

Evaluation Criteria

For evaluating each brewer's beer and creative submission for CFB Winnipeg's 100th anniversary, we will consider a set of criteria that covers both the technical quality of the beer and how well it fits with the event's significance and the audience's expectations as specified below:

Table 1 – Criteria

Criteria	Comments
Mandatory Criteria	Pass/fail
Rated Criteria	70%
Financial Criteria	30%
Total	100%

Table 2 – Mandatory Criteria

#	Criteria	Pass/Fail
M1	Ability to link history of CFB Winnipeg to artwork/design of the beer	
M2	Ability to produced 1,000 litres by Friday March 28 th , 2025	

Table 3 – Rated Criteria

#	Criteria	Rating
R1	Flavour profile – Balance, complexity and consistency	/25
R2	Aroma	/15
R3	Appearance	/10
R4	Relevance to CFB Winnipeg's Heritage – Theme alignment, artistry and name	/20
R5	Ability to scale up to demand	/10
R6	Accessibility	/20

R1. Flavor Profile

- **Balance and Complexity:** How well-balanced are the flavors? Is there depth and complexity, with layers of taste that align with the intended style?
- **Consistency:** Does the flavor hold through each sip, or is it inconsistent? A reliable profile will contribute to an enjoyable experience.

R2. Aroma

- **Nose Appeal:** Is the aroma pleasant, inviting, and true to style? Since aroma greatly affects taste perception, it should complement the flavor profile.

R3. Appearance

- **Color, Clarity, and Foam:** Consider the visual appeal, including how true the color is to the style, its clarity (unless a hazy beer), and the quality and retention of foam.

R4. Relevance to CFB Winnipeg's Heritage

Evaluation Criteria

- **Theme Alignment:** Does the beer or branding reflect something significant about CFB Winnipeg's history, culture, or values? This can add meaning and a personal touch.

R5. Scalability

- **Ability to Meet Demand:** Is there an ability to increase scale if there is demand for the beer?

R6. Accessibility

- **Broad Enjoyability:** How likely is it that a broad audience, potentially with varied tastes, would enjoy this beer? A good balance between originality and approachability is ideal.

Financial Criteria Scoring

The responsive bid with the lowest proposal price (price per unit) will be awarded maximum of 30 points. The remaining financial bids will be prorated with the lowest one.

$$\text{Financial score} = \frac{\text{Lowest compliant bid price}}{\text{Proposal bid price}} \times \text{Maximum points available}$$

The financial criteria are shown in the table below.

Table 4: Financial Criteria

Financial Evaluation	Quoted Price in \$ (excl. taxes)	Scored Points
For example:		
Offeror A quotes \$120 = 30	\$120	30
Offeror B quotes \$150 = $(120/150) \times 30 = 24$	\$150	24
Offeror C quotes \$125 = $(120/125) \times 30 = 28.80$	\$125	28.80

Basis of Selection

Responsive Bids

To be declared responsive, a bid must:

- a. Comply with all the requirements of the Request for Proposal;
- b. Meet all mandatory requirements;
- c. Achieve a minimum technical score of **70%** on rated requirements; and

Evaluation Criteria

Bids not meeting a, b or c will be declared non-responsive.

Selection and ranking

The responsive bid with the highest combined score of Rated and Financial criteria will be selected.