



HOLBOX

2026





MORE THAN A COMPETITION, A CULTURAL EXPRESSION

Beer can also be a spiritual offering.

Beer has never been just a beverage.

It has always been part of rituals, culture, celebrations, and memory.

Dia de Muertos International Beer Cup is conceived with a clear intention:

To explore beer not only as a technical product, but as a cultural, emotional, and human expression.

Inspired by one of Mexico's most beloved traditions, this competition invites brewers from around the world to create something beyond a well-executed recipe. It invites them to create a story.

Through the **Cultural Seasonal Beers** category, we aim to connect brewing with celebrations, rituals, and traditions that have shaped the identity of different cultures.

DIA DE MUERTOS BEERS explore ingredients, symbols, and sensory profiles associated with this deeply rooted and vibrant celebration

OFRENDA BEERS (Memorial Beers) is where our concept reaches its deepest form.

Beers created in honor of someone who is no longer here. Recipes that aim to represent their personality, their tastes, their story, and the elements that defined their life.

In Mexico, we place on altars the things our loved ones enjoyed in life, so they may return one night each year to experience them again. Here, that 'OFRENDA' is a special beer.

During the competition, each of these beers becomes part of a collective altar, where memory, culture, and beer converge in a single space.

This project proposes something simple, yet rarely explored in the beer world:

That **beer should be evaluated not only for its technical execution, but also for its ability to tell a story, evoke emotion, and remain in our memory.**



CULTURAL SEASONAL BEERS

NEW CATEGORY & 100% MEXICAN STYLES

The **Cultural Seasonal Beers** category consists of beers that connect a recognized cultural celebration, on a specific date, with a declared base beer style or an experimental interpretation.

It may include fruits, nuts, spices, vegetables, alternative grains/sugars, or any ingredient or technique that has a true historical connection to a particular celebration.

Balanced beers with harmonious integration between the base beer and the added ingredients represent the best examples of this category.

The execution of the concept described in the recipe and the story behind the beer are more important in judging than the individual perception of each declared ingredient.

DIA DE MUERTOS BEERS, inspired by the Day of the Dead are a strong example and the first proposal for this category, but we hope other important cultural celebrations around the world may be incorporated as substyles in the future.



‘DÍA DE MUERTOS’

CULTURAL SEASONAL BEERS

XC - CULTURAL SEASONAL BEERS (2 sub-estilos)

XC - a) ‘DIA DE MUERTOS’ BEERS

Overall Description:

A unique expression that merges the traditions of DIA DE MUERTOS in Mexico with a declared base beer style. It is defined by the harmonious integration of ingredients and techniques traditionally associated with this celebration, such as cinnamon, clove, nutmeg, star anise, cacao, chocolate, orange peel, tejocote, pumpkin, marigold flower, piloncillo, and/or any ingredient considered culturally relevant to the tradition. It may also aim to recreate or evoke traditional foods such as *Pan de Muerto*, *Candied Pumpkin*, *Alfeñique*, or *Café de Olla*, among many others.

Vital statistics vary depending on the selected base style. Adjuncts may modify sensory characteristics, but the base style should not disappear completely. If no recognizable base style applies, the beer should be entered as experimental.

Appearance:

Color and clarity depend largely on the chosen base style, with contributions from adjuncts affecting aroma, flavor, mouthfeel, clarity, and color. A wide range of appearances is possible.

Aroma: Depends on the declared base style and selected adjuncts.

Flavor: Depends on the declared base style and selected adjuncts.

Mouthfeel: Depends on the declared base style and selected adjuncts.



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'DÍA DE MUERTOS'

CULTURAL SEASONAL BEERS



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XC - a) 'DIA DE MUERTOS' BEERS

Comments:

The description of the beer is critical for evaluation. Judges should focus more on the execution of the declared concept than on identifying each individual ingredient.

Balance, drinkability, and execution of the theme are the most decisive factors. Adjuncts should complement the base style (if declared), not dominate it. The base style will naturally change after the addition of ingredients; it should not be expected to taste like the original unaltered style.

Vital Statistics:

OG, FG, IBU, SRM, and ABV vary depending on the declared base style.

History:

Beer has been part of rituals related to the afterlife across many cultures for thousands of years.

This style draws inspiration from the rich traditions of Day of the Dead in Mexico, a celebration that takes place at the beginning of November to honor loved ones who have passed, bringing them closer to what they enjoyed in life. The marigold flower (*cempasúchil*, also known as “flower of the dead”) is an iconic element of this tradition, believed to guide the spirits of the departed. This beer pays tribute to these deeply rooted cultural traditions, offering an experience that celebrates life and memory.



‘OFRENDA BEERS’

CULTURAL SEASONAL BEERS

XC - b) OFRENDA - MEMORIAL BEERS



Overall Impression:

A beer specifically created to honor someone who has passed away. The chosen style or ingredients must represent something about that person in life. Entries must include the name and a short story of the honored individual, justifying the selection of style and adjuncts.

The beer should be balanced, with harmonious integration between the base beer and selected ingredients. If no classic style applies, it should be entered as experimental.

Any ingredient or flavor is allowed. Balance and execution of the concept behind the story are the defining attributes of the best examples in this subcategory.

Appearance:

Depends largely on the chosen base style, with contributions from adjuncts affecting aroma, flavor, mouthfeel, clarity, and color. A wide range of appearances is possible.

Aroma: Depends on the declared base style and selected adjuncts.

Flavor: Depends on the declared base style and selected adjuncts.

Mouthfeel: Depends on the declared base style and selected adjuncts.



‘OFRENDA BEERS’ CULTURAL SEASONAL BEERS

XC - b) OFRENDA - MEMORIAL BEERS

Comments:

A fusion between the Mexican tradition of remembering, honoring, and celebrating our loved ones who have passed, and beer culture.

The name or nickname and portrait of the honored person, included with each entry, will be displayed on the ceremonial altar during the awards ceremony, alongside an unopened bottle or can of the submitted beer (an additional unit is required for altar participation).

Vital Statistics:

OG, FG, IBU, SRM, and ABV vary depending on the declared base style and selected adjuncts.

History:

Placing the favorite foods, drinks, and personal items of our loved ones on an altar, along with candles, flowers, photographs, and portraits, so they may return once a year to enjoy them in the world of the living, is a deeply important tradition across Mexico, with regional variations.

This category aims to inspire both professional and homebrewers to create special beers dedicated to those we love and who are no longer with us.





COMPETITION RULES:

- 3 bottles or cans are required for each entry.
- Register your beers, meads and/or ciders before October 15th.
- All beers, meads and/or ciders must be received before October 18th.
- Medals will be awarded with the following criteria:
 - 32 to 35 pts. - **BRONZE MEDAL**
 - 36 to 39 pts. - **SILVER MEDAL**
 - 40 pts. or more - **GOLD MEDAL**
- **B.O.S. PRIZE** - To the best beer out of the top 5 scores.
- **B.O.S. 'Día de Muertos' PRIZE** - To the best 'Día de Muertos' or 'Ofrenda Beer" entry.
- E-Judging using the BEER AWARDS PLATFORM (BAP) and BJCP 2021 Guidelines. (https://www.bjcp.org/download/2021Guidelines_Beer.pdf)
- Pro-Am (both profesional breweries and homebrewers can participate)
- All evaluations are blind-tested with experienced beer judges.
- Tables will have 3 judges each with an experienced table captain.
- You must create a profile in app.beerawardsplatform.com