



## NBWA Brewer Partner of the Year Award

The National Beer Wholesalers Association (NBWA) will recognize one brewer as the “NBWA Brewer Partner of the Year” and present two “runner-up” awards, the “NBWA Brewer Partner Sales Execution Award” and the “NBWA Brewer Partner Marketing Innovation Award.” These awards recognize the brewers who do the best job in the marketplace producing great beer, building strong partnerships, providing valuable education and offering support to their distributor customers in order to deliver their beers to market. Candidates 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 also must be in compliance with all state licensing requirements.
- Nominees should represent a single brewing company, though that company can operate out of multiple locations operating under the same name.

### Nomination Process

- Nominations can be made by:
  - NBWA distributor members in good standing
  - Fellow brewers
- Nominations should not exceed 250 words in length and should include, but not be limited to:
  - 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, **July 15, 2016**.
- **Once nominated, nominees will be asked to submit additional background information. All nominee information must be submitted by July 29, 2016.**
- Self-nominations are not recommended.

### Selection of Award Recipients

A panel of staff and leaders from NBWA will convene to select the winners of this award. 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 themselves and any other factors the committee decides are relevant to help select the best and most innovative brewers.



Note: Judges have the option not to present any particular award, at their discretion, if there are not qualified nominees.

### **Criteria**

Once nominated for the award, nominees will be asked to assist in providing information in the following suggested areas before **July 29, 2016**.

- 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?
- How does the brewery incentivize or formally recognize distributors who do an exemplary job representing their brands?
- Any additional information helpful to the selection committee for evaluating their nomination

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

The awards will be presented at the NBWA Annual Convention in Chicago, Illinois, **September 25 – 28, 2016**.