



OFFICIAL DOCUMENT FOR PARTICIPANTS

OFFICIAL RULES OF PARTICIPATION

International fermented beverage competition

INTRODUCTION

A COMMON FRAMEWORK FOR EVERY EDITION

These Rules set out the permanent conditions for participation and evaluation at European Ferment Masters. In each edition, they are complemented by the categorization guidelines, the shipping instructions and the operating conditions published through the official channels.

DOCUMENT STRUCTURE

01	02	03	04	05
THE COMPETITION	EVALUATION	AWARDS	PARTICIPATION	GENERAL PROVISIONS
Articles 1 – 3	Articles 4 – 9	Articles 10 – 13	Articles 14 – 16	Articles 17 – 21

01 THE COMPETITION

ARTICLE 1

ABOUT EUROPEAN FERMENT MASTERS

European Ferment Masters (EFM) is an international technical and sensory competition dedicated to recognizing excellence in fermented beverages. It brings together producers and brands from different markets under a specialized, independent evaluation methodology adapted to the characteristics of each beverage.

It is organized by Patagonian Yeast and Beer Events, in collaboration with its official partners. Its purpose is to recognize outstanding products, provide technical and sensory feedback to every participant and contribute to the professionalization of the fermented beverage industries.

ARTICLE 2 PARTICIPANTS

The competition is open to producers, makers, companies and brands of fermented beverages from any country, provided their products comply with these Rules and with the legislation of their country of origin. Eligible participants include:

Commercial producers	Independent and craft producers
Own brands	Brands produced by third parties
Contract-produced products	Emerging and innovative projects

Products must be legally produced and marketed, or ready for commercialization. Participation does not imply that EFM certifies their legal, health or regulatory compliance in the destination market.

ARTICLE 3 SUSTAINABILITY COMMITMENT

EFM makes a specific commitment to environmental sustainability, aimed at reducing the impact of each edition on sample logistics, evaluation and communication. To this end, the organization undertakes the following commitments:

Separate and recycle the packaging of received samples through authorized waste managers	Prioritize digital formats for registrations, evaluation sheets and feedback
Limit the number of samples to what is strictly necessary for evaluation	Encourage the consolidation of shipments at official reception centers to reduce the transport footprint

Participants are also encouraged to use recyclable or reusable packaging and to avoid single-use materials whenever possible.

02 EVALUATION

EVALUATION PRINCIPLE

I

OFFICIAL GUIDELINES

Define the style and its expected attributes

II

DECLARED CATEGORY

Selected by the participant at registration

III

EVALUATION FRAMEWORK

Criteria and weightings specific to the category

IV

PROFESSIONAL TASTINGS

Panel evaluation within that framework

The guidelines determine the category, the category defines the evaluation framework and that framework guides every tasting

ARTICLE 4

CATEGORIES AND CATEGORIZATION GUIDELINES

Each beverage is evaluated according to the Official Categorization and Style Guidelines, available on our official website. These guidelines define the category and subcategory, the expected characteristics of the style, the relevant technical and sensory attributes, the evaluation criteria and the reference framework for awards.

EFM uses the BJCP (Beer Judge Certification Program) guidelines when an applicable category exists. For categories or expressions not covered by them, it applies the technical guidelines developed by Patagonian Yeast, which form part of the competition's official methodology.

The current categories and subcategories are published and updated on the official website. EFM may add, modify or develop new categories and guidelines as each industry evolves.

ARTICLE 5

CATEGORY SELECTION

The participant is responsible for correctly selecting the category and subcategory of their product, in accordance with the corresponding guidelines. The sample will be evaluated according to the category declared at registration. If this category does not match the characteristics of the product, it is the participant's responsibility to correct it within the period established for modifications. Once that period has ended, the registration will be considered final and the sample will be evaluated in the declared category.

ARTICLE 6

EVALUATION SYSTEM AND PROFESSIONAL TASTING

All beverages are evaluated through tastings in which the producer's identity is protected, under controlled conditions. Each sample is identified by an internal code, and no information about the producer, brand or commercial details is available to the judges during the tasting.

ARTICLE 6

EFM does not apply a single sensory standard. Each category is evaluated according to the attributes that define its style, with criteria and weightings set out in its guidelines and evaluation sheet, which may include:

Appearance	Aroma	Flavor
Mouthfeel	Balance and harmony	Intensity and expression
Fermentation control	Technical execution	Absence of faults

Conformity with the declared style and category is also assessed.

ARTICLE 7

JURY

The jury is made up of international professionals from the fermented beverage industries, assigned according to their experience and specialization. Each judge evaluates only the category in which they specialize and, whenever possible, each beverage is evaluated by more than one judge to ensure consistency and diversity of criteria.

Judges must declare any conflict of interest and refrain from evaluating products with which they have a connection that could compromise their independence. The organization may modify panels and assignments when necessary to protect the integrity of the process.

ARTICLE 8

EVALUATION
PROCESS AND
MEDALS

The evaluation process is structured in three stages. In the first stage, judges carry out a technical and descriptive sensory evaluation, assessing each sample against the criteria and characteristics defined for its category. Samples that reach the established cut-off score advance to the second stage, where a comparative and discriminative evaluation is carried out to select the samples that will proceed to the final stage.

In the third stage, the final medal evaluation takes place, determining which samples meet the standards established for Gold, Silver or Bronze. Where applicable, Gold-winning samples may take part in additional rounds to determine special awards, category recognitions or other distinctions of the edition.

At each stage a new container, identical to the one evaluated in the previous stage, is used, ensuring that every evaluation is performed on a freshly opened sample. Obtaining a given score does not automatically imply the award of a medal, and a category may be declared void when no sample reaches the required standard. The technical decisions of the jury are final.

ARTICLE 9 FEEDBACK

Each participant receives a minimum of two technical-sensory evaluations of their sample, carried out by professionals from the jury. The evaluation report provides an independent, specialized assessment of the product, including its description, main strengths and specific opportunities for improvement according to the criteria of its category. This information is a valuable tool to guide the development, adjustment and refinement of the product, as well as to carry out comparative monitoring between batches. The report is exclusively a technical and sensory evaluation and does not constitute a health, regulatory or commercial certification.

03 AWARDS



GOLD
Medal



SILVER
Medal



BRONZE
Medal

ARTICLE 10 PRIZES AND AWARDS

EFM may award Gold, Silver and Bronze medals, as well as the following recognitions:

Best of Show by category or industry

Best Producer of the Competition

Best Producer by Industry

Special awards defined for each edition

The award structure for each edition is published through the official channels, and all recognitions are granted exclusively on the basis of the results obtained by the products registered and evaluated.

ARTICLE 11**OWNERSHIP AND
NON-
TRANSFERABILITY**

Awards are personal and non-transferable. Those granted to a product correspond exclusively to the product, brand, recipe or formula, style and category registered, evaluated and awarded, and may not be assigned, sublicensed or applied to products marketed under another brand, trade name or presentation. Awards granted to producers correspond to the company or producer registered in the edition.

The fact that two products share the same producer, recipe, process or facilities does not extend the award from one to the other.

CONTRACT PRODUCTION

Products made by third parties may participate, and the award corresponds to the registered brand and product, regardless of who produces them. The producer may communicate its participation as such, but may not transfer the award to other brands it manufactures. A brand using a recipe awarded under another brand must participate independently to be eligible for its own award.

USE OF THE AWARD



DURING THE THREE YEARS

OFFICIAL MEDAL ON THE PRODUCT

The medal is applied unaltered to the awarded product, together with its trade name and category. In communications outside the packaging, it is accompanied by the full mention

- 1 Official medal: competition, level and year of the edition
- 2 Trade name of the awarded product
- 3 Category in which the award was obtained

AFTER THE THREE YEARS

WRITTEN MENTION OF THE AWARD

The award is communicated in writing, without the medal graphic, on labels, technical sheets, catalogs or website

PRODUCT SHEET

TRADE NAME

Brand · Category

*Gold Medal · European Ferment
Masters 2026 · [Category] · Trade name*

ARTICLE 12

USE OF MEDALS AND EFM SEAL DURING THREE YEARS

For three (3) years from the official date of the results announcement, the awarded product may use the corresponding official EFM medal, which identifies the competition, the level achieved and the year of the edition. It may be applied to labels, packaging, websites, social media, catalogs, trade fairs, commercial material and presentations.

ARTICLE 12

The medal must be used without altering its design and always together with the awarded product, accompanied by the category and the trade name of the product. On the packaging, the trade name is provided by the label itself; in digital and commercial communications, the full mention must be used:

European Ferment Masters · [Edition] · Gold Medal · [Category] · [Product trade name]

It may not be used in a way that could be interpreted as a general recognition of the company, brand or other non-awarded products. Its use is governed by the EFM brand usage manual, and the organization may request the modification or withdrawal of any use that does not comply with these conditions.

ARTICLE 13
COMMUNICATION
AFTER THREE YEARS

Once this period has ended, the award remains part of the product's history and may continue to be communicated in writing without time limit, provided that the information is accurate and identifies the edition, category and award obtained. After the three years, the mention must always include the year in which the award was granted. For example:

Gold Medal · European Ferment Masters [Edition] · [Category] · [Product trade name]

From that point on, the use of the medal graphic or other official EFM elements is subject to the brand usage conditions in force.

04 PARTICIPATION

ARTICLE 14
REGISTRATION

Registrations are made exclusively through the official EFM channels. Each one must include, as applicable:

Product trade name	Brand
Producer or maker	Category and subcategory
Technical information required by the category	Relevant ingredients or raw materials
Characteristics requested in the guidelines	Contact of the person responsible for the registration

ARTICLE 14

The information must be complete, accurate and consistent with the product submitted, and the organization may request additional data for its correct categorization or evaluation.

Fees, registration periods, sample reception dates and other operational aspects are published for each edition.

ARTICLE 15**PAYMENT AND
MODIFICATIONS**

A registration will be considered confirmed only once payment has been received and validated within the period established for each edition. Registrations not confirmed in accordance with the published conditions may be excluded from the evaluation.

Participants must review the dates established to modify, cancel, change the category of or replace their samples, and make any change within the periods announced for each edition. Registration payments are non-refundable.

Promotions and special rates are strictly subject to the payment deadline stated in each offer. The registration must be paid within that period to access and keep the promotional price. A registration started but not paid within the promotional period will lose the benefit of the promotional rate, even if it was created while the promotion was in force.

The conditions for modification, cancellation, category change and refunds are communicated for each edition through the official channels.

ARTICLE 16**SHIPPING,
RECEPTION AND
CUSTODY OF SAMPLES**

Samples must be shipped in accordance with the Shipping Instructions published for each edition. Each registration requires four identical units of the same product, regardless of volume and container type, which allow a new container to be opened at each stage of evaluation.

The participant is responsible for:

- | | | | |
|---|---|---|---|
| 1 | Preparing the samples correctly | 4 | Ensuring adequate packaging |
| 2 | Sending four identical units per registration | 5 | Managing transport to the reception point |
| 3 | Identifying each unit according to the instructions | 6 | Covering the associated shipping costs |

Registrations with missing units or without the corresponding identification cannot be evaluated. EFM may set up different official reception centers or international consolidation systems, and conditions may vary depending on the country of origin and the category.

The organization takes reasonable measures to ensure the correct reception, identification, storage and handling of the samples, preserving them according to the needs of each category when logistics allow. EFM is not responsible for losses, damage or alterations occurring during transport prior to reception. In the event of irregularities, it may contact the participant and, if time allows, request a replacement shipment.

05 GENERAL PROVISIONS

ARTICLE 17

INTELLECTUAL PROPERTY

The methodologies, evaluation sheets, guidelines, documentation and technical materials developed for EFM belong to Patagonian Yeast and are protected by applicable law. Participation does not grant any rights over them or over the organization's trademarks and logos.

ARTICLE 18

USE OF INFORMATION AND PROMOTIONAL MATERIAL

The participant authorizes EFM to use the trade name, brand, category, result and other public information from their registration, as well as photographs and videos generated during the competition, for promotional, editorial, institutional and archival purposes.

ARTICLE 19

UPDATES TO CATEGORIES AND CONDITIONS

EFM may update its categories, guidelines, technical procedures and operating conditions. Changes affecting an edition will be communicated before the close of its registration period, and the guidelines published for each category will be the reference in force.

ARTICLE 20

ACCEPTANCE OF THE RULES

Registering a sample implies full acceptance of these Rules, as well as of the guidelines, regulations, manuals, technical sheets, instructions and procedures established by the organization for each edition. The participant undertakes to comply with and abide by these provisions, including those relating to the evaluation system, categorization, brand use, communications and other rules applicable to the competition. Participation also implies acceptance of the decisions and procedures established by the organization within the framework of the competition.

ARTICLE 21

APPLICABLE LAW AND FINAL PROVISIONS

Situations not provided for in these Rules will be resolved by the EFM Management, in consultation with the Technical Committee when appropriate, adopting the measures necessary to ensure the integrity, transparency and proper conduct of the competition.

These Rules shall be governed by Spanish law and, where applicable, by the relevant European Union regulations. Any dispute arising from participation will first be sought to be resolved amicably. If no agreement is reached, the courts of Barcelona, Spain, shall have jurisdiction, without prejudice to any mandatory rules on jurisdiction and protection applicable to the participant under the relevant legislation.



INTERNATIONAL PANEL · TECHNICAL EVALUATION · GLOBAL RECOGNITION

FERMENTED EXCELLENCE HAS ITS SEAT AT THE TABLE

*A technical, independent and rigorous framework so that every
beverage is evaluated for what it is and recognized for what it
achieves*

OFFICIAL DOCUMENTATION

Before registering a sample, each participant must consult the current documentation for the edition on the official website

I

OFFICIAL RULES

General conditions, requirements and operation of the competition

II

CATEGORIZATION AND STYLE GUIDELINES

Technical reference for choosing the category and understanding the evaluation criteria

III

SHIPPING INSTRUCTIONS

Preparation, identification and shipment of samples to the official centers

WEBSITE

fermentmasters.com

EMAIL

info@senso.science

INSTAGRAM

[@fermentmasters](https://www.instagram.com/fermentmasters)

FACEBOOK

[PatagonianYeast](https://www.facebook.com/PatagonianYeast)