



# **CBOB Implementation Newsletter 1**

This is the first Newsletter updating Branches, BLO's and Tasting Panels on the new system for selection of beers for the Champion Beer of Britain (CBOB) and Champion Winter Beer of Britain (CWBOB) competitions.

## **Why do we need the new system?**

Although the old system, where beers were selected primarily by Tasting Panels with the addition of the "Punters' Vote", was working well in some areas; there were a considerable number of areas without Tasting Panels. These areas were obviously at a disadvantage.

Areas such as West Midlands have successfully run competition based systems, for selection of Regional Beers of the Year. It was suggested that these could form the basis for CBOB selection.

At the 2007 Members Weekend, a Policy Discussion Group agreed that a competition based system should be introduced from 2008 to allow beers to be selected for the 2009 competition and onwards.

The system is being introduced now and this series of newsletters aims to inform you of progress and give you ideas of how the system can be implemented easily in your area.

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# How will the new system work?

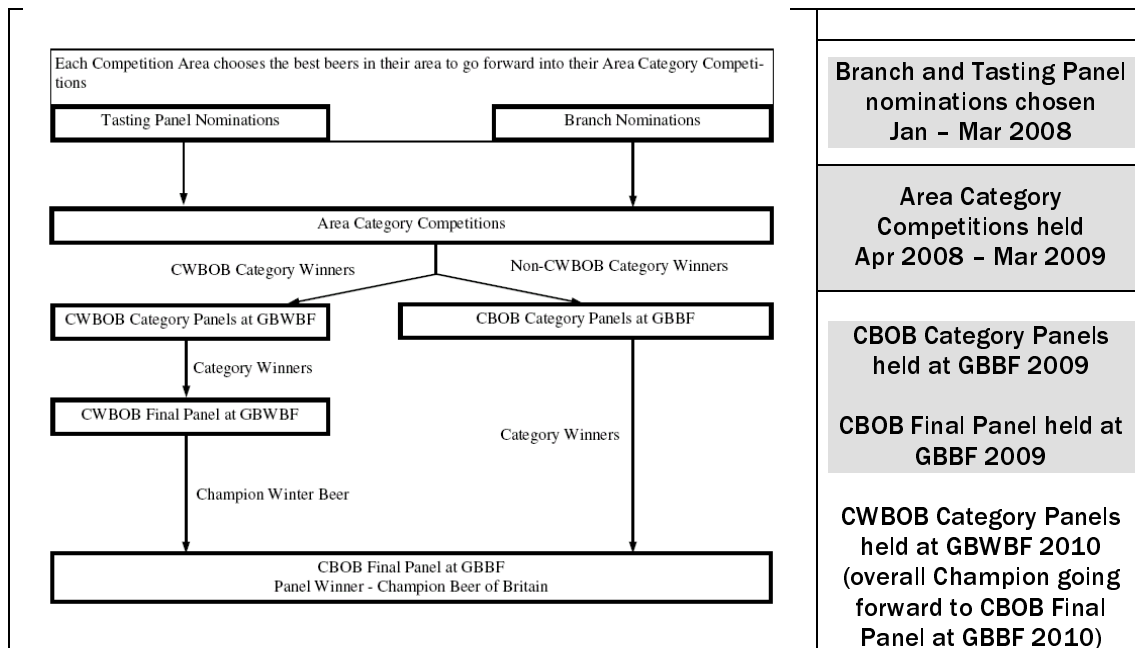
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CAMRA regions have been split up into 9 areas:

London/South East, East Anglia, South West, West Midlands, East Midlands, North East/Yorkshire, North West, Scotland/Northern Ireland and Wales.

Each Area will run a competition for each CBOB/CWBOB beer category, the winner of which will be their finalist in that CBOB/CWBOB category. (Top 2 beers for Bitters and Best Bitters).

The categories are (1)Dark and Light Milds, (2)Bitters, (3)Best Bitters, (4)Strong Bitters, (5)Golden Ales, (6)Speciality Beers, (7)Stouts and Porters, (8)Strong Milds and Old Ales, (9)Barley Wines and Strong Old Ales. An extra competition will also be needed to select the Area's finalists in the Real Ale in a Bottle (RAIB) competition.



Each Area will have an Area Competition Organiser who will co-ordinate the selection system in their area.

Nominations for the first Area Category Competitions will be requested from Branches and Tasting Panels in the New Year and the Area Competition Organiser will need to receive them by the end of March 2008.

Competitions will then be held up to March 2009 to select the finalists for CBOB 2009 and CWBOB 2010.



# How will it affect YOU?



## BRANCHES

- ◆ **Increased involvement in nominating beers**
- ◆ **Increased publicity for your beer festival**

In January 2008 your Branch will be asked to select up to 5 ranked nominations in each category from your competition area by the end of March 2008. How you do this is up-to your Branch but every Branch member has the right to be involved. The Area Competition Organiser will then score all the Branch entries and enter the most popular beers into the Area Category Competitions.

Branch and Regional beer festivals are asked to volunteer to hold Area Category Competitions from March 2008 onwards – this may range from a single category (typically 6 – 7 beers) to a number of categories depending on your killage and resources. Having a competition winner at your festival can lead to amongst others things, increased media interest.

## BLO's

- ◆ **Ensuring breweries understand the new system**
- ◆ **Ensuring your brewery is properly represented**

Your BLC should have asked you to get a list of eligible beers from your brewery – if not contact your BLC now.

Please discuss the contents of these newsletters with your brewery and explain how the new system will work with them. This system is designed to be transparent and open.

## TASTING PANELS

- ◆ **Key role in beer nomination**
- ◆ **Key role in ensuring beers are correctly allocated by category**
- ◆ **Increased role in judging at Area Category Competitions**

Tasting panels will be involved in reviewing eligible beer lists to ensure that the beers have been correctly categorised.

Trained tasters are needed for judging panels at Area Category Competitions.

Tasting Panels' top scoring beers will be entered into the Area Category Competitions.



# WANT TO KNOW MORE?

If you have any questions on how this new system will be implemented or are interested in getting involved in Tasting Panels contact either:

### Technical Advisory Group:

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### or your local Area Competition Organiser:

CBOB in your Area		
CBOB Competition Area	Area Competition Organiser	CAMRA Regions covered
London/South East	Kevin Travers	Greater London Kent Surrey & Sussex Wessex Central Southern
East Anglia	Paul Ainsworth	East Anglia
South West	Phillip Roberts	South West
West Midlands	Steve Thompson	West Midlands
East Midlands	Mike Veasey	East Midlands
North East & Yorkshire	Tamsin Candeland	North East Yorkshire
North West	To be Confirmed	Greater Manchester West Pennines (inc. Isle of Man) Merseyside, Cheshire and North Wales (exc. North Wales)
Scotland and Northern Ireland	Ian Brocklebank	Scotland and Northern Ireland
Wales	Keith Jenkins	South & Mid Wales Merseyside, Cheshire and North Wales (exc. Merseyside and Cheshire)