

Registration Now Open!

Culinaire

13TH ANNUAL

2025 ALBERTA BEVERAGE AWARDS



CELEBRATING THE DIVERSITY AND EXCELLENCE OF ALBERTA'S BEVERAGES

REGISTRATION DEADLINE JULY 2

JUDGING JULY 14, 15, 16

THE ALBERTA BEVERAGE AWARDS CELEBRATES THE VERY BEST WINES, BEERS, SPIRITS, CIDERS, SODAS, MIXERS, MEADS, NON-ALCOHOLIC ALTERNATIVES, AND SAKE AVAILABLE TO ALBERTA'S CONSUMERS.

Visit thealbertabeverageawards.ca /ABA to enter your products

For more information, contact Competition Director Tom Firth: tom@culinairemagazine.ca

2025 KEY DATES

April 1
Registration Opens

July 2
Registration closes

July 9
Product sample delivery ends

July 14
Judging begins

July 16
Judging ends

Early August
Results announced to winners

October
Results published
Culinaire Magazine
and online at
culinairemagazine.ca.
Your results are not
embargoed in any way.



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SUBMISSIONS

Bottles will be photographed on-site, so please ensure that labels are current and in good repair. We have made arrangements with our photographer to provide these professional bottle shots at a small cost to interested parties post competition. This is very cost-effective compared to booking or arranging a studio shoot independently.

DELIVERY INSTRUCTIONS

Samples can be delivered to the attention of our competition director, Tom Firth. Please contact him directly for address and/or to arrange a time: tom@culinairemagazine.ca, 403-818-5304.

WINE ENTRIES

For sample purposes, we require three bottles (750 ml or equivalent volume) of wine for judging. **Entries are \$95 per wine** less any applicable discount, as detailed on the entry worksheet. Note: For dessert or fortified wine entries, we require only two bottles, which includes wines typically available in small formats (i.e. ice wines).

SPIRITS ENTRIES

For sample purposes, we require one bottle per entry or equivalent volume of spirits for judging. **Entries are \$95 per spirit** less any applicable discount.

BEER, CIDER, COOLERS, MIXERS, SAKE, AND MEAD

For sample purposes, we require one four-pack or equivalent volume of beer for judging. **Entries are \$75 per beer** less any applicable discount. Mixers, coolers, meads, sake (one bottle), non-alcoholic beverages, and ciders, are entered in the beer category.

A 10% discount will be offered for the submission of 13 or more entries (not applicable on top of IVSA discount), and for Alberta Craft producers entering 6 or more products. In addition, 15% discount will be offered for the submission of 20 or more entries (not applicable on top of IVSA discount), and for Alberta Craft producers entering more than 12 products.

For payment, invoices will be sent after registering your products for secure credit card payments. Please contact Linda Garson: linda@culinairemagazine.ca, 403-870-9802, for e-transfers, cheques etc.

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HOW CULINAIRE IS PROMOTING YOUR WINS

Winning products are featured in October's Culinaire Magazine and online, with approximate prices and CSPCs as well as a bottle shot. We also feature winners in our social media throughout the year until the next Beverage Awards, reaching well over 250,000 Albertans. This doesn't include other media, or producers' and importers' own efforts to reach consumers with their wins.

Due to popular demand, we've committed to increasing the print run for the results issue and are planning more content throughout the year featuring ABA winners. In December 2024, we published a four-page spread of the "Best in Alberta" featuring locally made beer and spirits!

Readers see your winning product, they know how to find it, and how much they should expect to pay for it on the shelf.

WHAT DOES A WIN MEAN FOR ME?

First off, congratulations! If you receive an award, your product was selected by our judges as being an exceptional product from amongst all the other products in its category.

Whether it's a Best in Class, or a Judges Selection, the win is a tool to help you market your product, so share your win with your customers, on social media, on your website, or even shout it from the rooftops! In 2023 we listened to feedback and made the decision to include scores to help consumers recognize these high performers. Winners are either a Best in Class – the top performer, or a Judges Selection – one of the runners up in a category, and all winning products have scores published now.

Your results are not embargoed in any way, so you can share the good news as soon as you wish, and for however long you like!

PROMOTING YOUR WIN

Producers or agents who wish to advertise their award(s) in Culinaire Magazine can also take advantage of special discounted rates for winners, and reach even more consumers!

We also provide digital medals and logos free of charge so you can include your win on your sell sheets, and other marketing collateral online or in your tasting room and on your own material.

As we have a professional bottle photographer on site for the competition, every bottle is captured in high resolution, suitable for print, online, and marketing purposes.

QUESTIONS?

For more information, please visit culinairemagazine.ca/aba/faq or contact: **Tom Firth, Competition Director 403-818-5304** tom@culinairemagazine.ca or

Linda Garson, Editor-in-Chief/Publisher 403-870-9802 linda@culinairemagazine.ca, and to be included in our update emails.