



**Private Brauereien**

## **PRESS RELEASE**

The winners are determined

### **A new record in participation at European Beer Star**

**In the eleventh year, 1,613 beers were entered to be evaluated by the 105-member international jury at the European Beer Star, one of the most important beer competition worldwide. In 2014 the “beer nations” Germany and USA are once again in the lead, but for the first time medals are awarded to 24 different countries. The only breweries awarded two gold medals are from Israel and Australia; Europe’s most successful brewing facility is in Aying near Munich. The award ceremony will take place on 12<sup>th</sup> November at Brau Beviale in Nuremberg.**

*Munich – Experts of the sector agree: The “European Beer Star” of Private Brauereien, one of the most important beer competitions worldwide, has long become a synonym for the positive development which gives more and more credit to the grocery that is “beer” on a world-wide scale. “If this competition didn’t already exist, you’d have to invent it!” The reaction by the brewery industry is accordingly positive. With 1,613 entered beers from 42 countries (previous year: 1,512 from 40 countries), 2014 saw a new record in participation. The international group of tasters, which now consists of 105 (previous year: 102) master brewers, beer sommeliers and expert journalists from 25 countries, determined the best beers of the world in the middle of October by means of a blind tasting at Doemens Akademie (Gräfelting). For the first time, 52 beer categories were*

*used to award only one gold, silver and bronze medal. “Domestic and international breweries understand the meaning of an award at European Beer Star”, knows Dr. Werner Glossner, Managing Director at Private Brauereien, which initiated this competition ten years ago, “it’s like being knighted and it’s appreciated accordingly by the customers!”. Initially, the European Beer Star was strongly dominated by German breweries, but now more than 50% of the entered beers come from all continents. And never before were medals awarded to breweries from 24 different countries. When it comes to the “medals table”, however, German beers are clearly in the lead in 2014. 18 gold, 22 silver and 19 bronze medals were achieved by German breweries, three more than the year before, followed by the US-breweries with 39 medals (among them 12 x gold). The biggest surprise of the 2014 European Beer Star are certainly the most successful breweries based in Israel and Australia. Alexander Brewery from Emek Hefer received two gold medals, namely in the categories Porter and Golden Ale. Redoak Brewery received two gold medals namely in the categories Ultra Strong Beer and Bottom Fermented Beer with Alternative Cereals. “It becomes increasingly difficult for participants to win a large amount of medals at European Beer Star”, Glossner explains, “Competition has become quite fierce in all categories”.*

### **Europe’s most successful brewery is from Aying**

The European Beer Star has grown to encompass 52 categories, ranging from widely known beer styles such as Pilsener and wheat beer to more unusual types such as Stout, Triple or smoked beer. For two days, the 105 experts, mostly master brewers and beer sommeliers, tasted the 1,613 beers until the winners were determined, who will be awarded their prize at the trade fair “BrauBievale” in Nuremberg on 12<sup>th</sup> November. It is with a feeling of pride that the representatives of the brewery Aying in Upper Bavaria will travel there to receive their trophies. With one gold medal (Weißbier bernsteinfarben), two silver medals and one bronze medal in 2014, the traditional brewing facility near Munich became the most distinguished brewery in Europe! It is second only to two Californian breweries: Firestone Walker Brewery from Paso Robles and Ballast Point Brewing from San Diego, which both achieved one gold and three silver medals. The third place in the contest of nations once again went to Italian brewers, who were awarded four gold medals, e.g. for beer types such as Belgian Tripel (Fabrica del Birra)

and India Pale Ale (Birra del Borgo), which traditionally were associated with other beer countries.

Following a less than perfect yield of medals in the previous year, the Austrian breweries were able to celebrate a success this year around: three gold, two silver and one bronze medal. The best pale ale was entered by the Hirt brewery in Michelsdorf (A). The Dunkler Bock by Braucommune Freistadt (A) won the most praise among the jury and in the Salzburg brewery Stiegel is delighted to receive the highest reward for its German-Style Leichtbier. Another successful nation of 2014 are the Netherlands: Dutch breweries also received three gold medals: Belgian-Style Dubbel (de Koningshoeven), Belgian-Style Witbier (Jopenkerk) and smoked beer (Stichting).

### **Awards for breweries in 24 different countries**

In the previous year, medals were awarded to breweries from 15 different countries. In 2014 this number increased to 24! Kazakhstan, Greece, Iceland, Norway and Cambodia appear in the medals table for the first time, all for beers outside of the mainstream category. “We can see a global trend towards beers with character”, says Gerhard Ilgenfritz, President of Private Brauereien, “Maybe we encouraged this development slightly with the European Beer Star”. The share of international beers increased by about 7% compared to 2013. These beers account for about 58% of all beers entered in the 2014 European Beer Star. Despite the increasingly fierce competition, the German brewers prove their position as the number 1 in the world of beer with totally 59 medals. Bavaria (42) clearly won over Baden-Wuerttemberg (14), but there is a tie when it comes to the gold medals (8).

What is noteworthy is that, once again, several categories of Weißbier were won by Swabian breweries: Hirschbrauerei in Wurmlingen for its Hefeweizen Hell, Brewery Ladenburger in Neuler for its Weizenbock Hell, Palmbräu in Eppingen for its Kristallweizen and Schönbuch-Bräu in Böblingen for its Hefeweizen Dunkel.

The world’s best Pilsener comes from a brewery that has been a successful participant in the European Beer Star for years: Alpirsbacher Klosterbrauerei. Other gold medal winners are Brewery Hoepfner from Karlsruhe for Kellerbier hell and Privatbrauerei Ketterer from Pforzheim for Heller Bock. As for the distribution of medals among the Bavarian breweries, there is a clear north-south difference. The Franconian master

brewers reaped 13 medals this year, but the only gold medal for Northern Bavaria went to Fürstliches Brauhaus Ellingen (European Style Dunkel). Southern Bavaria was more successful: 3 gold medals went to Lower Bavaria and 4 to Upper Bavaria.

### **Upper Bavaria's breweries in the lead**

Aside from the Brewery Ayinger, the following breweries were each awarded gold: Brauerei Flötzinger in Rosenheim for Festbier, Müllerbräu in Neuötting for Doppelbock hell and Weissbräu Schwendl in Tacherting for Leichtes Weizen. The gold medal winners from Lower Bavaria are proof that an award at European Beer Star is no question of size. The small brewery-inn Eck in Böbrach can call itself a winner just as much as the Weisses Bräuhaus in Kelheim (Weizenbock dunkel), which is similar in size, or the traditional Klosterbrauerei Weltenburg (Doppelbock dunkel).

“In the blind tasting our jury evaluates only according to purely sensual criteria, the same that the beer consumer would use”, explains Roland Demleitner of the Federal Association of Private Brauereien, “which is why it comes as no surprise that the winners are those breweries that bring extraordinary taste profiles due to great brewery craftsmanship”.

The European Beer Star of Private Brauereien (in cooperation with the Association of small and independent Breweries in Europe), which is awarded globally since 2003, is powered by Rastal, Barth-Haas Group, BayWa AG and MicroMatic. Partners are Brauakademie Doemens and Brauwelt.

In the appendix you can find the extensive list of winners with all contact data of the breweries as well as various graphics, which can all be used free of charge.

For more information visit: [www.european-beer-star.com](http://www.european-beer-star.com)

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