



BEST IRISH BEER COMPETITION

SATURDAY, NOV 18TH
6 -9 PM / VIP HAPPY HOUR 5 PM

MAINE IRISH HERITAGE CENTER
PORTLAND, MAINE

Briefing for Brewers and Food Trucks

What: The Maine Irish Heritage Center is hosting the 4rd Annual “Best of All Things Irish in Maine” awards which will take place on November 18th. **This is our major fundraiser for 2023 and all proceeds will support operating expenses and building restoration, in support of our mission to keep the Irish arts and rich culture flourishing in Maine.** In addition to celebrating 2023’s winning bands, singers, and performers, we will hold the second annual “The Best Irish Beers of Maine” contest. We are asking Maine brewers to submit brews which will be voted on by attendees at the show on Saturday Night. Winners and runners-up in each category will be announced at the end of the evening. The only condition is that it be an Irish style beer or cider. We hope to have at least 24 beers available for tasting. Some of Portland’s finest food trucks will be on-site to feed your appetite.

Where: The Best of All Things Irish will be held in the magnificent old St. Dominic’s Church, on the corner of Gray and State Streets in Portland, now the home of the Maine Irish Heritage Center. Rarely open to the public in the evening, it will be an amazing venue for a night of great music, food, and Irish beer right in the heart of Portland.

When: The live show and Irish craft beer fest will be on **Saturday, Nov 18th from 6 pm to 9 pm. Doors will open at 5:00** for sponsors, their guests and VIP ticket holders to enjoy Happy Hour.

Tickets: General Admission \$60, VIP with early access, \$100, Show Only \$20. VIP and General Admission ticket holders receive a hearty snack and will enjoy unlimited pours of all the Irish beer on offer. VIPs will receive an additional food truck voucher. The Food trucks will be stationed on Gray Street right outside the front doors with additional food purchase options for all other ticket holders. **Tickets will go on sale September 15th.**

Space: All brewers' spaces will be min 8' x 8' and will be reserved upon registration and be outfitted with a table and 2 chairs.

Registration: Registration forms are available online via the following links:

- [Brewers](#)
- [Food Trucks](#)

Vendor Entry Fees: Entry fees are waived for Brewers and Food Trucks.

Map: A layout of the event space is attached with all available spots marked. The map is subject to change based on number of vendors who apply. Beer and food will be served in the lower level with unplugged music to encourage conversation. Guests will be treated to live performances upstairs in the historic sanctuary.

Set-Up: Vendors must be set-up by 2:00 pm on Saturday Nov 18th. Beer may be delivered by appointment on Thursday or Friday the 16th or 17th if needed. We expect each brewer to have a knowledgeable rep on hand during the event to accurately represent your brand and for your station to be fully staffed.

Sponsorships: We welcome major sponsors to get in early on the promotions with us. We have several Major Sponsor spots available which will be printed on the Posters, T-Shirts, program, and mailers. The show sponsor is \$5,000, logo sponsors are \$2,500 and business sponsors are \$1000. All sponsorships are tax deductible donations to the Maine Irish Heritage Center and help us reach our annual fundraising goal supporting operations and building restoration.

Marketing: All participants will receive a one-line listing in the event program. We will email our database and marketing lists multiple times leading up to the event. We expect that all partners will promote the event to their communities as well. Each brewery and food truck will receive marketing through social media, be listed on the map and scorecard, included on the website and in all pre-event public relations. (Marketing Package A). Upgrade to Marketing Package B for \$250. Market Vendors have two promotional options to choose from.

Vendor Package A - \$250 includes Scorecard listing and promotion before the event

Vendor Package B - \$500 for logo listing in the Scorecard, promotion before the event and an ad on the Maine Irish Heritage Center website through May 2024.

Scorecard: MIHC will produce a scorecard for attendees to use to rate the beers. At the end of the evening, we will tabulate the votes

2022 SCORECARD

Inside left page

WELCOME!

At the Maine Irish Heritage Center, we take great pride in the annual "Best of All Things Irish in Maine" show because it allows us to celebrate the rich tradition of Irish music and arts in Maine. After three years, we're excited to finally be gathering together in our home state, both brick-by-brick by Irish funds in the 1900s, it's a wonderful chance for musicians and friends to get together, celebrate and enjoy the impressive performers and judge the wide array of Irish style beers brewed across our beautiful State of Maine.

All ticket sales and sponsorships from this fundraiser go towards programs like this and to protect and preserve the Irish arts and culture in Maine. We're excited to have eight breweries as finalists in the competition to crown the **Best Irish Stout** and the **Best Irish Red Ale**. Help us by voting this evening using the attached scorecard.

Now, take a moment to chat with your favorite brewery and enjoy all the fabulous performances! Ask a question, share a story, or just raise a glass and say "Sláinte!"

IRISH REDS

The Irish-style red ale is a balanced beer that uses a moderate amount of kilned malts and roasted barley in the recipe, which gives the beer the color for which it is named. Featuring an approachable hop bitterness which rests on the palate, this typically amber-colored beer is brewed as a lager or an ale, and can often have a medium, candy-like caramel malt sweetness. This style may contain additions such as corn, rice, and rye, which help dry out the beer's finish and lighten the body. It also often contains roasted barley, lending low roasted notes, darker color and possible creation of a tan collar of foam on top. With notes of caramel, toffee and sometimes low-level diacetyl (butter), think of the Irish red ale beer style as a cousin to lightly-toasted and buttered bread.

STOUTS

Dry stout is black beer with a dry-roasted character thanks to the use of roasted barley. The emphasis on coffee-like roasted barley and a moderate degree of roasted malt aromas define much of the character. Hop bitterness is medium to medium high. This beer is often dispensed via nitrogen gas taps that lend a smooth, creamy body to the palate.

RULES & REGULATIONS

- Anyone showing signs of intoxication will not be admitted to the event and/or may be asked to leave. There are no exceptions or refunds.
- All attendees must be 21 years of age and possess valid ID.
- No large bags are allowed inside the venue. All bags and backpacks are subject to search.
- No outside beverages or food.
- Beer tastings (\$2) will only be poured into the official 2022 souvenir glass.

WWW.MAINEIRISH.COM

2022 BEST IRISH CRAFT BEER FINALISTS

CHECK OUT THE FOOD TRUCKS!

IRON CLOUD EATS, KEBAB KING, CHEF TO BE, LITTLE TOWN, LITTLE TOWN

and crown them the “Best Irish Beers in Maine 2023”. You may enter up to three beers that you plan to serve with the only condition being that at least one be brewed in an Irish tradition or style.

Food Trucks - We will have parking available for up to 5 food trucks on Gray Street and these will be allocated on a first come basis, keeping in mind that we want a variety of food to be available. We encourage you to do an Irish twist on one of your regular menu items and the hearty appetizer for fun. We will provide signage and direct guests to the food trucks outside, where you can offer your full menu and keep the takings. We will provide VIP guests with food vouchers which they can redeem at any of the food trucks. These should fully cover at least one meal-sized item from your truck <\$10. We will validate these at the end of the evening and settle the balance due with each truck. If you want to provide a sponsorship or donation, or upgrade to Marketing Package B, it’s always appreciated!

Beer Competition – We will be using the guidelines of the [Beer Judge Certification Program](#) and will be judging the following categories – Best Irish Red Ale, Best Irish Stout and Best New Irish Brew. If you have suggestions for additional categories, please mention them for consideration when you register.

Brewers - Recommended donation - 1-2 sixtels or ½ bbl based on your experience serving continuously for 4 hours. You may bring a maximum of three beers. In recognition of the contribution you are making to our annual fund-raiser, we are offering a stipend of \$160 for each registered beer.

What We Will Provide Brewers

- Table (8-foot) and table cover
- 2 Chairs
- Signage with Brewery logo. We recommend that you bring signs with information about what’s on tap
- Squeeze bottle or pitcher for rinsing
- Five-gallon bucket for gray water
- Ice
- Name badges for pourers

What Brewers Need to Bring by 2 PM Sat 11/18

- Jockey boxes and CO2
- All the beer you plan to pour. If your distributor is delivering, we will accept deliveries on Thursday and Friday by appointment. Text (203) 536-6055.
- Knowledgeable staff to speak about, and pour your brews
- Branded items/merchandise/signage.
- Banner to hang from the table and hanging supplies. We do not have a way to hang banners above tables, so please bring a banner stand if you want to do this

Volunteers: You must have at least one representative from your brewery present. We will provide volunteers to assist during breaks if needed.

Signage: MIHC will provide a sign for your table with your logo and the beers that you are pouring. Your logo may appear on marketing materials for the event as well. Please send your logo upon registration to best@maineirish.com if you did not upload it during your application.

Merchandise: You may bring gear to sell and swag to give away.

Contact: Event Managers: Jean Haney jean@maineirish.com (203) 536-6055 and Karen Haney karenh@maineirish.com (203) 219-4008, Marketing Manager Hannah Marcel hannah@maineirish.com (207) 680-1638. All numbers are call or text.

Deadlines: Please submit your application as soon as possible. Space will be assigned in the order in which registration fees are received. No applications will be accepted after September 30th. All applications must be approved by the Maine Irish Heritage Center. Be sure to complete your application fully and include all products you intend to market, offer, or sell.

Security: Don't serve attendees who are drunk. It's a legal risk to the Maine Irish Heritage Center and your brewery. Security will be available to assist if needed.

All material in this document is subject to change without notice.
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Photo Gallery



