



BEER MENU MADNESS RULES & REGULATIONS

- 1 Winning beers for each round will be selected based on sales during the date listed in the enclosed bracket.
- 2 The beer with the highest sales will advance to the next round.
- 3 Competing beers will be offered at the same price on the date of their competition.
- 4 Contest participants must fill in all brackets and select a winner.
- 5 Winning beers will be announced on a round by round basis with the first announcement on Thursday March 26th.
- 6 All contest entries must be submitted by March 25th to be eligible to win prizes.
- 7 Points will be assigned as follows:
The winning beer will carry with it the points equal to its seeding. This means if you pick a 13 seed to advance in the first round, and it does, you will receive 13 points. If the 13 seed goes three rounds deep, you receive 13 points each round you picked it to advance. If you pick a 1 seed you receive one point for it advancing.
It is to your advantage to pick quality upsets in this format.
- 8 The participant who accumulates the most points will be the grand prize winner.
- 9 In the event of a tie, the 1st tie breaker will be the person with the most points accumulated from the **Monster Bracket**.
This bracket is new and consists solely of 22/25 oz bottles of beer. The same rules apply to this bracket as do for the original 4 regions.
- 10 Contestant winners will be announced at **Gullifty's Elite 8 Beer Tasting Event** on Wednesday, April 9th

