

ETHICS IN BEER JUDGING

DON BLAKE & SANDY COCKERHAM



OVERVIEW

- Ethics
- Who are we?
- BJCP Purpose
- Fundamental ethics / competitions
- New concerns with technology
- Exams
- Scenarios / Open discussion
- Wrap Up

ETHICS – BIG PICTURE

- Code of conduct (right vs wrong)
- Specific to group of people
- Based on values



WHO ARE WE?

- Enthusiastic beer, mead and cider aficionados
- Mostly active homebrewers
- Developed our palates
- Learned new ways to describe things



WHO ARE WE?

- Demonstrated abilities
- Dedicated to furthering knowledge
 - Styles
 - Technical
 - Descriptive
- While volunteers, we're "professionals"



PURPOSE OF THE BJCP

- Promote beer Literacy
- Promote appreciation of real beer
- Recognize beer tasting and evaluation skills

PURPOSE OF THE BJCP

- Encourage knowledge, understanding, and appreciation of the world's diverse beer, mead, and cider styles
- Promote, recognize, and advance beer, mead, and cider tasting, evaluation, and communication skills
- Develop standardized tools, methods, and processes for the structured evaluation, ranking and feedback of beer, mead, and cider.

PURPOSE OF THE BJCP

- Encourage **knowledge, understanding,** and **appreciation** of the world's diverse beer, mead, and cider styles
- Promote, recognize, and advance beer, mead, and cider **tasting, evaluation,** and **communication** skills
- Develop standardized tools, methods, and processes for the structured **evaluation, ranking** and **feedback** of beer, mead, and cider.

BJCP VALUES

- Understanding of beer, mead and cider styles
- Ability to articulate your perceptions and communicate them descriptively
- Honest, thorough evaluations
- Technical understanding of the brewing process
- Humility & Professionalism

FUNDAMENTAL ETHICS IN BEER JUDGING

- Be polite and positive
- Don't judge / steward a category you have entered
- If you feel you can't provide an unbiased assessment, ask to be moved
- Write scoresheets that you would want to receive



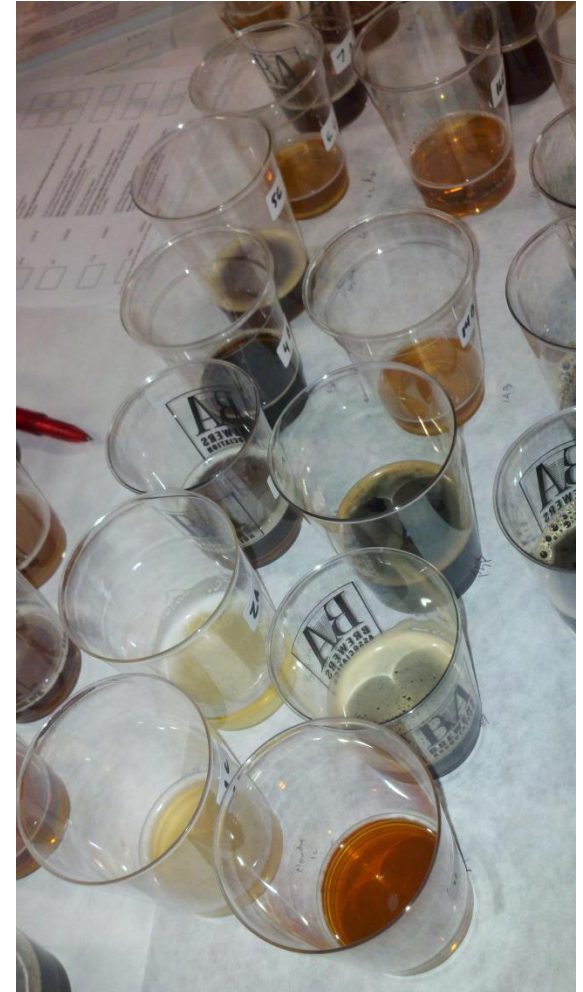
DURING JUDGING

- Be positive
- Be respectful
- Provide a complete assessment of the beer
- Provide constructive feedback on how to improve the beer
- Enjoy the camaraderie



MINI BEST OF SHOW / BEST OF SHOW JUDGING

- Don't be a spectator if you think you have an entry on the table
- Avoid championing a beer because it was in your flight
- Wait to share results on social media



COMPETITION RESULTS

- Our job is to judge beer; let the competition organizers announce the results
- Pro-Am selections are rarely finalized on the day of the competition



TECHNOLOGY

- Legacy
 - Email
 - BJCP forum



- Current
 - Facebook
 - Twitter
 - Google+
 - Text messages



Ability to communicate instantly

BJCP FORUM

- Reduced traffic recently, but activity continues
- No issues with spamming due to nature of access

The screenshot shows the BJCP Member Forum website. At the top, there is a blue header with the BJCP Forum logo and the text "BJCP Member Forum For beer judges to discuss topics of interest." Below the header, there are navigation links for "BJCP HOME" and "Board index". A user control panel shows "0 new messages" and "View your posts". The current date and time are "Tue Jun 03, 2014 9:57 pm". There are also links for "View unanswered posts", "View unread posts", "View new posts", and "View active topics". The main content area is a table with columns for "GENERAL", "TOPICS", "POSTS", and "LAST POST".

GENERAL	TOPICS	POSTS	LAST POST
Announcements Read this first.	3	4	by MDixon Fri Sep 04, 2009 10:43 am
Competitions Discussions about any aspect of competitions. Moderators: MDixon, David Houseman	153	836	by Thomas Barnes Mon Apr 28, 2014 10:57 pm
Exams Any discussions about exams, such as preparing potential exam takers, administering exams, etc. Moderators: MDixon, piatz, bickham	173	1418	by Toby Wed May 28, 2014 8:46 am
Continuing Education (CEP) The BJCP Continuing Education Program was initiated in 2005. This forum is for the CEP team to inform members about projects in progress and for members to comment on what they want in	38	211	by Toby Mon Jun 02, 2014 11:16 am

BJCP FACEBOOK PAGE

- Relatively new venue for BJCP communication
- Growing considerably (600 last year > 2000 now; 3-4 new people/day)
- Excellent way to stay abreast of current happenings




Beer Judge Certification ... Members Events Photos Files [Notifications](#) [+ Create Group](#) [Settings](#) [Search](#)

[Write Post](#) [Add Photo / Video](#) [Ask Question](#) [Add File](#)

Write something...

PINNED POST

 **Mike Dixon** updated the description.
May 1

ABOUT 2,090 members

[Open Group](#)
Social networking group for beer judges

Simple rules:
No profanity (all posts with profanity w...
[See More](#)

2,090 members (122 new) · [Invite by Email](#)

SOCIAL MEDIA

Ground rules

- No Profanity
- Play nice or don't play at all
- Obliterate any personal information on anything you decide to post
- Posts must in some way be related to the BJCP, events, or judging – please don't spam the group



SOCIAL MEDIA

Competition specific

- Don't post information about what you might be judging
- Don't comment about a beer that you're judging, especially if it's not a good one
- Don't announce category / competition winners until the organizers have done so



SOCIAL MEDIA



Exam Specific

- “Protect the exam”
- Don’t publicize exam beers
- Graders – don’t let people know what exam you’re grading (until results are published)
- Examinees – have patience with the exam grading process

SCENARIOS



SCENARIOS



Richard Beerjudge

May 28 at 9:14am

Enduring the worst American Brown I've ever tasted

Homebrew Competition
CORESHEET
Homebrewers Association of America
Homebrewed Competition Program HomebrewersAssociation.org

Category # 10 Subcategory (a-f) C Entry # 163

Subcategory (spell out) AMERICAN BROWN

Special Ingredients: _____

Bottle Inspection: Appropriate size, cap, fill level, label removal, etc.
Comments: RING OF SCUM AT TOP

Aroma (as appropriate for style)
(comment on malt, hops, esters, and other aromatics)
SMELLS LIKE SWEATY SOCKS
THAT WERE LEFT IN A DUMPIER
WITH SPENT GRAINS OVERNIGHT

Like · Comment

SCENARIOS

WRAP-UP

- Be professional
- Provide thorough, descriptive feedback when judging
- Be courteous and thoughtful when communicating via social media