any award winner may publicize its award, provided the year in which it was won is stated. Each award winner will be granted a non-exclusive non-transferable license to use the BIRA logo in connection with its award for a life time period. The stickers/medals are for sale.
17. The BIRA logo remains the property of the organizer and any unauthorized use, reproduction or alteration of BIRA– the Beer International Recognition Awards 2011 trophies, awards or medals is strictly prohibited.
18. Beers entered must be easily obtainable by retailers in their home or international markets for at least 3 months of the year.