



## NBWA Brewer Partner of the Year Award

For the fifth year in a row, the National Beer Wholesalers Association (NBWA) will recognize outstanding brewer partners with the annual Brewer Partner of the Year Awards. This year, NBWA plans to present the following awards during the [82<sup>nd</sup> Annual NBWA Annual Convention](#):

- NBWA Brewer Partner of the Year Gold Award
- NBWA Brewer Partner of the Year Silver Award
- NBWA Brewer Partner of the Year Bronze Award

### Nomination Process

Brewer [nominations](#) may be submitted by a NBWA distributor members in good standing or a fellow brewer. Self-nominations are not recommended.

Nominations should not exceed 250 words in length and should include:

- Name, location and contact information for the nominated brewer
- Reason for nomination, including: what the brewer has done to be considered for this award; work with its distributor partners; assistance and training in the marketplace; and advertising and marketing assistance for their brands

Nominations must be received no later than 5:00 p.m. EDT, **June 28, 2019**. Once nominated, brewers will be asked to submit additional background information. All nominee information must be submitted by **July 15, 2019**.

### Nomination Criteria

The awards will recognize brewers who produce great beer, build strong partnerships, provide valuable education and offer support to their distributor customers to deliver their beers to market. Brewer nominees must meet the following criteria:

- The brewer must have a distribution agreement with at least one NBWA distributor member in good standing.
- The brewer must be registered with the Tax & Trade Bureau (TTB).
- The brewer must be in compliance with all state licensing requirements.
- Nominees should represent a single brewing company, though that company may operate out of multiple locations operating under the same name.

### **Brewer Nominee Information**

Once nominated, nominees will be asked to provide the following information before **July 15, 2019**:

- Total annual volume of beer produced (in barrels)
- Total annual volume of beer sold to independent distributors (in barrels)
- List three distributor partners
- Examples of education and sales materials provided to distributors to assist in their efforts to build the brewer's brands in their markets
- Examples of innovative events or promotions executed in conjunction with distributor partners to build the brewer's brands in their markets
- Examples of creative online, print, radio, social media or other advertising or marketing assistance the brewer produced to assist in creating brand awareness in distributors' markets
- Does the brewery have sales representatives that work with their distributor partners?
- Does the brewery create annual business plans and set annual goals together with their distributor partners?
- Any additional information helpful to the selection committee for evaluating their nomination

Nominees will also be responsible for soliciting recommendations from fellow craft brewer or distributor partners to help the selection committee evaluations.

### **Selection Process**

A panel of NBWA staff and distributor leaders will select the award recipients. Decisions will be based on the nomination information received; input from beer distributors and retailers who work with each brewer; the self-reported information from the nominees; and any other factors the committee decides are relevant in selecting the best and most innovative brewers. Judges retain the option to not present one or some of the awards.

Once selected, award recipients will be notified prior to the 82<sup>nd</sup> Annual NBWA Annual Convention in Las Vegas, Nevada, **Sept. 22 – 25, 2019**.