Fantasy Beer League or BEER BOARD - Point Structure and Scoring

Tier 1 Items

1.1 National Awards recorded once per year
- GABF once per year
- World Beer Cup Once per year
- NC Brewers Cup (or other state comps) once per year
- ***Gold 10 Silver 7 Bronze 5***
- ***Difficulty Level For Data Collection: Easy***

1.2 Beer Release aligned with current season (Y/N)
- We will rely on Untappd notifications for that brewery and also check the website
- Instagram also would be a quick check
- We will rely on our knowledge of beer to determine if it's seasonal
- ***If one release +5 If more than one release +7***
- ***Difficulty Level For Data Collection: Medium***

1.3 National Media Feature - Beer and Brewing Magazine mention
- Open Digital version of current/ latest magazine and search for brewery name
- Magazine seems to be quarterly
- ***Yes +5 or No***
- ***Difficulty Level For Data Collection: Easy***

1.4 Best In Beer for the year - Beer and Brewing Magazine mention
- Open Digital version of best of year edition and search for brewery name
- Magazine "Best Of" once per year Edition
- ***Yes +5 or No***
- ***Difficulty Level For Data Collection: Easy***

1.5 Yelp Rating
- Go to Yelp page for brewery and collect the Rating once per month
- Compare number to previous month
- Trending Up +3
- Flat 0
- Trending Down -1
- ***Difficulty Level For Data Collection: Easy***

Tier 2 Items

2.1 Non-Seasonal Beer Release (Y/N)
- We will rely on Untappd notifications for that brewery and also check the website
- Instagram also would be a quick check
- *If one release +2 If more than one release +4*
- *Difficulty Level For Data Collection: Medium*

2.2 Collab Beer Release (Y/N)
- We will rely on Untappd notifications for that brewery and also check the website
- Instagram also would be a quick check
- In-State vs Out-Of-State would be ideal but no easy way to locate
- *If one release +3 If more than one release +5*
- *Difficulty Level For Data Collection: Difficult*

2.3 Festival Appearance: too difficult to quickly find but maybe instagram

2.4 Taproom Event: too difficult to quickly find but maybe instagram or Untappd Notifications

2.5 Regional Media Mention: too difficult to quickly find but maybe instagram

2.6 Untappd Community Awards (snapshot total number once per month)
- Go to Untappd page for brewery and collect the total awards once per month
- Compare number to previous month
- Trending Up +3
- Flat 0
- *Difficulty Level For Data Collection: Easy*

Tier 3 Items

3.1 Google Rating Snapshot (snapshot once per month)
- Just search for the brewery and see the current google rating
- If rating is 0-3 Stars +1
- If Rating is 3.1-4 Stars +2
- If Rating is 4.1 and above +3
- ***Difficulty Level For Data Collection: Easy***

3.2 Untappd Monthly Check Ins (snapshot once per month)
- Go to Untappd page for brewery and collect the monthly check ins once per month
- Compare number to previous month
- Trending Up +2
- Flat +1
- Trending Down -1
- ***Difficulty Level For Data Collection: Easy***

3.3 Untappd Brewery Rating (snapshot once per month)
- Go to Untappd page for brewery and collect the rating once per month
- Round the number to the nearest integer
- For example 2.49 would be rounded to 2
- For example 2.5 would be rounded to 3
- ***Difficulty Level For Data Collection: Easy***

Other Option (Simpler Version)

I would create a form with all the above items listed as events then we would fill out the form anytime it gets triggered. For example when there is a new beer release from Untappd we would need to complete the form with Brewery name and event triggered (ie new beer release or new seasonal beer release)

There would be a database that could be sorted by brewery name to see current points of each brewery anytime and would be updated anytime the form is filled out

Scoring may be simplified and points are added each time an event happens, maybe 1 point per event or maybe keep the point structure as listed above