



PRESS RELEASE, 11.08.2017

The success of the European Beer Star competition is set to continue in its 14th year

A total of 2,151 beers from 46 countries submitted for the first time

Preparations for the competition tasting at the Doemens academy in Gräfelfing near Munich on 11 August are in full swing

Munich/Gräfelfing – According to Oliver Dawid, Managing Director of the Private Brauereien Bayern association, the European Beer Star competition can boast a new record number of participants. A total of 2,151 beers from 46 countries have been submitted. "This makes the European Beer Star the world's most important beer competition this year."

Truly a success story: When the Verband der Privaten Brauereien ("Association of Private Brewers") first organised the competition in 2004, 271 beers were sent to the Doemens brewing academy in Gräfelfing for tasting. Four years ago, when the winners were last honoured at drinktec in Munich, there were already more than 1,500 beers. For the now-133-strong international team of experts – predominantly master brewers, beer sommeliers and proven beer experts from 26 countries – the blind tasting on 11 August in the Doemens brewing academy is a real challenge. The beers are tasted as consumers experience them, according to purely sensory criteria such as colour, head, taste or aroma. The beer is of course drunk by the testers in small sips, as this is the only way to evaluate the "body" of the beer on the palate: carbonation, richness and hop aroma.

For the first time, the European Beer Star 2017 competition has increased to cover 60 beer styles according to European brewing methods. The jury awards one gold, one silver and one bronze medal per category, which will be handed out this year on 13 September at drinktec, the world's largest trade fair for the drinks industry: for traditional types such as "helles" (pale), Pilsner or wheat beer, for beer styles that are still relatively unpopular in Germany like India pale ale, porter and Belgian tripel, and, for the first time, for alcohol-free beer (bottom-fermenting and top-fermenting).

It is thus clear that the European Beer Star is becoming increasingly international. For the first time, the share of German beers submitted is under 40%, and beers from countries like Belize, Tunisia and Azerbaijan are in competition. "The trend towards individual, craft-brewed beers with lots of character has for a long time now not been restricted purely to traditional beer nations," says Head of Tasting Sebastian Unertl from Private Brauereien. "The best of these are lining up to hear the verdict of the European Beer Star's expert jury, as receiving an award in our competition naturally means a particularly high reputation."

While the Private Brauereien association is delighted with the increasing response every year, this does represent a challenge for its partner, the Doemens academy, with respect to tasting logistics. More than 25,000 beers in different barrels, crates or boxes will arrive in Gräfelfing over the next few days. The staff and students at Doemens spend the weeks leading up to the tasting on 11 August sorting all consignments, labelling them by category and preparing them for the blind tasting. "Doemens is Germany's most wide-ranging beer depot in this summer of 2017, and we are doing everything to ensure that Europe's largest beer tasting is organised professionally, as usual," promises Dr Werner Gloßner, Managing Director of the academy.

>>



Photo caption: More than 25,000 beer bottles will arrive at the Doemens brewing academy before the tasting on 11 August. Oliver Dawid (centre), Managing Director of Private Brauereien Bayern; Sebastian Unertl (right), Head of Tasting; and Dr Werner Gloßner, Doemens Managing Director, are impressed by the wide variety of beers from around the world.

11.08.2017 · Text/photo: Private Brauereien Bayern e.V. (free of charge)

For media enquiries please contact: Alexander Herzog, telephone ++49 8168 4299959 or ++49 160 94567521 alexander.herzog@imago87.de