



**Private Brauereien**

## **PRESS RELEASE**

**Trade show visitors pick their favourite beers at the European Beer Star  
The "Consumers' Favourite" award in gold of the 2016 European Beer  
Star goes to MC77- Birrificio Artigianale (Italy) for its "Belgian-Style  
Witbier".**

**Nuremberg** - The award ceremony and presentation of the European Beer Star winners, one of the most coveted awards on the international brewing scene, is one of the highlights of the BrauBeviale in Nuremberg. Every year, the visitors to the world's leading brewing industry trade show are given the opportunity to discover for themselves the excellent quality of the award-winning beers. The winners of the gold, silver and bronze medals were picked at the beginning of October by a 124-member expert jury from 2,103 beers in 57 categories.

As it is traditionally the case, the winners of the "Consumers' Favourite" category were chosen from all the gold medal winners by the visitors to the trade show in a blind tasting session on the first day of the show. After tasting more than 5.000 samples, the winner was chosen late Tuesday evening.

The Consumers' Favourite gold medal 2016 is awarded to MC77- Birrificio Artigianale (Italy) for its "Belgian-Style Witbier". The silver medal goes to Long Sun Brewing (Taiwan) for the South German-Style Hefeweizen bernsteinfarben and the bronze medal

goes to Kronenbrauerei Alfred Schimpf (Germany) for South German-Style Weizenbock Dunkel.

"Medals from the European Beer Star are among the most coveted international brewing awards", said Oliver Dawid, CEO of Private Brauereien, "the breweries, whose beers are chosen by expert visitors to the show can be doubly proud."

The European Beer Star Award of the Association of Private Breweries (in cooperation with the Association of Small and Independent Breweries in Europe) was established in 2003 to honour hand-crafted European-style beers that are particularly full of character. The European Beer Star is sponsored by Rastal, Barth-Haas Group, BayWa AG and MicroMatic. Its partners are BrauBeviale, Doemens Akademie and Brauwelt.

For a list of all winners, including contact details of the breweries and various photos and illustrations, which can be used free of charge, please refer to

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

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(free of charge)