Fantasy Brewery League
How Monthly Scoring Works

The Fantasy Brewery League (FBL) awards points to breweries each month based on real-world activity, quality signals, and public engagement. The goal is simple: reward breweries that are active, excellent, and relevant — not just popular.

Scoring is organized into three tiers, with higher tiers carrying more weight.

TIER 1 — Core Performance (Highest Impact)
Medals at competitions, seasonal style releases, national media coverage.
Why it matters: One strong achievement can swing a month.
Typical range: 0–10 points.

TIER 2 — Activity & Momentum
Collaboration beers, festivals, taproom events, regional media.
Why it matters: Active breweries stay competitive even without awards.
Typical range: 0–6 points.

TIER 3 — Popularity & Sentiment (Capped)
Google rating snapshot, Untappd brewery rating snapshot, Untappd check-in trend.
Why it matters: Adds context without controlling outcomes.
Typical range: 0–5 points.

Monthly Total = Tier 1 + Tier 2 + Tier 3

Tie-Breakers (in order):
1. Tier 1 points
2. Seasonal style bonus count
3. Awards or competition placement
4. Tier 2 activity volume
5. Popularity momentum (growth, not size)
6. Publicly logged random tie-breaker

All scoring inputs are public, snapshot-based, and collected monthly. This system rewards strategy, seasonal awareness, and real-world brewery activity — not hype or popularity alone.