

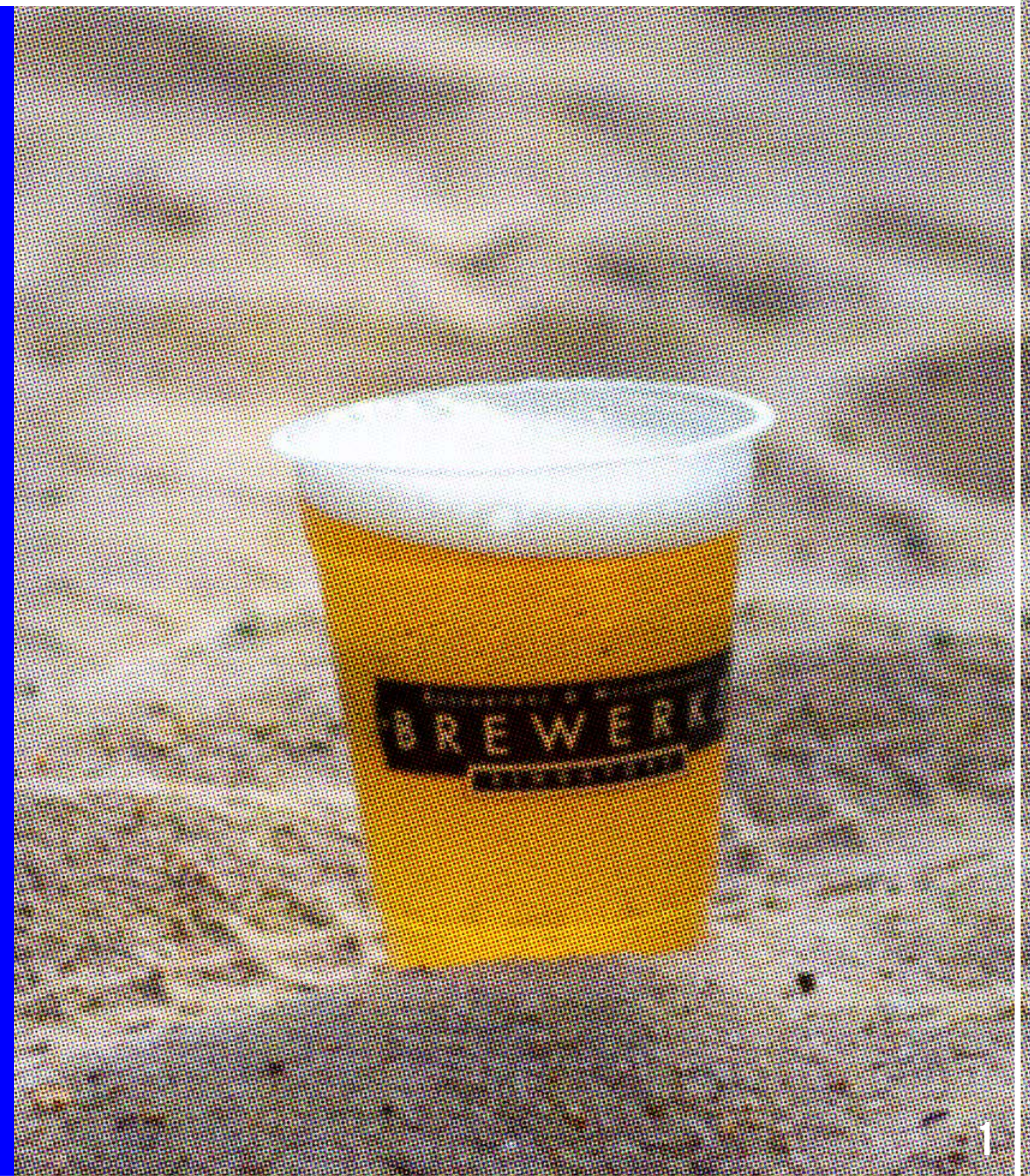
LAUNCHED NOVEMBER 19, 2019

ABOUT BREWERKZ

Brewerkz is Singapore's longest-running craft brewery experience. We operate a chain of restaurants, run a brewery, brew our own craft beer and cater at large-scale outdoor events.

We have been the pioneering leader in the Singapore craft beer industry for the last 22 years.

Today, Brewerkz wishes to change the game of canned craft beers with the **Art x Craft Collection** — a series of our classic beers that are dressed with art. And that's where you come in.





WHERE ART MEETS CRAFT

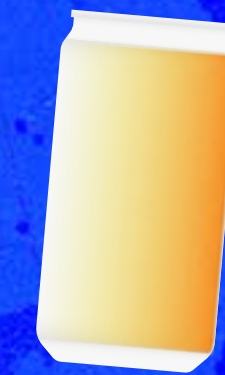
A unique beer deserves a unique label. At Brewerkz, no two handcrafted beers are the same — each batch being the brewer's own work of art.

This is why we're looking for a label that reflects our love for the craft — be it in art or beer. As a beloved Singaporean brand, we also want to *#SupportLocal* by providing budding artists with a canvas on our first-ever **Art x Craft Collection** canned beer series.

CANNEDVAS: THEMES

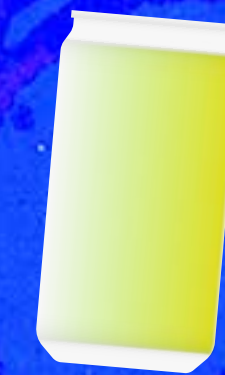
“Without question,
the greatest invention
in the history of
mankind is beer.”

— Dave Berry



01 CRAFT

We seek artistic and clever tasteful designs. As a brewery, we pride ourselves in our craft — in all our beers and our work.



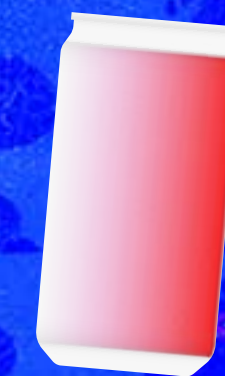
02 ORIGINALITY

Surprise us with your own unique brand of art.



03 IMPACT

More than the happy little buzz beer gives you, we're looking for a design that will deliver a visual or emotional impact even for the non-beer drinker.



04 UNIQUELY SINGAPORE

As a homegrown brand, every craft brew is rooted in our island home. Showcase Brewerkz's roots through your work.

WHO CAN PARTICIPATE

“Beauty lies in
the hands of the
beer holder.”

— Anonymous

INDIVIDUALS / GROUPS OF TWO

- a* This competition is only open to anyone currently pursuing an arts education in a Singapore tertiary institution or have graduated not more than 3 years from a Singapore tertiary arts institution.
- b* Participation can be on an individual basis or groups of two. In the event of a group winning, only one set of prizes will be awarded.

WHY PARTICIPATE?

ATTRACTIVE PRIZES

Grand Prize

\$2,000 cash prize + \$500 Brewerkz restaurant vouchers

3x Merit Prizes

\$250 cash prize + \$250 Brewerkz restaurant vouchers each

DISPLAY YOUR ART FOR SINGAPORE TO SEE

The winning design will dress our four signature flavours. The craft brews will then be distributed islandwide through Brewerkz outlets, our e-store as well as various 3rd party channels such as Redmart, Fairprice and more.

DESIGN FOR BREWERKZ

Unveil your talents and build your portfolio by designing for Brewerkz. Win the opportunity to be Brewerkz's preferred designer and join in on the excitement with the Brewerkz team.

THE CHALLENGE: DRESS OUR SIGNATURE BEERS WITH YOUR BEST



GOLDEN ALE

4.7% ABV / 20 IBU

Our best-selling beer. This popular brew is a clean, crisp, richly golden-hued ale made with premium British malts and specially selected varieties of hops. Its balanced biscuit maltiness is accented by a smooth bitterness, with a mild floral and citrus flavour.



INDIA PALE ALE

5.6% ABV / 45 IBU

A malt-forward, English-style IPA brewed with all English malts for a complexity that matches the big, herbal, floral hop character.



BOHEMIAN PILSNER

5% ABV / 25 IBU

Light notes of honey and a crisp, wonderful balance of malt and bitterness brought out by our specially selected yeast from a world famous brewery in the Czech Republic.

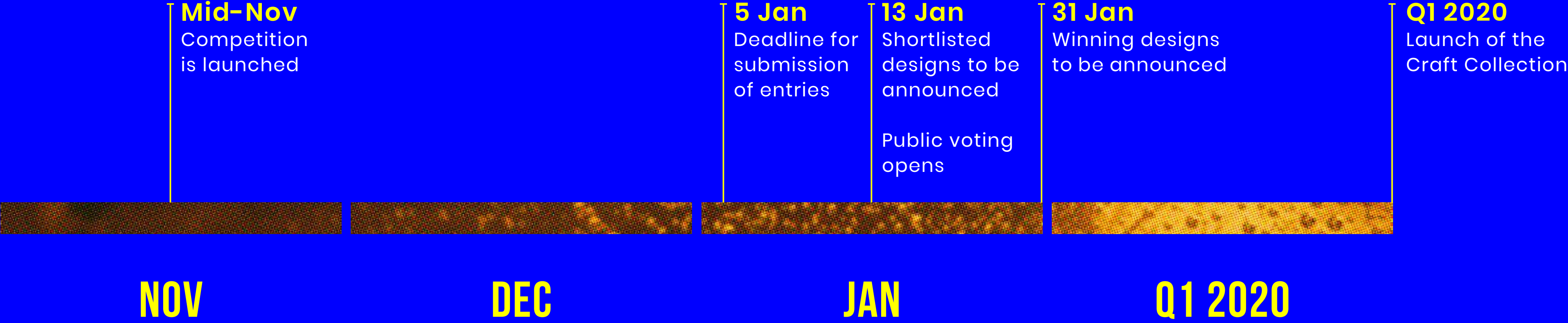


OATMEAL STOUT

5.6% ABV / 25 IBU

This variation of the original features more intense notes of freshly roasted coffee, chocolate, and caramel. Oats provide a silky smooth mouthfeel to round out the finish.

COMPETITION TIMELINE



DOWNLOADABLE ASSETS

Brewerkz Brand Guidelines

Brewerkz Logo Pack

Can Design Specifications

Terms & Conditions

TERMS & CONDITIONS

These terms and conditions together with any specific instructions on the Brewerkz CANNEDVAS official website <https://brewerkz.com/cannedvas-contest/> (the “Website”) are the competition rules and apply to the Brewerkz CANNEDVAS: Beer Label Design Competition (the “Competition”).

Brewerkz is the organiser of the Competition. The Competition commences on November 18, 2019, and will end January 31, 2020.

Brewerkz may, at its sole discretion, apply, interpret, terminate, alter, limit, suspend or modify the Competition, and/or its rules, regulations or benefits at any time, without notice. Any changes will be posted either within these terms and conditions or on the Website.

By entering this contest, you agree to the terms and conditions set out below.

WHO CAN PARTICIPATE

- 01 This Competition is open to any persons currently pursuing an arts education in a Singapore tertiary institution or have graduated no more than 3 years from a Singapore tertiary arts institution.
- 02 You may enter on an individual basis (“Entrant”) or in a group of two (“Entrants”). An individual Entrant may not enter again as in a group of two.

SUBMISSIONS AND DESIGN GUIDELINES

- 03 Entrant(s) submissions are to strictly follow the specifications provided.
- 04 Entrant(s) submissions are to have no pornography, no religious content, no vulgarities, and no inappropriate content.
- 05 Entrant(s) submissions have to include designs for all four (4) beers.
- 06 Entrant(s) may only submit one entry.
- 07 All information submitted by the Entrant must be accurate, complete and up to date. Brewerkz may require the winner(s) to provide proof of identity (NRIC/Passport with same registration name) when collecting prizes.

JUDGING AND RESULTS

- 08 Entries will be judged on originality, creativity, relevance to contest theme and public appeal.
- 09 Brewerkz will shortlist the entries and post shortlisted entries on the Website for voting by the public.
- 10 Entrant(s) whose entries are shortlisted will be notified by email.
- 11 The winner(s) will be selected at Brewerkz’s sole discretion, and the decision will be final.
- 12 The winner(s) will be notified to the contact information provided in their entries.
- 13 Brewerkz reserves the right not to award any prize if, in its sole opinion, none of the entries meets the required standard for that prize or the prizes.

DATA COLLECTION

- 14 Entrant(s) consents to Brewerkz and its service providers using and processing the Entrant(s) personal data in connection with the Competition as required by law or regulation.
- 15 Entrant(s) permits Brewerkz to use their personal data for any commercial purpose and to publish their submissions and personal data in various media for publicity purposes.
- 16 Prizes are subject to winners taking part in or cooperating with Brewerkz in relation to related publicity and/or taking part in further promotional activities.

INTELLECTUAL PROPERTY RIGHTS

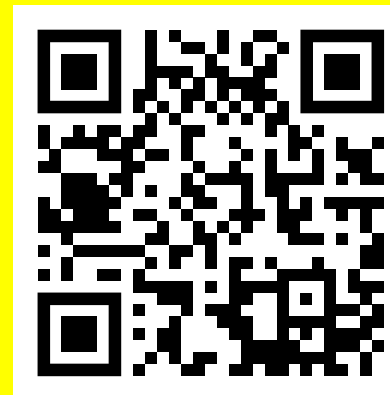
- 17 Entrant(s) grants to Brewerkz an exclusive, royalty-free, irrevocable, perpetual, world-wide and transferable license to use, reproduce, copy, transmit, display, publish, print, post, edit, adapt, modify, create derivative works from the designs that have been submitted, for the purposes of promoting the Competition as well as for any commercial purposes, without any payment or compensation to the Entrant(s).
- 18 Entrant(s) represent, warrant and undertake to Brewerkz that their entry:
 - a. is exclusively their own work and does not comprise or incorporate any copyright or other intellectual property rights owned by any other person and/or corporations;
 - b. has not been submitted for other contests or competitions (whether in Singapore or overseas);
 - c. has not been used for commercial purposes and/or been published in any media;
 - d. is not defamatory or immoral; and
 - e. does not infringe any third party rights and/or any agreements to which you are a party.

LIMITATION OF LIABILITY

- 19 Brewerkz will not be liable for any loss or damages to the Entrant(s) arising from entering the competition or in any other way relating to the competition.

GOVERNING LAW AND DISPUTE RESOLUTION

- 20 The contest is governed by the laws of Singapore. Disputes in connection with the rules or this contest shall be subject to the jurisdiction of the Singapore courts.



[BREWerkZ.COM/CANNEDVAS-CONTEST](https://brewerkz.com/cannedvas-contest)