

Objectives

- To promote healthy competition among noted Northeastern cider and perry producers to drive continuing improvement in the quality of all ciders and perrys, and in particular, cideries of New England and New York;
- To raise awareness of New England/New York ciders and perrys in the United States and internationally;
- To introduce The Big E patrons to the outstanding quality and phenomenal values available in today's ciders and perrys from around the Northeast;
- To introduce regional cider/perry aficionados and professionals to the educational and charitable aspects of The Big E;
- To use a system of judging ciders and perrys that is reliable, simple, fair and accurate;
- To become a successful cider and perry competition in New England;
- To provide a show window to present agricultural resources of the Northeast.

Please direct inquiries and correspondence to:
aginfo@TheBigE.com
Eastern States Exposition Agriculture & Education Dept
413-205-5011

General Information

The 2020 Big E Northeast Gold Cider and Perry Competition ciders and perrys will be studied thoroughly and separately and are considered on an individual basis on the day of the judging.

Additional Information: Should you have a question that is not covered in this competition handbook, please send an email to aginfo@TheBigE.com

Revisions: The current version of the competition handbook is available on The Big E's Website at www.TheBigE.com/cider and may be subject to revisions prior to actual publication and printing. Please check back frequently.

Notification of the Competition: Although every effort is made to reach the roughly 200 cider and perry makers throughout the Northeast, Eastern States Exposition (ESE) is not responsible for failure to notify or contact any one producer. The entry deadline is May 15, 2020.

Integrity of the Competition and of the Results

The integrity, validity and reliability of this competition are paramount for the volunteers and the professional managers and staff who make this competition possible.

- In addition, the seasoned, trained, dedicated and respected professional management and staff are committed to professional excellence and unimpeachability in the cider/perry judging arena.
- Great care has been taken to select qualified judges who have proven the high caliber of their palates in personal and professional pursuits.
- Generally accepted judging criteria that produce world-class standards of excellence will be used.
- Conflicts of interest have been scrupulously avoided in every aspect of this competition.

All aspects of this judging have been and will be conducted to ensure that the results have the highest degree of integrity and are fully worthy of ESE.

Eligibility Requirements

- Any cider or perry currently produced in New England and New York is eligible for entry. Type of products include: standard, specialty or intensified and distilled.
- An official entry shall consist of two (750ml) bottles of cider/perry or the equivalent in other formats. See Bottle Requirements for more information.
- All entrants must be commercially licensed. Pending commercial licenses are accepted

Judging

Any placement in or removal from a class will be at the discretion of show management.

Judges will be a combination of cider industry professionals, cider experts, sensory analysis experts, experienced BJCP and non-BJCP judges, and select members of the media.

The following evaluation forms and judge instructions will be used in this year's competition:

AHA/BJCP Cider Scoresheet
AHA/BJCP Cover Sheet
AHA/BJCP Judge Instructions

Medals are awarded based on the score assigned by the Primary judging panel:

Gold Medal: 45-50 points

Silver Medal: 38-44 points

Bronze Medal: 30-37 points

All entries that earn a Gold Medal in the Primary judging are eligible for Best of Show judging. The Best of Show judge panels evaluate these top-scoring entries for Best in Class and Highly

Commended honors. If a Best of Show judge panel detects a serious flaw during their evaluation (such as mousiness), that entry will be referred to a Secondary judging panel. The Secondary panel will thoroughly re-evaluate the entry, complete a new scoresheet, and assign a new score that takes the place of the score assigned by the Primary panel.

- This is a double blind judging.
- Each entry will be studied thoroughly and separately and are considered on an individual basis on the day of the judging.
- A minimum of three qualified judges will evaluate each entry.

Fees and Deadlines

- Entries close on May 15 at 5 p.m. EST.
- Deliveries will be accepted until May 29 at 5 p.m. EST.
- Judging: June 6, 2020.
- Entry Fee: \$40 per cider. Entry fees must accompany the entry form(s). Entries are not official until full payment for each entry has been received.
- Entry fees are non-refundable. If paying by check, make payable to: Eastern States Exposition. We also accept Visa, MasterCard and Discover as forms of payment.
- A penalty of \$50 per entry will be assessed if a check is returned by the bank.

Entry Limitations

- There is no limit on the number of ciders/perrys or classes an entrant may submit.
- The ciders/perrys should be examples of products currently available to consumers through normal distribution channels throughout the Northeast.

Competition Rules

- ESE is not responsible for correcting errors on entry forms or incorrect information or ciders/perrys supplied and/or created by staff or their designated representatives.
- ESE is not responsible if a cider/perry is later disqualified for being tasted in the wrong class, or for any other reason.
- No exhibitor shall be entitled to an award which has been disallowed as a result of his own error.
- Show management shall withhold awards for entries found to be ineligible and may recover awards made for ineligible entries revealed during audits of competition records.
- Cider/Perry Makers with disallowed cider/perry may petition for reinstatement in writing within 30 days of their entry's disallowance.

Enforcement of Rules

The entry requirements, as printed in this catalog, will be enforced.

Fundamental Ethics

Any entry found to have submitted deliberately misleading information may result in the producer being disqualified from all awards and, at the sole discretion of the ESE Wine, Cider & Perry Competition management, may bar the producer from entering the judging in succeeding years.

Award

1. **Best of State** is given to one cider/perry from each of the seven competing states that has the highest ranking. The cider/perry must have been made in the state from which it was entered. Special individual medals and certificates will be provided to the winners.

Notification of Awards Procedures

1. Once a Cider/Perry Maker receives notification of awards, they may publicly promote this information. If there are specific publications in your area that you would like notified, please send their names and addresses (or email addresses) to aginfo@TheBigE.com
2. Gold, Silver and Bronze winners will be notified via email that they achieved this status prior to July 1, 2020.
3. ESE reserves the right to print cider/perry names, addresses, phone numbers and cider/perry personnel in this or any other publication, press release or correspondence.
4. Medals will be sent as soon as they are available to winning cider along with Judge's Comments and Certificates of Award.
5. ESE may contact individual winning Cider/Perry Makers to purchase products for use at events during The Big E or throughout the year.

Promotional Opportunities

1. Winning ciders/perrys will be on display along with their winning medals for the duration of The Big E. Brochures or information regarding their Cider is strongly encouraged to be included with their entry. Other opportunities may be made available to Cider Makers based on interest throughout the ESE and its event, The Big E. However, they are not solely controlled by the management of this competition.
2. Due to space limitations, winning Cider Makers may be limited in the number of medals on display. Every effort will be made to include all ciders & perrys, however, management reserves the right to limit the number of medal winning entries on display.
3. Cider Makers may be invited to submit and/or participate in various events during The Big E. Every effort will be made to communicate and allow ample time prior to the event to allow for planning and delivery.
4. Every effort will be made to notify Cider Makers when their products are used in promotional events throughout the year.
5. New England/NY Cider Makers participating in the Wine, Cider & Perry competition by entering a minimum of 2 ciders per maker will be eligible to participate in the Wine and Cheese Barn at Mallary Gardens. More information and sign up information will be sent upon receipt of entries.

Advertising

1. Each Cider/Perry Maker also consents to abide by the following rules that govern the use of results of The Big E Wine, Cider & Perry Competition in advertising by Cider Maker:
 - a. The producer agrees to refrain from any misleading advertising or labeling with reference to any award which may be granted for this cider/perry.
 - b. The producer agrees that it will not represent any cider/perry as being identical to the award-winning cider/perry unless this is actually the case.
 - c. In the event of misleading advertising by an award-winning entrant relative to a particular award or awards, The Big E, at its discretion, reserves the right to disqualify both the offending cider/perry and the responsible producer from this and future competitions. Furthermore, such a disqualification will be publicized widely, since it affects the good name of The Big E and its myriad benefactors, volunteers and beneficiaries.

Entry Procedures

1. Identify the cider/perry (s) you want to submit for judging.
2. Entrants are allowed to enter via mail, fax, email or online using online entry. Please do not send credit card information via email. Requests for entry forms should be sent by email to aginfo@TheBigE.com or via phone at 413-205-5011.
3. Review all of the information in this handbook, carefully noting all entry deadlines, delivery dates, directions and rules.
4. The handbook is available for preview and downloading at www.TheBigE.com/agriculture and may be subject to revision prior to the date of printing. It is the entrants' responsibility to stay abreast of changes that may affect their entries if they decide to enter on the basis of the preview manual.
5. Become thoroughly familiar with the delivery and shipping requirements.
6. Ship or deliver your entry as instructed in the Delivery and Shipping Requirements section of this handbook. **NOTE: Eastern States Exposition claims no responsibility for damaged or lost shipments.**
7. Pay entry fees. Delivered ciders/perrys are not entries until all fees have been paid in full.
8. Questions about rules or entry procedures should be addressed to aginfo@TheBigE.com or via phone at 413-205-5011.
9. Please note: Entries in the Standard Class must contain a minimum apple or pear juice content of 85%. The Competition reserves the unrestricted right to submit Standard Class entries for laboratory analysis to verify juice content. Standard Class entries found to be made from less than 85% juice will have their awards rescinded. Entries in the Specialty Class are exempt from testing.
10. Apple juice and pear juice may not be combined in a single entry in the Standard Class. These entries may be entered in Fruit Cider, Specialty Cider and Perry, or Unlimited Cider and Perry as appropriate.

Bottle Requirements

1. **Standard Class and Specialty Class**
For entries in cans or bottles that are 22 ounces (650ml) or larger, please submit two (2) of each can or bottle.
2. For entries in cans or bottles that are less than 22 ounces (650ml), please submit three (3) of each can or bottle.
3. **Intensified and Distilled Class**
For Ice Cider and Pommeau entries in bottles that are 375ml or larger, please submit two (2) of each bottle.
4. For Ice Cider and Pommeau entries in bottles that are less than 375ml, please submit three (3) of each bottle.
5. For Eau de vie and Brandy entries, the total volume submitted must be at least 375ml. One (1) bottle is sufficient if it is at least 375ml.

Entry Form

1. Please complete a separate entry for each cider/perry entered.
2. **Please send a high-resolution .pdf or .jpeg or.tif (via email, cd or thumb drive) of the actual label for each cider/perry that you enter along with Entry Payment.** This is so that, in the event that your cider/perry is selected Grand Champion, Best of Show or Class Champion, or a Double Gold, we may include the label in promotional opportunities.
3. Please provide the telephone number and email address of the person designated to serve as the cidery contact in case of questions and/or in case of an award notification.

4. **An entry form for each cider submitted must be enclosed with the ciders being sent.**
5. Entry forms, ciders and payment can be sent to: Mallary Complex, Eastern States Exposition, 1305 Memorial Ave, W. Springfield MA 01089.
6. Incomplete entry forms may be disqualified and the entry fee forfeited at the sole discretion of ESE Wine, Cider & Perry Competition management.

Delivery and Shipping Requirements

1. Be sure you have filled out the entry form completely. **Remember:**
 - Keep copies of the completed entry forms.
 - Enclose a copy of the entry form in each shipment to match the specific cider/perry(s) in each box. Make sure that the cider/perry on the entry matches those you are shipping.
 - If you have not included a pdf, jpeg or a tif of each label, be sure you submit an exact label with each entry (even if it is done on a copier).
 - The entry fee is \$40 per entry.
 - Entries shipped in error will not be returned.
 - Be sure a copy of the entry forms along with payment has been sent to Mallary Complex, Eastern States Exposition, 1305 Memorial Avenue, W Springfield, MA 01089. **This can be sent in the same packaging of your cider/perry shipment.**
2. Deliveries are to arrive through May 29, and must be delivered or shipped FREIGHT PREPAID (Fed Ex is eligible to send cider/perry to Massachusetts) to:
 - Eastern States Exposition
 - Mallary Complex
 - 1305 Memorial Avenue
 - W. Springfield, MA 01089
3. All bills of lading should clearly state: “**Fee Domicile**” and “**Samples, Not For Resale**” to ensure they arrive fully paid.
Please mark multiple box shipments with box numbers and total boxes shipped (i.e., “Box 1 of 4,” “Box 2 of 4,” etc.) **Make certain to enclose a copy of the entry form for each box!**

WHAT IS THE BIG E?

The Big E is the largest fair in the Northeast produced by Eastern States Exposition. Eastern States Exposition is a not-for-profit corporation committed to excellence in providing year-round opportunities for the development and promotion of agriculture, education, industry and family entertainment while preserving our New England heritage. More than 4,000 entries and 8,000 agriculture participants come to the Fair each September. Drawing a crowd of more than one million fairgoers each year, The Big E has an economic impact of \$479 million to Hampden County during its 17-day run.

DEMOGRAPHIC & GEOGRAPHIC DATA OF OUR VISITORS

GENDER:	Female	54.2%
	Male	45.8%
AGE:	16 –17	2.6%*
	18 – 24	11.4%
	25 – 34	20.8%
	35 – 44	19.4%
	45 – 54	23.1%
	55+	22.7%
	Median	43 years
	*Survey was limited to those over the age of 15.	
INCOME:	Under \$15,000	6.2%
	\$15,000 - \$24,999	1.8%
	\$25,000 - \$49,999	32.2%
	\$50,000 - \$74,999	24.9%
	\$75,000 - \$99,999	21.4%
	\$100,000 +	13.5%
Median	\$60,800	

Welcome to New England



To: ALL EASTERN STATES EXPOSITION EXHIBITORS
AND SHOW PROMOTERS

From: Eugene J. Cassidy,
President

Date: November 2019

Subject: **PROHIBITED CANNABIDIOL (CBD) PRODUCTS AT
EASTERN STATES EXPOSITION**

This memo outlines the official stance of Eastern States Exposition (ESE) regarding CBD products. The regulations of the Commonwealth of Massachusetts are evolving regarding the sale and consumption of CBD. At this time, ESE prohibits the use, sale and consumption of any CBD product on our grounds.

No product containing CBD may be sold or consumed on the fairgrounds. This includes dietary supplements, beverages, foods, topical, or any other items that include CBD regardless of the source of CBD.

Promoters, exhibitors or their vendors who attempt to sell or sample CBD products of any type will be asked to vacate the property.

/cjp



2020 Big E Northeast Gold Cider & Perry Competition Official Entry Form

PLEASE PRINT. Be sure to completely fill out all information, including product information on following pages of this form.

Your Name: _____

Title: _____

Signature: _____

Total ciders entered

_____ x \$40=

\$_____ total

All ciders must arrive no later than May 29, 2020.

For payment and/or shipping questions call Elena Hovagimian at 413-205-5011 or aginfo@thebige.com

If paying by check or money order, please make payable to "Eastern States Exposition."

We also accept credit cards: MASTERCARD VISA Discover

CARD # _____ Expires ____/____

Print Cardholder Name: _____ CVV Code _____

Cardholder Signature: _____

Producer Name: _____

Address _____

City _____ ST _____ Zip/Postal Code: _____

Website: _____ Phone: _____

Fax: _____ email: _____

My ciders are available at: _____

MAIL COMPLETED ENTRIES TO:
Eastern States Exposition
Mallary Complex - Ag/Ed Department
1305 Memorial Avenue, West Springfield, MA 01089

FAX COMPLETED ENTRIES TO: 413-205-5104

If you wish to enter more ciders than the entry form provides, please photocopy the entry form pages, or download entry forms online at www.thebige.com/cider

2020 Big E Northeast Gold Cider & Perry Competition Cider Entries

Please print. Be sure to completely fill out all information, including applicant information on previous page of this form.
If you have additional entries, please feel free to copy this form.

Entry #1 Category _____
INFORMATION AS IT APPEARS ON THE LABEL
(Please give us info EXACTLY as it appears on the label so we can present your cider's name properly in the results)

Brand (Proprietary) Name: _____

Appellation: _____

Made from (percent): _____

Special Ingredients: _____

This cider is Dry Semi-Dry Medium
 Semi-Sweet Sweet

Sweetness: % RS ___ or grams per liter _____

Vintage Year _____ or Non-Vintage

Alcohol (%by vol/G.L.) _____

Carbonation Still Petillant Sparkling

Cider Grown & Made by Maker

Suggested retail price (in USD) :\$ _____ per

750 mL 350 mL other

Entry #3 Category _____
INFORMATION AS IT APPEARS ON THE LABEL
(Please give us info EXACTLY as it appears on the label so we can present your cider's name properly in the results)

Brand (Proprietary) Name: _____

Appellation: _____

Made from (percent): _____

Special Ingredients: _____

This cider is Dry Semi-Dry Medium
 Semi-Sweet Sweet

Sweetness: % RS ___ or grams per liter _____

Vintage Year _____ or Non-Vintage

Alcohol (%by vol/G.L.) _____

Carbonation Still Petillant Sparkling

Cider Grown & Made by Maker

Suggested retail price (in USD) :\$ _____ per

750 mL 350 mL other

Entry #2 Category _____
INFORMATION AS IT APPEARS ON THE LABEL
(Please give us info EXACTLY as it appears on the label so we can present your cider's name properly in the results)

Brand (Proprietary) Name: _____

Appellation: _____

Made from (percent): _____

Special Ingredients: _____

This cider is Dry Semi-Dry Medium
 Semi-Sweet Sweet

Sweetness: % RS ___ or grams per liter _____

Vintage Year _____ or Non-Vintage

Alcohol (%by vol/G.L.) _____

Carbonation Still Petillant Sparkling

Cider Grown & Made by Maker

Suggested retail price (in USD) :\$ _____ per

750 mL 350 mL other

Entry #4 Category _____
INFORMATION AS IT APPEARS ON THE LABEL
(Please give us info EXACTLY as it appears on the label so we can present your cider's name properly in the results)

Brand (Proprietary) Name: _____

Appellation: _____

Made from (percent): _____

Special Ingredients: _____

This cider is Dry Semi-Dry Medium
 Semi-Sweet Sweet

Sweetness: % RS ___ or grams per liter _____

Vintage Year _____ or Non-Vintage

Alcohol (%by vol/G.L.) _____

Carbonation Still Petillant Sparkling

Cider Grown & Made by Maker

Suggested retail price (in USD) :\$ _____ per

750 mL 350 mL other

