

# Acceptance & Submission Guidelines

Beer



# Beer

## Unique Positioning

At [Catawiki](#), we auction rare and collectable items related to beer.

We focus on items that are hard to find and appealing to [passionate beer enthusiasts](#).

Because potential buyers come to Catawiki looking for special, interesting items, our in-house experts **select every piece** for our auctions. They ensure items are of **premium quality** and are presented in the best possible way.

This expert selection helps **keep our bidders excited**, because they can find rare, special **pieces they're interested in**. This also helps our **sellers have great selling experiences**.



At Catawiki, we're constantly moving forward. We focus on premium products that really get buyers' attention. This opens up opportunities for success for you.

From the 10+ million people who visit Catawiki every month, we gain valuable information on what they're passionate about and what they're looking to buy.

With your help, we want to make sure we meet this high demand and offer the special objects that excite our growing number of bidders.

In these guidelines, we've defined the special pieces that bidders look for in our beer auctions. We'll also guide you through what you need to successfully offer your beer items for auction.

Our experts and account managers will be available to support and guide you towards success on Catawiki.

Thank you for joining us on this exciting journey!



# Product Guidelines



For our beer auctions, we're looking for collectable items related to beer:

- bottles and cans containing premium quality beer
- collectable and sought after bottles and cans of beer
- bottles and cans from a wide range of reputable producers, across diverse regions
- bottles and cans or a combination of these with a minimum value of €75, with a maximum of **24 bottles**



# Collectable beers

For our dedicated beer auctions, we seek a wide range of beers from any brewery or beer-producing country. Collectable beers should be limited, highly sought after or a discontinued edition. We look for:

- rare beer is more interesting for our buyers
- small batch bottlings
- full crates
- limited editions
- beers with untapped star ratings



# Collectable beers

The following is a list of the beers and brands that are in high demand amongst our buyers:

- Cantillon, 3 Fonteinen, and other Gueuze and Lambic beers
- Westvleteren, Orval, Chimay, and other Trappist beers
- Goose Island, Mikkeller, and other American and European craft beers
- Antidoot, Nevel, Tommie Sjef, and other wild & sour ales
- De Struise Brouwers, De Dolle Brouwers, Het Anker, and Hertog Jan



# Items that are not suitable for our beer auction

Items we do not accept:

- Empty or unsealed bottles and cans
- Glassware and other accessories
- Coasters and labels
- Billboards, mirrors, and other promotional materials\*



\*these can be offered in more specific auctions like industrial design, curio, advertising & enamel signs, brocante etc.

# Submission Guidelines

Potential buyers are more likely to bid on objects with a good description, with all relevant information displayed clearly.



## Object description

To help encourage potential buyers to bid on your item, you should include a detailed description of your object(s). This should be thorough and honest, and should follow the guidelines below.





# Submission Guidelines

If you use our website to upload your objects, fields will appear to give you guidance about what information we need to know. The fields you fill in present the information in a way that's easy for the buyer to read and search by.

The required information includes:

- Type of beer (e.g. Abdij, Dubbel, Bockbier, Gueze, IPA, Christmas beer, Trappist, Quadrupel, IPA, Porter, Stout, etc.)
- Country of origin
- Brewery/Producer/Name of the beer
- Bottle size (33cl, 50cl, 75cl, etc), expiration date, and alcohol content

Please keep in mind that our beer auctions are in English only, due to the high number of international bidders.



# Submission Guidelines

Including strong photographs is key to catching buyers' attention, ensuring they bid on your object.

Buying online means bidders don't get a chance to see your object in person. So detailed and high-quality photographs are very important.



## Photographs

To allow our experts, as well as our bidders, to get an accurate impression of your item, we need a minimum of four high-quality photos showing:

- The entire object, including packaging
- Make sure the bottles are in the upright position (standing)
- A close up of all the labels and the cap
- Close-up of production or expiration date (on label or cap)



# Image Guidelines

- Photograph your items in front of a neutral background, preferably a white wall.
- Make sure you avoid any distracting background, such as a shop interior or the outdoors. Photos should show nothing but the items you want to put up for auction.
- Please avoid any self-portraits. We will not accept images in which an object is held by a person.
- Please always include images of the front, back, top, and sides. In case of several items, please photograph all offered objects together as well as every item separately.
- Please photograph production and/or expiration dates (on label or cap).
- Signs of wear and tear or (minor) damage must be clearly shown in images.



# Examples of good photos

Example of beer with crate



# Examples of good photos

Example with multiple bottles



# Shipping Guidelines

- Packaging
  - Inflatable airbags, bubble wrap, polystyrene or styrofoam bottle protectors are highly recommended, as are sturdy cardboard boxes.
- Shipping
  - Use shipping with a Track & Trace code for your shipment.
  - We recommend to insure your shipment.





Thank *you.*