

The BCC CHALLENGE



The Bangalore Beer Craft Crawl Bangalore is a brewer-driven non-profit initiative designed to celebrate and promote craft beer culture across Bangalore, the craft beer capital of India, and beyond. The initiative offers all enthusiasts a fun and educational journey navigating through the city to discover some of the best craft beer on tap. The BCC challenge also gives craft breweries and brands a platform to increase visibility and engage with a passionate audience.

A snapshot of BCC 2024:

- Participating Breweries: **20**
- No. of Participants ("Crawlers"): **700**
- Challenge Completions: **100**

How it Works

A brewery joins the crawl as a "Participating Brewery". A total of 20 participating breweries are shortlisted from across Bangalore. A **Focus style** is chosen for every edition. Each brewer ensures that the focus style will be available on tap at their respective brewery/taproom for the entire duration of the crawl.

The BCC 2025 Challenge : 20 breweries in 30 days.

Crawl Start: 12 noon on September 1st 2025

Crawl Ends: 12 midnight on September 30th 2025

"Crawlers" will need to visit each participating brewery location and buy a glass of the specified focus style on tap to experience each brewer's interpretation of the style. A crawler can then collect a verification stamp from the authorized brewery staff. Beer serving size should be either 250ml, 330ml or 500ml.

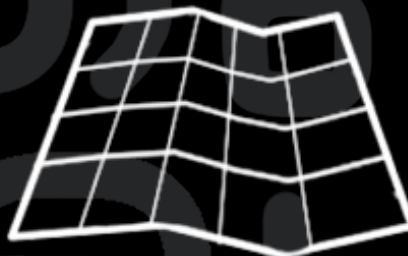
After successfully collecting 20 stamps from 20 different breweries in 30 days, the crawler can visit one of the designated gift stations(marked on their passport) to collect their Gift.

This year, at the end of the crawl, each crawler will also be able to vote for their favourite brewed beer of the crawl. The winning brewery will receive a token of recognition and will claim the BCC challenge top spot for 2025.

The BCC Passport

Each brewery will be given “BCC PASSPORT”. A customer must collect a passport from any one of the participating breweries to begin the challenge.

The front side of the passport highlights the challenge details, information about the focus style along with a trail map of the 20 participating breweries from across Bangalore. The back side of passport will be split into a grid of 20 boxes, one for each participating brewery.



Each grid will highlight the name of the brewery, address and details about the focus style which will be a part of the BCC challenge. The white space allotted in each grid is reserved for placing the verification stamp.



After a *crawler* has collected all 20 stamps from 20 different breweries within the specified timeline, they can proceed to any one of the two gift stations to collect their Gift. This year, each gift station will also hold a Grand Prize which will be awarded to the first crawler to complete the challenge and arrive at the station.

Rules of the BCC Challenge

1. Only customers who are of the legal drinking age of 21 years or older should be allowed to participate in the challenge.
2. Participation in the BCC Challenge is free.
3. A customer must collect a BCC Passport to begin the challenge. A customer must participate in the challenge as an individual. **Sharing of passports among different individuals is not be allowed.**
4. A customer will be handed over a BCC Passport in the situation that:
 - They enquire about the BCC Challenge and have expressed their willingness to participate.
 - They have ordered a glass of the focus style
5. The customer can begin the crawl at any one of the 20 participating breweries.
6. The customer must buy a glass (250ml, 330ml or 500ml) of the focus style on tap before they can stamp their respective pamphlet.
7. The brewery stamp must be placed by the delegated staff members from each participating brewery. (A copy of the bill receipt may also be used for verification purposes in a cash and carry scenario provided they abide by the challenge rules).
8. Each crawler should only collect one stamp per brewery per passport.
9. The patron must carry the same BCC passport around with them to continue collecting stamps. Please take care of your passport! **If mis-placed or lost you will need to start the crawl once again with a new passport.**
10. After successfully visiting all 20 participating breweries of the crawl and collecting all 20 stamps, the crawler can collect their Gift from any one of the two breweries that have been selected as a Gift Station. The 2 Gift station breweries will be listed out on the pamphlet and marked with a star on the trail map. The Gift station will have a separate dedicated verification process and will place the final completion stamp at the front of your passport before handing over the Gift.

Only one gift will be issued per completed passport post verification.

In case any help or support is needed during the crawl, the crawlers can reach out directly to the BCC Admin team through the website, instagram or email id shared on the passport.



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