



EUROPEAN BEER STAR

Press Release

New non-alcoholic categories and Franconian-Style Landbier make a successful debut

Strong sign: European Beer Star 2026 sees an increase in entries compared to last year

Munich, August 5, 2026: The European Beer Star remains one of the world's most prestigious beer competitions. A total of 2,274 beers were entered in this year's edition. With participants from 48 countries, the European Beer Star once again reaffirms its role as a global stage for breweries of all sizes.

"Given the challenging global market environment for breweries, we are extremely pleased with the number of entries for this year's competition. Rising costs, declining beer consumption in many markets, and intense competition continue to pose major challenges for the industry. This makes us value the numerous submissions even more as a strong sign of confidence from the breweries. The European Beer Star continues to be recognized internationally as an important platform for showcasing quality, innovation, and brewing expertise," says Stefan Stang of the organizer, Private Brauereien Bayern e.V.

Strong Response to New Categories

Both the revised categories for non-alcoholic beer styles and the "Franconian-Style Landbier" category generated significant interest among breweries.

This development underscores the dynamism of the international beer market. Non-alcoholic beers and beer mixed beverages now account for 12 percent of all entries, reaching a new record high at the European Beer Star.

"The high number of entries shows that non-alcoholic beers are no longer a niche segment. Their quality and variety are evolving rapidly. At the same time, we are very pleased that traditional beer styles such as Franconian-Style Landbier are also attracting so much interest. The European Beer Star thus authentically reflects both innovation and traditional brewing culture," explains Josef Schmidt, Tasting Manager of the European Beer Star.



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Creative Mixed Beverages at the Beer Mix Champion

The Beer Mix Champion, launched last year, has also become well-established. With over 80 entries, the two categories have seen strong participation and reflect the growing importance of creative beer mixed beverages.

"Last year's decision to launch the Beer Mix Champion was absolutely the right one. The number of entries confirms that we've tapped into an important trend in the market," Schmidt continued.



This year, the European Beer Star's expert jury will taste and evaluate 2,274 beers from a total of 48 countries (Picture: Private Brauereien / Volker Martin).



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Only the Quality in the Glass Matters

At the upcoming expert tasting in mid-September in Nuremberg, the only thing that counts is the quality of the submitted beers. Judging is conducted anonymously and based solely on sensory criteria such as appearance, aroma, and taste.

The European Beer Star tasting panel consists of experienced master brewers, beer sommeliers, and other recognized beer experts from numerous countries. The international composition of the jury ensures a variety of professional perspectives and contributes to a balanced and objective evaluation at the highest level.

Only the top three beers in each category will ultimately be awarded gold, silver, or bronze. The winning breweries will finally receive their well-deserved awards on November 11 at a festive Award Ceremony held as part of the BrauBeviale trade fair.

Further information about the competition:

www.european-beer-star.de

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About the European Beer Star:

The European Beer Star has been organized by the Association Private Brauereien since 2004 and has long since become one of the most prestigious beer competitions in the world. The European Beer Star honors authentic, distinctive, and high-quality beers. The competition primarily focuses on beer styles that originated in Europe. All breweries worldwide are eligible to participate: local, regional, national, and international breweries, not only from Europe but from all countries on every continent. Partners of the European Beer Star include BarthHaas, BrauBeviale, Brauwelt, BayWa, Fermentis, Kaspar Schulz, Katz, Micro Matic, Peki, Rastal, and ADM.