

The EUROPEAN BEER STAR is one of the most sought-after international awards for beer: 2,344 different beers from 51 countries around the globe took part in 2018.

THE AWARD

The EUROPEAN BEER STAR honors unadulterated, lively beers with heightened senses that best satisfy the type criteria concerned. It is one of the hardest competitions of its kind. The three best beers from each beer category are awarded a gold, silver, or bronze award, based after the model used at the Olympics.

CATEGORIES

A prize is awarded for the three best beers in different categories. These include both internationally renowned beer styles such as Pils or Lager, as well specialities such like India Pale Ale, Belgian Dubbel or Weizenbock.

NEW CATEGORIES 2019

- BOHEMIAN-STYLE PALE LAGER
- BOHEMIAN-STYLE DARK LAGER
- STOUT
- NEW STYLE HEFEWEIZEN
- NON-ALCOHOLIC ALE (TOP FERMENTED)
- NON -ALCOHOLIC HEFEWEIZEN (TOP FERMENTED)

RENOWN

The EUROPEAN BEER STAR stands for quality and flavour. Consumers are aware of this award and appreciate this beer for its high quality and excellence. Breweries from all continents of the earth participate in this competition and are aware of the EUROPEAN BEER STAR award's importance.

INITIATORS

The originators of the EUROPEAN BEER STAR are Private Brauereien. Partners are the brewing academy Doemens and Fachverlag Hans Carl. The EUROPEAN BEER STAR will be promoted by BayWa, Barth-Haas Group, Rastal, Micro Matic and BrauBeviale.

THE EXPERT JURY

The jury is a top-class, independent committee of renowned and experienced beer experts, brewmaster and beer sommeliers from across the world. The beers that have been sent in will be judged in a blind tasting. Key test criteria are exclusively those of sense and taste.

THE COVETED ADDITIONAL AWARD

It is not only the experts who have to decide on the awards for the winning beers, but also the consumers. Visitors to the BrauBeviale fair, one of the major international exhibitions for the beverages industry, will choose their three favourites from the gold medal winners in a blind tasting session on 12th November 2019. These are then awarded an extra prize: the Consumers' Favourite.

AWARD CEREMONY & WINNERS' NIGHT

The prizes are awarded to the winners of the EUROPEAN BEER STAR and the Consumers' Favourite competitions during a festive ceremony at the BrauBeviale Fair in Nuremberg. All the prize-winning beers are then presented to the trade public and journalists at the subsequent "Winners' Night", at what is probably the world's most exclusive beer bar.



1. PRELIMINARY NOTES

- The panel can only consider those beers that have been registered and sent in within the stated timescale.
- Registration and payment should be carried out online at european-beer-star.com › **Registration**. Registration can only be processed if the data and the payment procedure are complete.
- We still accept written registrations: please make sure to send in the full registration plus a receipt.
- Each entrant accepts the conditions of the competition, there is no legal entitlement to a prize.
- The organisers take no responsibility for any breakages.

2. THE EXPERT TASTING PROCEDURE

The tasting will be carried out by an international expert jury on 10th and 11th October 2019 in an anonymous format. In each category, first, second and third places will be recognised by a gold, silver and bronze award. The jury also reserves the right not to award certain category prizes or all prizes in a category. The key criteria are beer quality and fulfilment of the category definition. The prize winners will be notified after the tasting. Prize winners only will be published, participants will not be disclosed.

3. PUBLIC TASTING AT THE BrauBeviale 2019

Only the Gold prize winners qualify for the second round of tasting on 12th November 2019. The Gold winning breweries must then send in another consignment of beer in order to participate in the public tasting. 50 bottles of 0.5 l content are required to choose the additional, highly valued Consumers' Favourite prize (35 bottles if the content is 0.75 l or more). The delivery address will be advised together with the prize notification. Visitors to the BrauBeviale 2019 in Nuremberg can then taste these beers. The three beers with the best average mark from the public are awarded the Consumers' Favourite prize in Gold, Silver and Bronze.

4. AWARD CEREMONY & PRESENTATION OF THE WINNING BEERS

The prizes will be handed out in the course of a festive award ceremony on 13th November 2019 at the BrauBeviale in Nuremberg. A representative from the brewery should be necessarily present at the award ceremony.

All awarded beers will be presented at the "Winners' Night" after the award ceremony. Another 30 bottles of 0.5 l content (20 bottles if the content is 0.75 l or more) of the Silver and Bronze winning beers are required for this purpose.