



**Private Brauereien**

## **EUROPEAN BEER STAR 2014**

### **Press Information: Facts and Figures**

#### **PARTICIPANTS**

- 1,613 beers (42 % German, 58 % international)
- Increase by 7% compared to the successful prior year, 12% in international beers
- 52 recognized categories
- Countries:  
Germany and the following 41 countries on all continents:  
Australia, Austria, Belarus, Belgium, Bosnia and Herzegovina, Brazil, Cambodia, Canada, Czech Republic, Denmark, Finland, France, Georgia, Great Britain, Greece, Iceland, Ireland, Israel, Italy, Japan, Kazakhstan, Latvia, Liechtenstein, Lithuania, Malta, Mongolia, Myanmar, Namibia, Netherlands, Norway, Poland, Portugal, Russia, Slovakia, Slovenia, South Korea, Sweden, Switzerland, Spain, Taiwan, USA

#### **DATES**

- October 9-10, 2014: Tasting of the beers by an international expert panel at the Doemens Brewing Academy in Gräfelfing near Munich, with 105 beer and brewery experts from all over the globe. Tasters in 12 teams from 25 countries
- November 11, 2014: Tasting of the gold medal winners of each category at the BrauBeviale in Nuremberg by the trade show visitors, election of the "Consumers' Favourite"
- November 12, 2014: Award ceremony of the winners at BrauBeviale in Nuremberg (from 4 p.m.)

#### **Press contact:**

Alexander T. Herzog · Tel: +49 8168 42999-59 or mobile +49 160 94 567 523 · E-mail: [alexander.herzog@imago87.de](mailto:alexander.herzog@imago87.de)  
IMAGO87 GmbH PR and Media Design Agency · Hauptstr. 22, D-85395 Attenkirchen/Hallertau · Tel: +49 8168 42999-50



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#### **THE EUROPEAN BEER STAR AWARD**

- is taking place for the eleventh time
- addresses breweries around the globe that are committed to the traditional European art of brewing
- is limited to beer-categories, which originate in Europe (52)
- hands out awards for authentic, distinctive beers of an impressive taste and quality that fulfill the criteria of the particular type in the best way possible
- evaluates the beers on the basis of purely sensory criteria
- is one of the most challenging competitions worldwide
- is awarded in gold, silver and bronze in every category

#### **ORGANISATION**

The European Beer Star is a project of

- Private Brauereien Deutschland e. V.
- Private Brauereien Bayern e. V.
- Association of Small and Independent Breweries in Europe (S.I.B.)

#### **PARTNERS**

- Barth-Haas Group
- BayWa
- Doemens
- Fachverlag Hans Carl
- Rastal
- Micro Matic
- BrauBeviale

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IMAGO87 GmbH PR and Media Design Agency · Hauptstr. 22, D-85395 Attenkirchen/Hallertau · Tel: +49 8168 42999-50