

## THE ART OF BEER As part of Escape ARTfest 2016

The Cupitt Family are looking for you to inspire us with your creation of a beer label.

**The Brand** Cupitt's is a family owned Winery, Micro Brewery, Restaurant and Fromagerie. The core values for our restaurant business are centred on providing an excellent and authentic experience for visitors with high quality local produce. We are unique and innovative in the way we collaborate across all areas of the business and we want our customer to experience this. We want to positively contribute the community and continually build on our relationship with customers. All our beers are single batch and brewed in a 300L microbrewery on the property. Our beers are unpasteurized, unfiltered and preservative free. Our processes are simple but aim to retain as much flavour from the ingredients; hops, malt, yeast and water as possible.

**Concept** Local- involving product, people and place. The design needs to include 'Cupitt Craft Brewers' and 'Pale Ale'. The label will be used for a seasonal release of our pale ale. **Conditions of Entry** By entering your label, you are agreeing to the terms and conditions of the contest, along with declaring that you own the artwork you and that the label in no way infringes on the copyrights or trademarks of others. Any artwork found to be using protected artwork, or artwork owned by someone other than you will be removed from the competition.

**Label Sizes and Shapes** There are no limits on the size/shape of your label; however, all entries must be displayed for judging on a beer bottle which will be provided on completion of an entry form.

**Deadline** All labels must be submitted before **21st September**

There is no limit to the number of entries per person. No late entries will be accepted.

### Prizes

- **BEER!** A case of Cupitt craft ale.
- **FAME!** Cupitt's will use your label on its next Seasonal release of Pale Ale.
- **CASH!** A Cash Prize of \$500 will be awarded to the winner.

A People's Choice award will also be given. All entries will be displayed at Cupitt's 21st September to 8th October. Judging will take place on the 25th September and the winner will be announced on Saturday 25th at 3.30pm. Entertainment by the swaggers will precede the announcement 12.30-3.30pm.

## Application Form for Art of Beer Entry Sponsored By Cupitt

Please complete the following details

Name	
Address	
Email Address	
Mobile	
Title of Entry	
About the Artist (Brief Biography)	

Signature of Entry Agreement:

Please exchange this Signed Application Form for collection of your beer bottle. A copy must be submitted with your Entry presented on a beer bottle to Cupitt's to Cupitt's 58 Washburton Road Ulladulla NSW 2539 by no later than 21<sup>st</sup> September 2017.