



HONG KONG INTERNATIONAL BEER AWARDS

2011

★ WINNERS ★

A Diversified Event:

diversified
EVENTS ■ HONG KONG

In conjunction with:

**RESTAURANT
& BAR**
HONG KONG 2011
香港餐飲展
6th - 8th Sep 2011
Hong Kong Convention & Exhibition Centre

Introduction

Hong Kong is one of the most dynamic, fast-paced vibrant cities in the world featuring some of the most diverse and exciting night-life scenes. From private clubs and style bars to karaoke bars and dai pai dongs, there is something to suit every taste and every occasion.

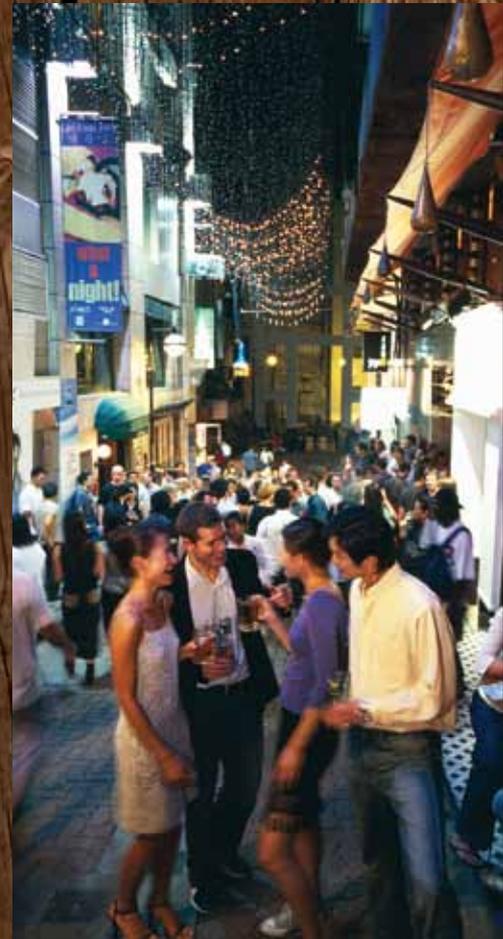
But when it comes to drinking beer in Hong Kong the choice is still very limited. With the exception of a handful of specialist bars, there is rarely a choice of more than five or six beers available in any given outlet.

The aim of the Hong Kong International Beer Awards is to educate the consumer about a wide variety of beers and to encourage the licensed trade to increase the options available to their customers.

In short, the Hong Kong International Beer Awards aims to educate, inspire and raise awareness of the wonderful world of BEER!

Cheers – Gom Bui

Stuart Bailey





Lager/ Pilsner Winner:

HAWTHORN BREWING CO PILSNER

The judges really enjoyed this excellent Australian pilsner. Hawthorn Pilsner is an all malt beer with no added sugar, chemicals or preservatives. With pilsner malt as the base and just a light hint of crystal malt it pours a clear crystal gold colour. Perfect with fish and chips, or equally enjoyable on its own. Highly refreshing and light to medium in body, Hawthorn Pilsner is the perfect easy drinking beer.

Distributor: Northwall Ltd

Address: Room 1003, 10/F Silvercord 1, 30 Canton Road, HK

Contact person: Rohan Scott **Tel:** 852 6341 2045 **Email:** rohan@northwall.com.hk



Fruit Beer Winner:

FLORIS MANGO

This white beer has aromas of mango, papaya, pepper and a subtle note of citrus. An excellent mouth feel because of the use of 100% fresh mango juice in the brewing process. The aftertaste is sweet and fruity. The fruity beers from the Huyghe Brewery are all made off 25% pure fruit juices. The brewery was the first to mix fruits with white beer.

Distributor: Belgian Beer Intl. Co. Ltd.

Address: Rm 2-3, Blk B., 13/F, Texaco Rd. Ind. Ctr., 14-22, Wang Lung St., Tsuen Wan, N.T., HK

Contact person: Wing Ma **Tel:** 852 3520 4077 **Email:** wingma@belgianbeer.com.hk **Web:** www.belgianbeer.com.hk



Organic Beer Winner:

ST. PETER'S ORGANIC ALE

Water is extracted from the breweries own 300' deep borehole and combined with Soil Association accredited light malted barley from Norfolk. Organic hops provide the distinctive palate. The yeast used is St. Peter's own single strand variety. The result is a delicate, clean, crisp, lightly carbonated, traditional English Ale with a full 'citrus hop' aftertaste. Winning the HK Beer International Beer Awards Organic category is the latest accolade in a long list of recognition in other beer awards.

Distributor: Liquid Assets Limited

Address: Room 202, 2/F, Luki Tower, 5 O'Brien Road, Wan Chai, HK

Contact person: Alison Heathcote **Tel:** 852 3582 6396 **Email:** alison@liquidassets.com.hk **Web:** www.liquidassets.com.hk



Dry stout Winner:

YOUNG'S DOUBLE CHOCOLATE STOUT

If you love chocolate or you love stout then this is for you, a hug in a pint!

It pours a dark creamy brown color with a nice thick tan head. A little aroma of chocolate, but the foam hides some of it. Flavor of chocolate and coffee, very smooth and easy drinking beer. A truly magnificent stout for any occasion!

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Contact person: Alison Heathcote **Tel:** 852 3582 6396 **Email:** alison@liquidassets.com.hk **Web:** www.liquidassets.com.hk



Cider/ Perry Winner:

LITTLE CREATURES PIPSQUEAK CIDER

Pipsqueak is a fresh Australian cider produced by the increasingly popular Little Creatures Brewery using locally sourced apples. Pipsqueak has a light and bright, medium body with great lingering texture and up front apple flavour. Its light floral aroma and smooth finish make this cider a crisp and naturally refreshing drink.

Distributor: Sheppard Brothers Limited

Address: 1803-4 Hollywood Centre, 283 Hollywood Road, HK

Contact person: Michael Sheppard **Tel:** 852 2542 0081 **Email:** michael@sheppardbrothers.com **Web:** sheppardbrothers.com



Belgium (Std Strength -6%) Winner:

ST. PAUL SPECIALE

St Paul Speciale - an Abbey Ale from Meer, in the northern part of Belgium, pours a hazy nut brown colour with a nice beige head and good lacework. The taste gives huge amounts of cinnamon, molasses, plums, carrots, fennel and yeast, the judges noted a great deal going on in the tasting. Medium to full bodied, low bitterness with a sweet finish and lingering hints of yeast and plums. A sophisticated beer with good spicy/fruity components.

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Contact person: Wing Ma **Tel:** 852 3520 4077 **Email:** wingma@belgianbeer.com.hk **Web:** www.belgianbeer.com.hk



Belgium Style (Strong Ale +6%) Winner:

LEFFE BLONDE DRAUGHT BEER

The judges really liked this golden colour beer with good carbonation and a white head. Aroma is spicy with cloves, banana, and fruitiness with inviting hops. Taste is light and refreshing with a well balanced malt hop character. There is a spicy yeastiness that is consistent with good Belgium yeasts. Smooth and balanced it belies the strength of the alcohol contained within.

Distributor: San Miguel Brewery Hong Kong Limited

Address: 9/F Citimark Bldg, 28 Yuen Shun Circuit, Siu Lek Yuen, Shatin, NT, HK

Contact person: Esther Yu **Tel:** 852 2491 3125 **Email:** esther.yu@sanmiguel.com.hk **Web:** www.sanmiguel.com.hk



British Style (Std Strength -6%) Joint-Winner:

ST AUSTELL ADMIRAL'S ALE - BOTTLE CONDITIONED

Originally brewed in Cornwall to celebrate the 200th anniversary of Nelson's victory at Trafalgar in 1805. This premium bottle-conditioned ale has been uniquely brewed using Cornish Gold malt. Locally grown barley is traditionally malted using a special kilning process which develops a deeper intensity of colour and flavour than ordinary barley malt. Blended with both Styrian Golding and Cascade hops, the result is a deep bronze ale with a delicious rich biscuit flavour and a wonderful spicy aroma, worthy joint-winner.

Distributor: One Source Trading / The Beer Bay

Address: Lot no K4, Central Ferry Pier no. 4, Central, HK

Contact person: Nick Hansen / Annie Lam **Tel:** 44 2476 584914 / 852 9522 1272

Email: nhansen@onesourcetrading.com / lamannie38@yahoo.com



British Style (Std Strength -6%) Joint-Winner:

BREWDOG 5AM SAINT

BrewDog 5am Saint is a chestnut colour with a slightly off-white head. Dry citrusy and tropical with a nice depth added by the dark malts. Plenty of piney hoppiness, a rich and full-bodied flavour with a medium-light mouth feel and a little sweetness. From the Scottish independent brewery BrewDog, established in 2007 this is a truly remarkable product coming from such a young brewery.

Distributor: myBrewerytap

Address: 16 St Marys Road, Leatherhead, Surrey, KT22 8E, U.K.

Contact person: Ed Turner **Tel:** 44 9797 6711954 **Email:** turneredward@gmail.com **Web:** www.mybrewerytap.com



British Style (Strong Ale +6%) Winner:

ST AUSTELL SMUGGLERS – BOTTLE CONDITIONED

St Austell Smugglers is a unique blend of dark ale and oak-aged barley wine, brewed from natural Cornish spring water. The beer is brewed and racked into oak whisky casks before being hidden away in the cellar. During its long slumber the beer undergoes an extraordinary transformation, emerging rich and complex with hints of whisky, creamy vanilla, toffee and spice all of which go in to making this special beer so special.

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Address: Lot no K4, Central Ferry Pier no. 4, Central, HK

Contact person: Nick Hansen / Annie Lam Tel: 44 2476 584914 / 852 9522 1272

Email: nhansen@onesourcetrading.com / lamannie38@yahoo.com



German (Std Strength -6%) Winner:

MAISEL'S WEISSE HELL

A traditional weissbier made according to the old Bavarian style with the unmistakable character of fine cellar yeast. Maisels Weisse Hell pours cloudy orangey-brown with a lasting frothy white head. Aromas of bread, cloves and banana, the flavour is medium sweet with a lively refreshing mouth feel and low bitterness in the finish. Medium bodied with a slick texture. A fine example of great German unfiltered wheat beer.

Distributor: Solar Max Limited

Address: Unit 4, 4/F., Harbour Industrial Centre, 10 Lee Hing Street, Ap Lei Chau, HK

Contact person: Peter Riha Tel: 852 2554 1183 Email: riha_hk@pacific.net.hk Web: www.maisel.com



Int'l (Std Strength -6%) Winner:

EASTERN LIGHTNING

The judges were very pleased to learn after our blind tasting had finished that we had chosen our first ever 'domestic' winner. Brewed on Lantau Island at the Typhoon Brewery here in Hong Kong this golden ale has floral and slightly citrus notes at first which leave a refreshing fruity taste. Middle to light bitterness, pale yellow colour and very easy to drink. There was a lot to like about this boutique beer.

Distributor: Typhoon Brewery Ltd

Address: Typhoon Brewery Ltd, Shop A, Sea View Building, 1 Ngan Wan Street, Mui Wo, Lantau Island, N.T., HK

Contact person: Pierre Cadoret Tel: 852 9045 3566 Email: pierre@typhoonbrewery.com.hk Web: www.typhoonbrewery.com.hk



Int'l (Strong Ale +6%) Winner:

HITACHINO NIPPONIA

Hitachino Nipponia is a great Japanese beer that drinks more like a Belgium beer. The smell is lemony and zesty with a little bit of tropical sweetness. It pours a light gold color, more lemon in the flavor, along with a really earthy character, bit of spicy peppercorn quality and light honey bread sweetness. Clean and refreshing while still nuanced and interesting. There's definitely a large hop profile but the Japanese spices blend well with it.

Distributor: Gotech Limited

Address: 2901 Lippo Centre, Tower 2, 89 Queensway Road, Admiralty, HK

Contact person: Yijia Tiong Tel: 852 9092 2186 Email: yijia@hitachinonest.com Web: www.hitachinonest.com



Overall Winner:

ST. PAUL SPECIALE

St Paul Speciale - an Abbey Ale from Meer, in the northern part of Belgium, pours a hazy nut brown colour with a nice beige head and good lacework. The taste gives huge amounts of cinnamon, molasses, plums, carrots, fennel and yeast, the judges noted a great deal going on in the tasting. Medium to full bodied, low bitterness with a sweet finish and lingering hints of yeast and plums. A sophisticated beer with good spicy/fruity components.

This is the second time that St Paul Speciale has won the Belgium style (Standard strength -6%) category, the first time it has won the overall crown. The judges unanimously gave a high score for what is a brilliant example of a Belgium beer. If you had to introduce a lager drinker to their first 'specialty beer' then without doubt this would be the one to go for. One judge commented that "if the choice is to give up material possessions and live in a monastery with unlimited access to St Paul Speciale then show me where to sign up!" Congratulations again to Sterkens family who have been brewing top-fermented beers in the village of Meer in the North of Belgium since 1651. Please keep up the good work!

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Our Esteemed Judges

Mr Toby Cooper - The Globe, Managing Director
 Mr Patrick Gatherer - The Globe, Bar Manager
 Mr Stuart Bailey - Restaurant & Bar HK, General Manager
 Mr David Tamlyn - Pressroom Group, Executive Chef
 Mr Glen Watson - Journalist
 Mr Scott Wrayton - Schnurrbart German Pub & Restaurant
 Mr Mischa Moselle - SCMP
 Mr Mark Tjhung - Time Out Magazine, Big Smog
 Ms Debbie Soo - Crave, Feature Writer
 Mr Les Millar - CAMRA member



Judging System

Each beer was tasted blind with the judges having no knowledge of what it was or where it came from. The beers were then scored by each judge out of 100 points (0 points -being undrinkable muck and 100 points - being the nectar of the gods). These points were awarded in two categories:

Appearance & Aroma (0-20 points):

It's important that a beer looks right and you can tell a great deal about a beer from how it looks. The colour gives you an indication of the style and type of malt used. Condition and body are important (the head), and we also looked for carbonization (in the relevant categories) the size of the bubble and the foam - or lacing – the head leaves on the side of the glass, as these all affect the taste. As most of our sense of taste is in our nose the smell also tells us a lot about a beers identity or personality, is it bitter, sweet, sour, etc... The perfect brew should smell so could you will be dying to get it in your mouth.

Tasting (0-80 points):

Beer is a product meant to be taken orally, not nasally, and no matter how good a beer looks or smells it's the performance in the mouth that really counts. How does it travel? Does it stall on the mid-palate? Does it race through without really giving the taste buds much to do? The balance of sweetness and bitterness must be right and it must finish well.

After the arduous judging process the scores were then added up. The highest and the lowest scores were then discounted and the mean average score indicates our winners.

We are very pleased to announce our winners and we look forward to running this competition on an annual basis as more and more interesting beers from around the world find their way to Hong Kong!