



## PRESS RELEASE

# Can Picafort to host for the second year the 7<sup>th</sup> edition of the International Craft Beer Competition (CICA) and the 2<sup>nd</sup> Craft Beer Fair of the Balearic Islands

*After the success achieved in 2021, the competition and the fair are once again among the actions that seek to promote Santa Margalida as a travel destination.*

17 June 2022. **Can Picafort** (Majorca) is set to host once more the **7<sup>th</sup> edition of the International Craft Beer Competition (CICA) on 16, 17 and 18 September 2022**, as well as the **2<sup>nd</sup> Craft Beer Fair of the Balearic Islands (Il Fira de la Cervesa Artesana Balear) on 30 September, 1 and 2 October**.

As part of the commitment of the Santa Margalida Town Council, the Can Picafort Hotel Association and the Insular Council of Majorca to diversify a quality tourism product, this event of both national and international importance will be once again held in Can Picafort this year. The 2021 edition was an outstanding success, since it helped strengthen, diversify and extend the peak season to the benefit of local businesses.

**The event organisers (Momentos Cerveceros and LVG Eventos)** really wanted Majorca to be the hosting venue again. Thanks to the outstanding effort made by all the institutions and the organisers, today we can confirm that the competition will stay one more year on the island. The venue chosen is the **Zafiro Mallorca Hotel**. The 6<sup>th</sup> edition last year took place at the Zafiro Can Picafort Hotel, which clearly shows the hotel chain's commitment to keep supporting this major event.

Just like last year, the event organisers have scheduled a press trip with different specialised journalists who, together with the judges, will get the chance to discover first-hand a large part of the amazing cultural and gastronomic venues that this municipality has to offer.

The **6<sup>th</sup> International Craft Beer Competition** brought together more than **90 international, national and local craft breweries, which altogether presented 347 entries**. The tastings lasted two and a half days, with each judge tasting 65 beers on average. The success of the last edition was proven when the event far exceeded the expectations of the organisers, **doubling the number of participating entries and increasing the number of international breweries compared to previous years**.

The registration period for the **7<sup>th</sup> edition of the CICA** started on 1 June, asking breweries to submit as many beers as they wish. The organisers are strongly committed to **raise more international awareness of the competition by inviting judges from all over the world, with more samples and more awards than in previous editions**. As last year, the event has been entered in the **BJCP** calendar, which **will certainly ensure the participation of prestigious judges**.



In recent years, the municipality of Santa Margalida has carried out different experiential activities to promote and enhance the varied tourism resources that areas such as Can Picafort and Son Serra de la Marina offer to visitors. By supporting events such as the International Craft Beer Competition and the Craft Beer Fair of the Balearic Islands, the Town Council not only draws national and international attention to the destination's tourism product, but also encourages the participation of people from other towns and villages, becoming a great visible platform for island's manufacturers to feature their beers. A commitment to support local, regional and artisanal products.

## CICA AWARDS CEREMONY

The awards ceremony will take place on **Saturday 1 October**. As last year, it will coincide with the **2<sup>nd</sup> Craft Beer Fair of the Balearic Islands (II Fira de la Cervesa Artesana Balear)**.

## AWARDS

The award categories include: **BEST BEER IN ITS STYLE CATEGORY**, **BEST BREWERY** and **BEST NEW BREWERY**.

This year's edition will again have a **SPECIAL AWARD** for the **BEST CRAFT BREWERY OF THE BALEARIC ISLANDS** (only Balearic breweries will be taken into account, and the one with the highest score will win), and a **SPECIAL AWARD** for **BEST PROFESSIONAL DEVELOPMENT** (awarded by the specialist press).

## 2<sup>nd</sup> CRAFT BEER FAIR OF THE BALEARIC ISLANDS IN CAN PICAFORT (II FIRA DE LA CERVESA ARTESANA BALEAR DE CAN PICAFORT)

Can Picafort was once again chosen as the venue for the 2<sup>nd</sup> Craft Beer Fair of the Balearic Island, where local craft breweries get the chance to showcase their craft beer varieties.

The event is set to take place at a unique open-air space during the evening of Friday 30 September, Saturday 1 and Sunday 2 October, giving visitors the opportunity to taste Balearic craft beers while also getting a bite to eat from a large number of food trucks. The fair will coincide with the awards ceremony for the 7<sup>th</sup> edition of the International Craft Beer Competition on Saturday 1 October (set to be held 15 days earlier).

The two-day 1<sup>st</sup> Craft Beer Fair of the Balearic Islands already brought together over 1400 people. The organisers have decided to extend this year's event by one more day given its success among visitors and local residents alike in 2021.