



**Private Brauereien**

## **PRESS RELEASE**

**Record number of participants in Europe's most important beer competition:**

**At this year's European Beer Star, 2,103 beers from 44 nations will be vying for the coveted awards**

**On 7 October, 124 beer experts will convene at Doemens Academy to decide on the awarding of the gold, silver and bronze medals**

**Munich/Gräfelfing** – While the appreciation of beer is essentially measured in hectolitres at the Munich's Oktoberfest, an event focusing on the variety of beer will be taking place almost at the same time only eleven kilometres from the Wiesn: The Doemens Academy in Gräfelfing will be hosting the most important beer competition in Europe, the European Beer Star, for the 13th time. 2,103 beers from 44 nations on all continents - more than ever before - have registered for this year's "Champions League of the beer world". On 7 October, 124 beer experts from 30 countries will choose the gold, silver and bronze medallists in 57 categories (beer styles) in a blind tasting. "We are of course very proud of the phenomenal rise in the number of participants," says a delighted Oliver Dawid, the new CEO of the association Private Brauereien Bayern e.V., which has been hosting this competition since 2003, adding "the European Beer Star is regarded as perhaps the toughest beer competition and has as a result become one of world's most coveted awards for breweries and their brewmasters!"

For several weeks, hundreds of beers from around the world have been arriving at Doemens every day, presenting the employees there with enormous logistical challenges. Each individual beer is recorded, categorised and prepared for the blind tasting. Prior to the tasting, more than 20,000 bottles are stored in refrigerated containers - in terms of varietal diversity, probably the biggest beer warehouse in Germany. >>>



**Private Brauereien**

## **PRESS RELEASE · Page 2**

The number of participating beers from Germany rose by 5% to 847 beers; the number of international beers even rose by 9% (1,265). In total, the number of submitted beers thus increased by 7% compared to the previous year (from 1,957 to 2,103). All beer styles that originated in Europe are eligible to participate in the European Beer Star.

The European Beer Star has therefore long since achieved its original objective of making consumers more aware of the variety of beer. "With this competition, we have made a considerable contribution toward putting beer into the spotlight again," explains Gerhard Ilgenfritz, President of the Private Brauereien Bayern association, "enabling beer to experience a level of appreciation that this natural, elaborately produced beverage rightly deserves."

For the first time, the 124 jury members (Brewmasters, beer sommeliers and beer experts) will be sampling beers in 57 categories: from Altbier (top-fermented dark beer) to Zoigl beer, well-known beer styles such as wheat beers or bock beers, but also varieties that are still little known in Germany such as porters, stouts, Witbier or pale ales. Only one gold, silver and bronze medal will be awarded in each category. The blind tasting ensures a transparent and incorruptible judgement. The beers will be assessed exclusively according to criteria that consumers would apply, i.e. appearance, foam, smell, taste, varietal characteristics.

The tasting will be held on 7 October in the Doemens Academy in Gräfelfing. The medal winners will be determined in several teams with preliminary, intermediate and final rounds. "We have responded to the recent increase in the number of participating beers by enlarging the jury," explained Competition Manager Sebastian Wedekind, "to ensure that our judges power of judgement is maintained all day long." "In any case, only very small sips are tasted," assures CEO Dawid. "Over the course of the day, each taster will only sample a little more than a litre of beer."

The award ceremony will be held on 9 November at the international BrauBeviale in Nuremberg.

Conferred worldwide since 2003, the European Beer Star of the association Private Brauereien (in cooperation with the Association of Small and Independent Breweries in Europe) has been supported by the Barth-Haas Group, BayWa, Rastal and MicroMatic. The partners are the Doemens Academy and the trade periodical Brauwelt.

Further information at: [www.european-beer-star.de](http://www.european-beer-star.de)

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Private Brauereien

## PRESS RELEASE · Page 3



Caption:

Every day, hundreds of beers from all over the world are currently arriving at the Doemens Brewing Academy in Gräfelfing, where they are picked and categorised for the blind tasting on 7 October. Dr. Wolfgang Stempf, Director of the Doemens Academy, Oliver Dawid, CEO of the competition organiser, Private Brauereien Bayern, and Sebastian Wedekind, Competition Manager for the European Beer Star at Private Brauereien Bayern (left to right) are delighted with the latest record number of participants.

München/Gräfelfing, 27.09.2016

Text/Photo: Private Brauereien Bayern e.V. (no professional fee)

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